



IMPACT100 GREATER SACRAMENTO GROWING COMMUNITY IMPACT THROUGH ORGANIC SOCIAL MEDIA

Instagram+Facebook | Organic social management

SAVED SALON 9 HOURS PER WEEK & INCREASED REACH BY

67.1K TOTAL VIEWS | +67.7% GROWTH

Latest Meta dashboard period: late June–October 2026

RESULTS THAT MATTER

240

NEW FOLLOWERS

Facebook + Instagram
Jul 1–Sep 30

155.3%

VIEW GROWTH

September campaign
vs. prior dashboard period

1.4K

INTERACTIONS

September engagement
+135.1%

OBJECTIVES

Build a stronger, consistent online presence; increase awareness of Impact100's collective giving, membership opportunities, events, and nonprofit grant partners.

CONTENT STRATEGY

Published around three organic posts weekly. Spotlighted grant finalists and winners, promoted Annual Celebration & Voting, and shared real community moments, event recaps, and membership stories.

VALUE DELIVERED

Turned Impact100's mission into engaging, shareable stories; expanded community discovery, increased audience interest, and gave the team a reliable content and analytics process.

THE BIGGEST WIN: MORE THAN FOLLOWER GROWTH

Grant finalist spotlights and the Annual Celebration campaign helped audiences discover local nonprofits and understand the impact of collective giving. September also recorded 502 Instagram profile visits (+93.8%) and 96 follows.

ADDITIONAL MILESTONE

Impact100 reached 1K+ Instagram followers, with 1,043 reported in the overall update.