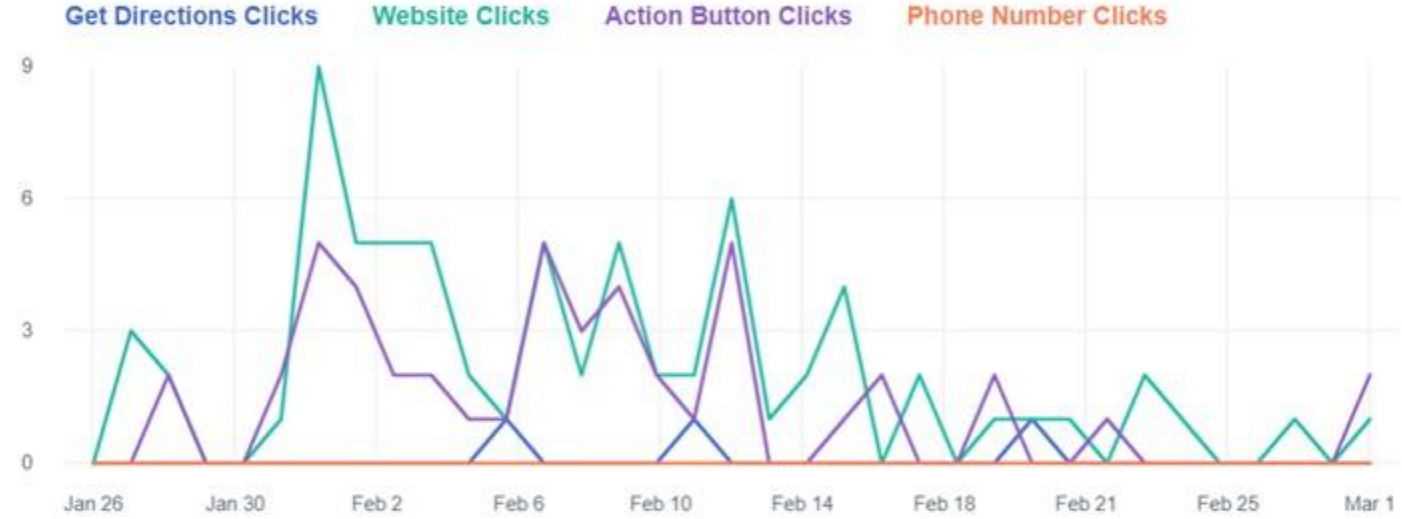


# Facebook Insights

Total Actions on Page

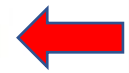


# Facebook Posts: Reach and Engagement = top posts

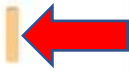
02/02/2021 8:54 AM		Learning from history #ASALH <a href="https://asalh.org">https://asalh.org</a>			7.7K		55 102	
02/01/2021 3:19 PM		ASALH plans to celebrate Black History Month differently this year.			4.4K		67 69	
02/01/2021 12:01 PM		Read more about the legacy of #CarterGWoodson			5.3K		141 345	
02/01/2021 8:00 AM		In February 1926, Carter G. Woodson launched Negro History			18K		125 497	
01/31/2021 2:18 PM		Join ASALH on Feb. 1st for our announcement of the Black History			5.3K		77 18	
01/30/2021 12:49 PM		ASALH Exclusive: Actress Daphne Maxwell Reid will join our			2.2K		30 32	
01/29/2021 4:08 PM		If you missed our discussion today on records related to Langston			1.5K		5 13	
01/29/2021 1:58 PM		Happening now on ASALH-TV. <a href="https://www.youtube.com/watch?">https://www.youtube.com/watch?</a>			1K		3 1	
01/29/2021 12:15 PM		#ASALH executive director Sylvia Cyrus will appear on			1K		5 4	
01/29/2021 10:00 AM		"I live my purpose everyday because of the stories my family has told me."			1K		23 15	
02/05/2021 9:20 AM		To help teachers with African American studies, Carter G.			1.3K		10 54	
02/04/2021 3:06 PM		#ASALH Exclusive: Actress Daphne Maxwell Reid will join our			2K		19 12	
02/04/2021 12:00 PM		On this day in 1913: Rosa Parks, a Black woman whose 1955 refusal to			1.4K		29 43	
02/04/2021 8:59 AM		Carter G. Woodson taught at Paul Laurence Dunbar High School in			1.8K		11 75	
02/03/2021 6:19 PM		ASALH in conjunction with @pbsbooks sponsored "A			1.6K		18 26	
02/03/2021 3:10 PM		Mae Jemison is the first African American female astronaut. In 1992,			2.9K		18 118	
02/03/2021 12:38 PM		ICYMI: ASALH executive director Sylvia Cyrus talks to The Washington			1.6K		31 29	
02/03/2021 9:05 AM		Carter G. Woodson's home was designated a National Historic			2.2K		17 53	
02/02/2021 4:05 PM		ASALH in conjunction with PBS Books will host "A Celebration of			3.2K		42 102	
02/02/2021 12:50 PM		ICYMI: Watch our Black History Month Kick-off event on ASALH-TV			1.7K		21 19	
02/02/2021		Learning from history #ASALH			7.7K		55	

