

Our Family To Yours cafe  
Published by Scott A Gardner 171 · November 23 at 10:36 PM · 🌐

Did you know we sold gift certificates? What a great gift to give - or to receive! Get yours today.

An *Our Family To Yours* gift cert is perfect for both giving and receiving!

**GIFT CERTIFICATE**

**PICK ONE UP TODAY!**

Get More Likes, Comments and Shares  
Boost this post for \$20 to reach up to 3,600 people.

268 People Reached 12 Engagements [Boost Post](#)

Fran Graham-Thomas and Scott A Gardner 5 Shares

Like Comment Share

268 People Reached		
9 Likes, Comments & Shares		
4 Likes	2 On Post	2 On Shares
0 Comments	0 On Post	0 On Shares
5 Shares	5 On Post	0 On Shares
3 Post Clicks		
0 Photo Views	0 Link Clicks	3 Other Clicks
NEGATIVE FEEDBACK		
0 Hide Post	0 Hide All Posts	
0 Report as Spam	0 Unlike Page	

Reach = 268  
Engagements = 12 [~4.4%]  
Shares = 5 [~1.8%]  
Likes/Comments/Shares = 9 [~3.3%]

Our Family To Yours cafe  
Published by Scott A Gardner 171 · November 24 at 9:58 AM · 🌐

Our Family to Yours Cafe will be CLOSED on Thursday, November 28th AND Friday the 29th. We will reopen on Saturday at our regular time.

**What are YOU Thankful For?**

health home family friends food

Get More Likes, Comments and Shares  
Boost this post for \$20 to reach up to 3,600 people.

234 People Reached 9 Engagements [Boost Post](#)

Robert Peck II, Fran Graham-Thomas and 2 others 4 Shares

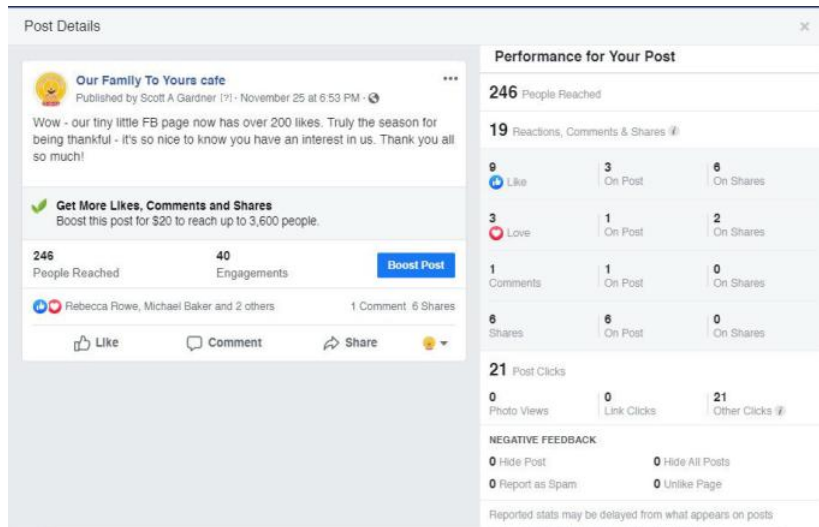
Like Comment Share

234 People Reached		
9 Likes, Comments & Shares		
5 Likes	4 On Post	1 On Shares
0 Comments	0 On Post	0 On Shares
4 Shares	4 On Post	0 On Shares
0 Post Clicks		
0 Photo Views	0 Link Clicks	0 Other Clicks
NEGATIVE FEEDBACK		
0 Hide Post	0 Hide All Posts	
0 Report as Spam	0 Unlike Page	

Reach = 234  
Engagements = 9 [~3.8%]  
Shares = 4 [~1.7%]  
Likes/Comments/Shares = 9 [~3.8%]

