

# 2021-07-22 Meeting notes

## Date

22 Jul 20216:00PM-


## Attendees

- [David Lang](#)
- [Jessee Maloney](#) - present 7/22
- [user-eefcb](#) - present 7/22
- [John Dubelko](#) - present 7/22
- [Jonathan White](#)
- Julien Tricheaux - present 7/18 & 7/22
- [Scott Newman](#) - present 7/18 & 7/22

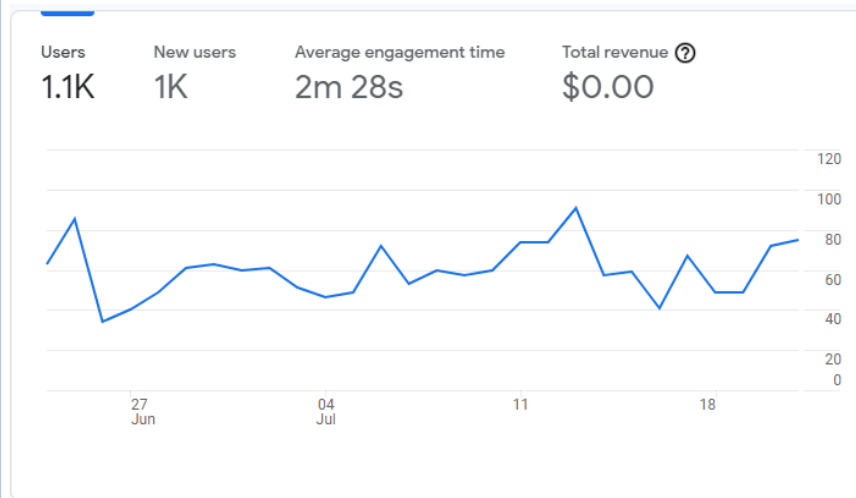
## Goals

- Regular monthly meeting

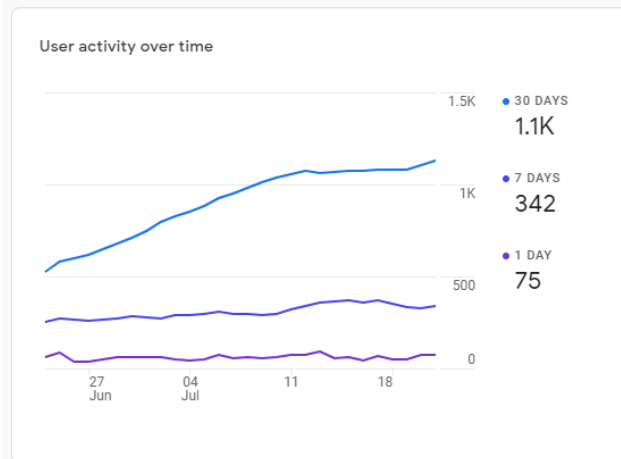
## Discussion items

Time	Item	Who	Notes
	MEETING RESCHEDULED		<ul style="list-style-type: none"><li>• Reschedule or skip? Message posted to Slack. Rescheduled from 2021-07-18 19:00 to 2021-07-22 18:00</li></ul>
	Approve Previous Meeting Minutes		<ul style="list-style-type: none"><li>• Accepted as presented</li></ul>
	Event/News Postings		<ul style="list-style-type: none"><li>• Demo Day<ul style="list-style-type: none"><li>◦ Can we get this in the papers?</li><li>◦ UV Printed keychains, anything else?</li></ul></li><li>• Open Houses<ul style="list-style-type: none"><li>◦ URL? makersmith.org/PublicEvents - Events? makersmiths.org/OpenHouse - Main Page? makermiths.org /ComeVisit - Main Page? makersmiths.org/VisitUs - Main Page? makersmiths.org/LearnMore - Main Page?</li><li>◦ We could assign these to each outlet, and rotate through them.</li><li>◦ Scott will submit the website requests</li></ul></li></ul>
	Analytics info		 <p>The screenshot shows a Facebook Analytics dashboard for the period of June 24 to July 21, 2021. It includes several key metrics: Page Views (229, +45%), Page Likes (51, +200%), Post Reach (7,495, +175%), Story Reach (7,495, +175%), Recommendations (51, +200%), Post Engagement (972, +175%), Video Views (208, +100%), and Page Followers (53, +100%). Each metric is accompanied by a line graph showing the trend over time. The dashboard also includes a 'Learn More' button and a note about insufficient data for certain periods.</p>