# Facebook Posts: Reach and Engagement

02/07/2021 3:23 PM		#ASALHFamily: Ebony and Jet Magazines instilled cultural pride in			1.5K		26 74	
02/07/2021 10:20 AM		Join us today at 4pm (EST) for "How African American Families Have			814		36 32	
02/06/2021 4:00 PM		ICYMI: Watch our "From the Continent to the Americas"			873		19 28	
02/06/2021 3:00 PM		#ASALHFestival: ASALH explores food, culture and black family			546		1 23	
02/06/2021 1:27 PM		#ASALHFestival: ASALH explores food, culture and black family			440		2 13	
02/06/2021 12:38 PM		#ASALHFamily: "Brown hands made American food what it is." Watch our			797		7 21	
02/06/2021 11:24 AM		#ASALH: Our virtual event today "From the Continent to the Americas"			647		33 23	
02/06/2021 3:59 AM		We are too excited for our "From the Continent to the Americas"			987		8 63	
02/05/2021 3:36 PM		ASALH will explore food, culture and black family traditions on Saturday,			2.2K		55 120	
02/05/2021		#ASALH Exclusive: Chef and host			1.4K		18	



02/12/2021 10:32 AM		Don't miss the premiere Black History Month event featuring a conversation			843		2 2	
02/11/2021 4:55 PM		#ASALHFestival featured in the Afro News!			1K		4 13	
02/11/2021 1:52 PM		Daphne Maxwell Reid in conversation with our Black History			709		15 9	
02/11/2021 9:19 AM		#BlackHistoryMonth			1.4K		24 59	
02/10/2021 4:55 PM		Congratulations to William Darity and A. Kirsten Mullen for winning the			1.4K		7 27	
02/10/2021 12:34 PM		Today we will present our inaugural ASALH Book Prize. Join us at			1.1K		9 11	
02/10/2021 9:37 AM		In celebration of Black History Month, @HISTORY is spotlighting everyday			1.4K		12 33	
02/09/2021 1:56 PM		#ASALHFestival is proud to feature a conversation between our national			2.2K		23 33	
02/09/2021 9:36 AM		RIP			1.4K		36 97	
02/08/2021 6:01 PM		#ASALHFestival: Join us on February 10 for the Presentation of			1.2K		4 6	



## Facebook Posts: Reach and Engagement

Date	Time	Post Content	Link	Public	Reach	Engagement	Comments	Shares	Reactions
02/22/2021	9:36 AM	Join us on February 24 for our "Diving with a Purpose: Recovering			1.2K		7	13	
02/20/2021	7:04 PM	Our "Finding Our Roots" virtual marquee event featured Professor			1.3K		18	16	
02/20/2021	4:56 PM	#ASALHFestival: The first person who can answer this question in the			584		35	12	
02/20/2021	3:25 PM				484		14	12	
02/20/2021	2:23 PM	#ASALHFamily: Interested in learning more about your family			597		15	21	
02/20/2021	1:33 PM	#ASALHFestival: ASALH examines the heritage of African American			338		4	5	
02/20/2021	10:17 AM	#ASALHFestival: ASALH will examine the heritage of African			756		5	33	
02/19/2021	5:05 PM	#FBF Celebrating ASALH's 2020 Black History Month luncheon in			1K		24	34	
02/19/2021	1:13 PM	ASALH is ready for our marquee event "Finding Our Roots" on			700		3	10	
02/19/2021	9:17 AM	#ASALHFamily: When it aired in January 1977, Roots was the most			1.1K		36	45	
02/18/2021	6:02 PM	#ASALH Exclusive Part 2: Chef and			621		8	1	
02/17/2021	4:23 PM	Dr. William Darity And Kirsten Mullen Win The 2021 ASALH Book Prize For			1.1K		20	34	
02/17/2021	9:33 AM	#ASALHFestival: ASALH is pleased to announce Reverend William H.			1.2K		2	10	
02/16/2021	4:13 PM	Purchase your tickets for Saturday's virtual event! <a href="https://asalh.org">https://asalh.org</a>			1.8K		23	59	
02/16/2021	9:27 AM	"We need to do everything that we can to strengthen ourselves, so that			1.1K		3	4	
02/15/2021	4:57 PM	We are thrilled Henry Louis Gates, Jr. will join ASALH president Evelyn			912		7	20	
02/15/2021	10:17 AM	Barack Hussein Obama was the 44th President of the United States of			1.6K		10	62	
02/14/2021	6:03 PM	#ASALHFamily: In the 1840s and 1850s for enslaved Blacks in the			2.1K		26	74	
02/14/2021	1:52 PM	#ASALHFamily: The Civil War was an important turning point in the			1.8K		25	100	
02/13/2021	4:53 PM	Tune in as we celebrate #BlackHistoryMonth and			1.1K		8	13	
02/13/2021	10:30 AM	Ms. Senior District of Columbia Trinette Chase discusses the power			1.2K		65	61	