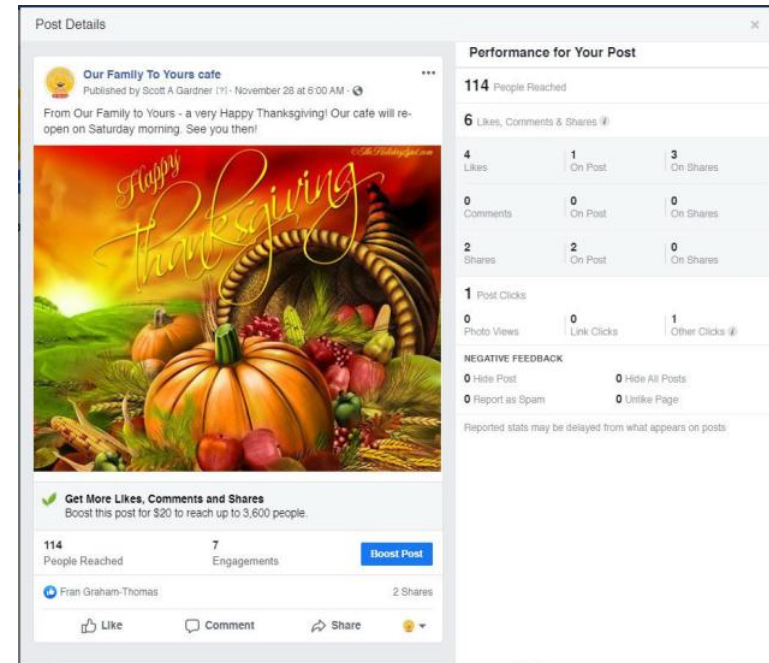
1

2



Reach = 246  
 Engagements = 40 [~16.2%]  
 Shares = 6 [~2.4%]  
 Likes/Comments/Shares = 19 [~7.7%]

3



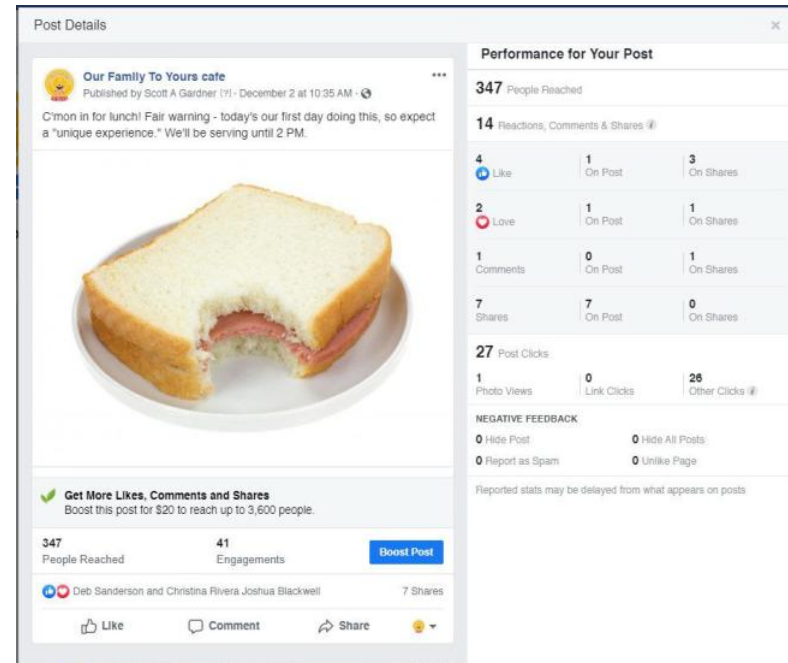
Reach = 114  
 Engagements = 7 [~6.1%]  
 Shares = 4 [~1.7%]  
 Likes/Comments/Shares = 6 [~5.2%]

4



Reach = 195  
 Engagements = 19 [~9.7%]  
 Shares = 4 [~2.0%]  
 Likes/Comments/Shares = 11 [~5.6%]

5



Reach = 347  
 Engagements = 41 [~11.8%]  
 Shares = 7 [~2.0%]  
 Likes/Comments/Shares = 14 [~4.0%]

6

**Post Details**

**Our Family To Yours cafe**  
Published by Scott A Gardner [?] · December 3 at 12:16 PM · 🌐

Our lunch menu. Serving until 2 during the week, and until 1 on Saturday and Sunday.

