

The Ivy Table Analytics Report

Storytelling is most powerful when paired with measurable community impact

Period covered: May 17 - September 11, 2025

Prepared for: The Ivy Table Board & Founding Members

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Data sources: Meta Business Suite export and Metricool performance analysis

What Goes Into Every Professional Post

A complete 21-point strategic process is implemented into each post published to The Ivy Table Facebook page.



This ensures that every post:

- Aligned with The Ivy Table's mission
- Optimized for maximum reach and engagement
- Clear, consistent, and memorable
- Designed to invite and inspire community action

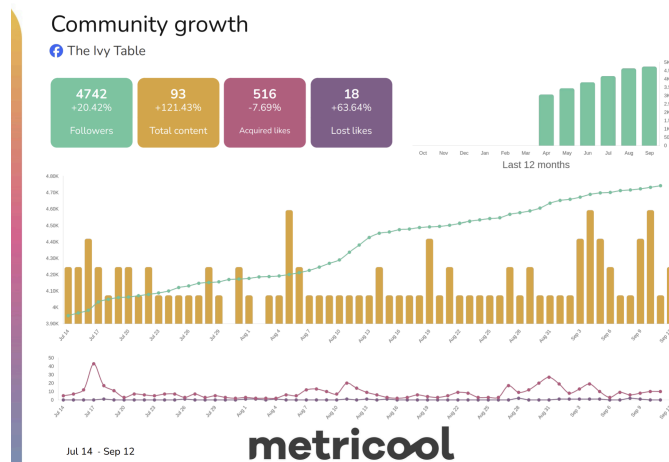
☀ Summary of Growth at a Glance

The Ivy Table's Facebook presence has experienced **substantial, measurable growth in visibility, engagement, and community impact**. This isn't just about more posts — it's about **strategic storytelling, mission-driven content, and consistent outreach**, all of which directly support The Ivy Table's mission.

📊 Overall Highlights (July 14 – Sept 12)

- 🚀 **+20.4% increase in followers** (now 4,742 total)
- 👁 **544,000+ people saw The Ivy Table's content** — a 107% increase
- 🧩 **93 total posts published** — 121% more than the prior period
- 💬 **Comments, reactions, and clicks** surged on multiple high-performing posts
- 🔄 **Shares increased by 67%**, showing more people spreading the mission
- 🏆 **Higher engagement rate** than significantly larger pages

📊 Community Growth & Follower Growth Summary



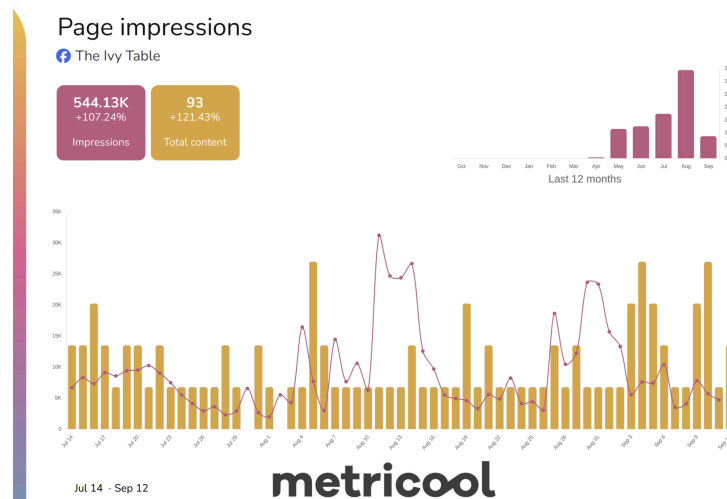
✅ **Follower Growth:** +742 new followers since July 14 — a **20.4% increase**, showing that more people are choosing to stay connected to The Ivy Table.

✅ **Content Output:** 93 posts were published during this period — a **121% increase** in posting activity, helping drive more reach and visibility.

● What This Means:

This graph highlights the power of consistency, storytelling, and strategy. Not only are more people joining our online community, but our mission is now being seen and shared at scale — a major win for brand awareness, visibility, and future impact.