# Facebook Posts: Reach and Engagement

12/26/2021 1:25 PM	 #ASALHFamily: Lucille and Ruby Bridges played an integral part in the			725		5 21		<a href="#">Boost Post</a>
12/26/2021 8:34 AM	 #ASALHFamily: Black families played an integral part in the fight for			685		2 15		<a href="#">Boost Post</a>
12/25/2021 5:56 PM	 Check out this adorable video			940		21 7		<a href="#">Boost Post</a>
12/25/2021 2:01 PM	 #ASALH executive director Sylvia Cyrus discusses how Black History			406		4 3		<a href="#">Boost Post</a>
12/24/2021 1:20 PM	 ICYMI: Watch our "Diving with a Purpose: Recovering and			263		9 4		<a href="#">Boost Post</a>
12/24/2021 1:38 PM	 Tune in now to our "Diving with a Purpose" event!			448		3 3		<a href="#">Boost Post</a>
12/24/2021 1:16 PM	 Make sure you join us for our "Diving with a Purpose: Recovering and			775		8 9		<a href="#">Boost Post</a>
12/24/2021 1:27 AM	 See the schedule of events for this month's #ASALHFestival			527		1 2		<a href="#">Boost Post</a>
12/23/2021 1:20 AM	 Make sure you join us for our "Diving with a Purpose: Recovering and			1.4K		20 33		<a href="#">Boost Post</a>
12/22/2021 1:55 PM	 #ASALHFamily theme examines the heritage of African American families			759		6 5		<a href="#">Boost Post</a>

02/27/2021 4:43 PM	 Enjoy two #ASALHFestival events this weekend! <a href="http://asalh.org/festival/">asalh.org/festival/</a>			1.5K		13 5	
02/27/2021 12:36 PM	 #ASALHFamily: Fighting for black equality took an enormous emotional			1.1K		27 97	

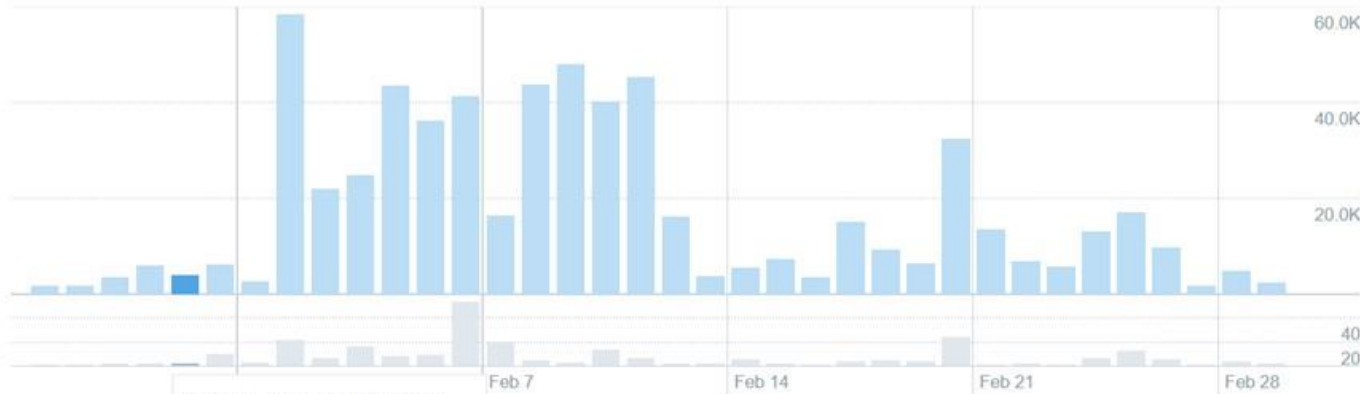
# Twitter - Top Performing Tweets for BHM Festival