**Performance for Your Post**

664 People Reached

52 Reactions, Comments & Shares 🗨️

24 Like	10 On Post	14 On Shares
2 Love	0 On Post	2 On Shares
13 Comments	6 On Post	5 On Shares
13 Shares	13 On Post	0 On Shares

115 Post Clicks

33 Photo Views	0 Link Clicks	82 Other Clicks 🗨️
----------------	---------------	--------------------

**NEGATIVE FEEDBACK**

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

**Lunch Menu**

hamburger.....	\$3.50
Cheeseburger.....	\$3.75
Deluxe Cheeseburger.....	\$4.50
Bacon Cheeseburger.....	\$5.50
Double Bacon Cheeseburger.....	\$6.75
Chicken Tenders (3 Pieces).....	\$5.90
Grilled Chicken Sandwich.....	\$4.50
B.L.T.....	\$3.50
Grilled Cheese.....	\$3.50
Coney.....	\$2.50
Hot Dogs.....	\$2.50
Add chili and cheese.....	\$.75

Reach = 664  
 Engagements = 168 [~25.3%]  
 Shares = 13 [~1.9%]  
 Likes/Comments/Shares = 52 [~7.8%]

7

**Post Details**

**Our Family To Yours cafe**  
Published by Scott A Gardner [?] · December 5 at 6:35 AM · 🌐

What's your favorite food to have at breakfast? Some people gotta have bacon, or oatmeal, or even grits (don't ask - we don't serve grits). What's yours? Tell us below.

As inspiration, here's a mushroom-n-swiss omelette with an English muffin.

**Performance for Your Post**

95 People Reached

9 Likes, Comments & Shares 🗨️

5 Likes	4 On Post	1 On Shares
2 Comments	2 On Post	0 On Shares
2 Shares	2 On Post	0 On Shares

22 Post Clicks

1 Photo Views	0 Link Clicks	21 Other Clicks 🗨️
---------------	---------------	--------------------

**NEGATIVE FEEDBACK**

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

**Get More Likes, Comments and Shares**  
Boost this post for \$20 to reach up to 3,600 people.

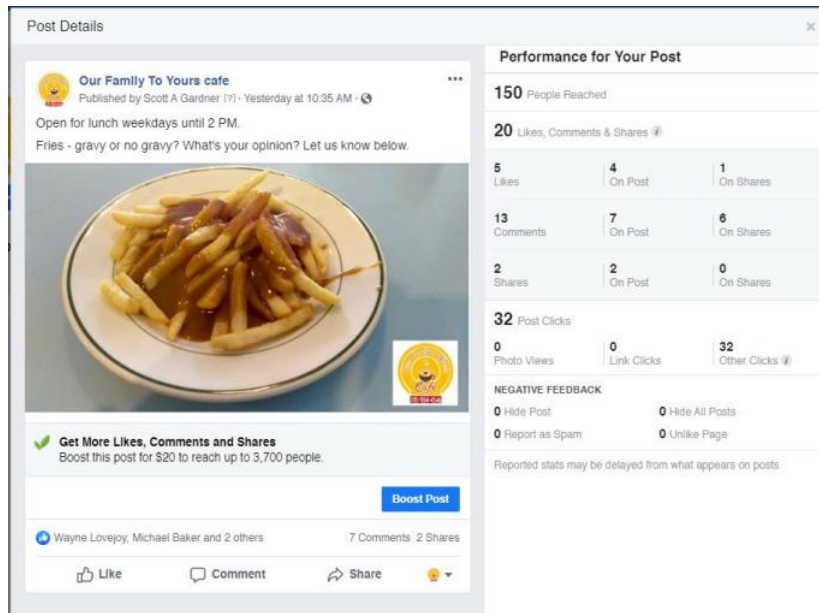
95 People Reached      31 Engagements      [Boost Post](#)