Postcard	Post	Type	Targeting	Reach	Engagement	Preview
67020201	Wholesome Hareburg is open to have tonight, and every Tuesday			134	1	<a href="#">View Post</a>
67020201	Wholesome Hareburg is open to have tonight, and every Tuesday			134	1	<a href="#">View Post</a>
67020201	Wholesome Hareburg is open to have tonight, and every Tuesday			134	1	<a href="#">View Post</a>
67020201	Come join Wholesome Hareburg at our meeting Location on July 24th for our			238	10	<a href="#">View Post</a>
67020201	Wholesome Hareburg is open to have tonight, and every Tuesday			134	1	<a href="#">View Post</a>
67020201	To add on to our last post about our new House 10 House 10 House			105	17	<a href="#">View Post</a>
67020201	Our first social media post about our			261	7	<a href="#">View Post</a>
67020201	Have you seen the excellent office of our Wholesome Hareburg?			411	15	<a href="#">View Post</a>
67020201	What a Wholesome Hareburg supporter Wholesome Hareburg, lead by our own			241	7	<a href="#">View Post</a>
67020201	We have had our Wholesome Hareburg's first social			305	25	<a href="#">View Post</a>
67020201	Have you seen the excellent office of our Wholesome Hareburg?			315	15	<a href="#">View Post</a>
67020201	What a Wholesome Hareburg supporter Wholesome Hareburg, lead by our own			14	11	<a href="#">View Post</a>
67020201	The new Wholesome Hareburg, the pride of our Wholesome Hareburg is at			341	23	<a href="#">View Post</a>
67020201	Wholesome Hareburg is open to have tonight, and every Tuesday			411	17	<a href="#">View Post</a>



#### HOW ARE ACTIVE USERS TRENDING?



			<div> <div> Page title and screen class + </div> <div> <div> <div>Views</div> <div>Users</div> <div>New users</div> <div>Views per user</div> <div>Average engagement time</div> <div>Unique user scrolls</div> <div>Event count</div> </div> <div> <div>8,099</div> <div>1,084</div> <div>1,016</div> <div>7.47</div> <div>2m 28s</div> <div>1,357</div> <div>19,643</div> </div> <div> <div>100% of total</div> <div>100% of total</div> <div>100% of total</div> <div>Avg 0%</div> <div>Avg 0%</div> <div>100% of total</div> <div>100% of total</div> </div> </div> </div> <div> <div>Totals</div> <div>1,578</div> <div>713</div> <div>595</div> <div>2.21</div> <div>0m 33s</div> <div>307</div> <div>4,711</div> </div>
--	--	--	--

1 Makersmiths Inc. - Home

1,378

285

46

4.84

1m 41s

77

2,899

3 Makersmiths Inc. - Authorization required

481

207

24

2.92

0m 18s

30

1,047

4 Makersmiths Inc. - Everything Makersmiths

359

22

0

16.92

0m 57s

13

735

5 Makersmiths Inc. - MS-P Plasma CNC Red Tool

208

49

14

4.24

1m 12s

13

475

6 Makersmiths Inc. - MS-L Resin Printing 101

207

61

18

3.99

0m 56s

26

488

7 Makersmiths Inc. - MS-P Beginning Blacksmithing: Make a Viking Pizza Axe

191

71

28

2.69

0m 53s

29

473

8 Makersmiths Inc. - Lasercutter Reservations

158

50

0

3.16

1m 14s

19

378

9 Makersmiths Inc. - Become a Member

156

107

5

1.46

0m 57s

40

357

10 Makersmiths Inc. - Makersmiths Leesburg Location

137

100

1

1.37

0m 50s

75

347

## Action items

- ☒ Scott Newman - Review Julien's writeup by Friday, July 23
- ☐ Scott Newman - Open House submission to Loudoun Times-Mirror (overdue)
- ☐ Scott Newman - Submit URL requests to website committee
- ☐ Julien - write up paragraph for newsletter about hackathons and create Slack channel
- ☐