## Tweet activity

Jan 25 – Mar 1, 2021

Export data

Your Tweets earned **620.8K impressions** over this **36 day** period







**YOUR TWEETS**  
During this 36 day period, you earned **17.2K impressions per day**.

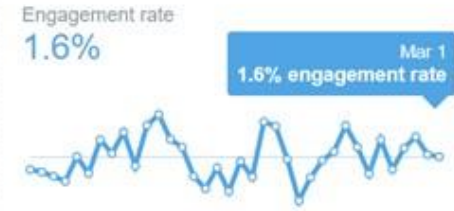
Date	Organic Impressions	Tweets	Promoted	Impressions	Engagements	Engagement rate
Friday, January 29, 2021	3,971	2				

 <b>ASALH</b> @ASALH · Feb 8	87,140	1,254	1.4%
In 1920, Carter G. Woodson became dean of the School of Liberal Arts and head of graduate faculty at Howard University. During his tenure, he created a formal African			



# Top Performing Tweets for BHM Festival

	<p><b>ASALH</b> @ASALH · Feb 8</p> <p>In 1920, Carter G. Woodson became dean of the School of Liberal Arts and head of graduate faculty at Howard University. During his tenure, he created a formal African American history survey course. #ASALH  <a href="pic.twitter.com/mLchYXACox">pic.twitter.com/mLchYXACox</a></p> <p><a href="#">View Tweet activity</a></p>	87,140	1,254	1.4%	Promote
	<p><b>ASALH</b> @ASALH · Feb 4</p> <p>Carter G. Woodson taught at Paul Laurence Dunbar High School in Washington, DC. Originally known as the Preparatory High School for Colored Youth, it was America's first public high school for black students.  <a href="pic.twitter.com/TBsRi9ZEao">pic.twitter.com/TBsRi9ZEao</a></p> <p><a href="#">View Tweet activity</a></p>	59,645	2,099	3.5%	Promote
	<p><b>ASALH</b> @ASALH · Feb 10</p> <p>Congratulations to @SandyDarity and @IerstenKMullen for winning the inaugural #ASALH Book Prize for "From Here to Equality: Reparations for Black Americans in the Twenty-First Century." #ASALHFestival #ASALHFamily  <a href="pic.twitter.com/5sBWDcjg0S">pic.twitter.com/5sBWDcjg0S</a></p> <p><a href="#">View Tweet activity</a></p>	47,188	514	1.1%	Promote
	<p><b>ASALH</b> @ASALH · Feb 20</p> <p>On behalf of the USPS it's an honored to reveal the oil painting Forever Stamp of #AugustWilson!!! #ASALH #ASALHFamily #ASALHFestival  <a href="pic.twitter.com/w8w9csNchE">pic.twitter.com/w8w9csNchE</a></p> <p><a href="#">View Tweet activity</a></p>	20,170	924	4.6%	Promote




On average, you earned 18 link clicks per day



On average, you earned 44 Retweets without comments per day



## Top Performing Tweets for BHM Festival

	<b>ASALH</b> @ASALH · Feb 3 Carter G. Woodson's home was designated a National Historic Landmark in 1976 and later established as a National Historic Site by the @NatlParkService for its national significance in African American cultural heritage. #ASALH <a href="http://asalh.org/project/woodso...">asalh.org/project/woodso...</a> <a href="https://pic.twitter.com/7jZ4U2Wsbq">pic.twitter.com/7jZ4U2Wsbq</a> <a href="#">View Tweet activity</a>	16,282	129	0.8%	<a href="#">Promote</a>
	<b>ASALH</b> @ASALH · Feb 1 Carter G. Woodson helped to form the Association for the Study of Afro-American Life and History as well as the African-American-owned Associated Publishers Press in 1921. #ASALH #CarterGWoodson #BHM <a href="https://pic.twitter.com/dirdgzs8on">pic.twitter.com/dirdgzs8on</a> <a href="#">View Tweet activity</a>	14,428	356	2.5%	<a href="#">Promote</a>
	<b>ASALH</b> @ASALH · Feb 10 #ASALHFestival is proud to feature a conversation between our national president Evelyn Brooks Higginbotham and Professor Henry Louis Gates, Jr. The discussion will be moderated by radio host Joe Madison. Purchase your tickets for our Feb. 20th event! <a href="http://asalh.org/calendar/marqu...">asalh.org/calendar/marqu...</a> <a href="https://pic.twitter.com/RZibBUmVta">pic.twitter.com/RZibBUmVta</a> <a href="#">View Tweet activity</a>	12,562	206	1.6%	<a href="#">Promote</a>



# Instagram - Black History Month posts rank as the most liked on ASALH's page – 35 posts out of 45 in 2021