📣 Reach & Visibility (+107%)



Over 544,000 impressions in 60 days. High-performing posts significantly expanded The Ivy Table's visibility — helping us reach more potential guests, volunteers, and donors simply by showing up in their feeds.

Bright Spots & Standout Wins (Aug 12 – Sept 11)

Top Facebook Posts (by Impressions)

Date	Post Theme	Reach	Interactions
Aug 12	“80 Meals in One Hour”	55.3K	6,992 
Aug 31	“200 Neighbors Fed”	20.8K	2,975
Aug 28	Birthday Celebration Story	18.2K	855
Aug 22	Everyday Moments at Ivy Table	7,007	1,589
Aug 24	Volunteer Spotlight – Sonya	2,836	495
Sep 06	“Moms, Let’s Toast” Recap	2,672	552



Top Reels (by Views)


Date	Reel Title	Views	Engagement Score
Aug 30	From Rescue to Nourishment	1,577	12.84
Sep 09	Bananas Foster Croissant Plate	1,493	8.45
Aug 21	Breaking Down Barriers	816	3.65

Takeaway:

Mission-focused, emotionally engaging static image posts — especially when paired with impact statistics, community celebration, or generosity themes — significantly outperform even Reels in reach and engagement.

Competitor Comparison Table

Page Name	Followers	Posts	Engagement Rate
The Ivy Table	4,737	23	2.10 
SAME Café (Denver)	8,621	24	0.15
A Place at the Table (Raleigh)	14.6K	24	0.15
JBK Soul Kitchen (Red Bank)	119.5K	13	0.46
Brighton Coffeehouse	5,436	7	0.71
Lynn's on First	933	2	2.63 

 **Takeaway:** The Ivy Table has one of the highest engagement rate across all competitors — local or national. This means our content doesn't just get seen — it sparks conversation, shares, and connection. It's proof that strategy, story, and community-first content work.

How The Ivy Table's Growth Compares to Industry Averages

According to the **latest benchmark data** (from sources like Social Insider, [Hootsuite], and [RivalIQ]), here's how your performance stacks up against the **average Facebook Business Page**, especially in the **restaurant/food & beverage** category.

Metric	Industry Average	The Ivy Table (July 14–Sept 12)	Comparison
Follower Growth Rate	~0.64% per month	+20.4% in 60 days	~ 16x higher than average
Engagement Rate per Post	0.12% (Food & Beverage industry)	Avg. 2.10% across posts	17x higher
Share Rate	<1 per post	Multiple posts with 30–90+ shares	Well above average
Non-Follower Reach	Not tracked by most brands	Up to 70%+ on top posts	Huge growth driver

This level of performance — **with no paid ads** — is rare and shows the strength of intentional storytelling and mission-driven strategy.



Why You're Seeing This Success

- Professional strategy (timing, tone, hooks, storytelling)
 - Community-centered content (volunteers, guests, mission)
 - Consistent brand visuals and captions that build trust
 - High-performing CTAs and emotional captions that drive shares
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Next 30 Days: What We're Focusing On

- Increase **Reels** to 2–3 per week to reach more non-followers
 - Feature volunteer & guest stories with emotional hooks
 - Maintain 5-post-per-week schedule for consistency
 - Promote rental space 2x/month using storytelling + soft CTA
 - Track top-performing post types and engagement patterns
 - Use **Stories** for timely updates, behind-the-scenes, and off-schedule content
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Final Thoughts

The Ivy Table's Facebook growth over the past two months reflects more than just numbers — it reflects momentum, connection, and community impact. With a clear strategy, consistent tone, and storytelling that resonates, your posts are not only reaching thousands but inspiring meaningful engagement. As we look ahead, continuing to prioritize quality over quantity, focus on emotional connection, and invite participation through thoughtful calls to action will ensure your message continues to reach hearts — not just feeds. This isn't just growth; it's mission in motion.