Michael Baker, Donna Marks Whitelaw and 2 others      2 Comments      2 Shares

Like      Comment      Share      🌐

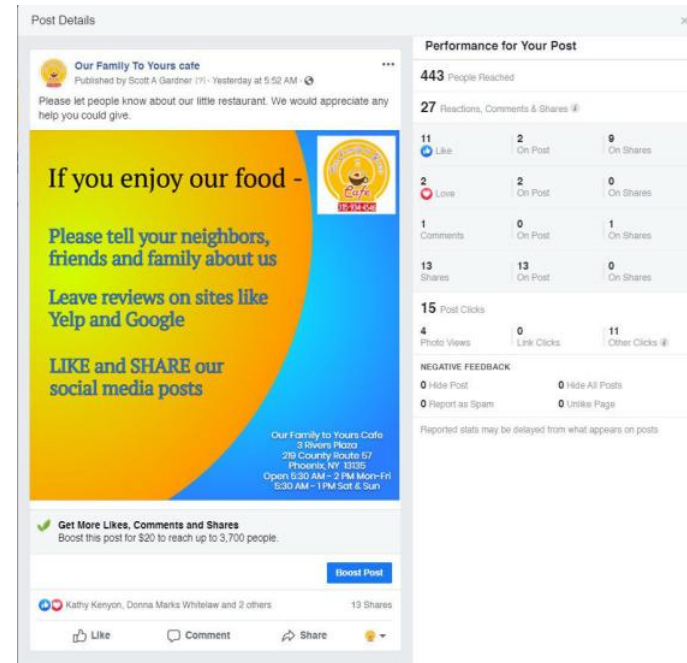
Reach = 95  
 Engagements = 31 [~32.6%]  
 Shares = 2 [~2.1%]  
 Likes/Comments/Shares = 9 [~9.4%]

8



Reach = 150  
 Engagements = 52 [~34.6%]  
 Shares = 2 [~1.3%]  
 Likes/Comments/Shares = 20 [~13.3%]

9



Reach = 443  
 Engagements = 42 [~9.5%]  
 Shares = 13 [~2.9%]  
 Likes/Comments/Shares = 27 [~6.1%]

10

### Definitions:

**Reach** is the theoretical number of people who were able to see the post. This includes on the FB business page, as well as copies of the post shared on the pages of individuals.

**Engagements** are the things people did to interact with the post. This includes liking (or any other reaction “emotion” allowed by FB) the post, clicking on the picture to see a larger version, or sharing the picture on the person’s own FB timeline.

**Shares** are the cumulative number of reposts of the original post, made by individuals on their own timelines.

Posts 1 - 4 are baseline posts, made with the sole intent of engaging the interest of the people following the page, and getting an idea of the number of possible post views. While post #1 may seem like a Sell, it’s actually just a Tell - there’s no true call to action (CTA). Posts #2 & #4 are meant to acknowledge the Thanksgiving holiday. They’re “social lubricant” posts - made to fulfill the expectations of page fans/followers.

Post #3 is the only one without a picture. It performed beyond expectation. It had a reach better than 5 other posts, and had some of the highest engagement and share percentages.

Posts #5 & #6 are simple Tell posts, but made with

graphics meant to be especially eye-catching.

Post #7 has the greatest reach by far of any of the ten posts. This is because of the number of Likes and comments. When an individual interacts with a post, that action is broadcast to their connections. The engagement percentage here is high because of the number of people clicking on the picture to be able to read the text of the menu.

Post #8 & #9 are Asks. While these posts have the lowest reach of the ten, the percentages of Likes/Comments/Shares are the highest of the lot. This is most likely because people like being asked for their input, and feel important when sharing their opinions.

Post #10 a straightforward request for help. It asks people to Like and Share posts made on this page. That’s why this post got a high number of Likes and Shares. It has the 2<sup>nd</sup> highest reach behind #7 - the picture of the lunch menu.

Many businesses attempt to maximize post reach, but the reach is in no way indicative that the post is reaching your target audience! If you’re looking to reach new eyeballs, ask your readers to share the post. However, to build a relationship with your fans, create Ask posts that request their opinions. Selling to regular customers is more lucrative than attempting to find new ones, so don’t forget to Sell products & services, and ask them to visit your location or website.