

Hawaii Area 17
Alcoholics Anonymous General Service
PI Standing Committee Report

Date: 11/19/22

Standing Committee: Public Information

The PI Committee continues to make their presence available to the online community. Below indicates statistics that reflect online activities from our online FB Campaign commencing on 10/12/22 to 11/14/22. Campaign continues to run after adjusting the focused audience on 11/15/22.

1. FB Campaign Activities

- Current PI online campaign reached 3,672 viewers
- 33 Post Engagement (approximately .9% of total views)
- 23 Link Clicks (approximately 70% of total Post Engagement)
- 8 Post Shares (approximately 24% of the total Post Engagement)
- The campaign reached individuals 18-65+ and older with 52.8% being female and 47.2% being male. A higher percentage of individuals being 35 and older.
- Current campaign budget to date \$34.67.

2. PI Website Activities

- 15% of visitors used a desktop to access website
- 7% used a tablet to access website
- 78% used a mobile device to access the website
- No significant average time spent by any visitor

PI will continue to run campaign after making a few adjustments to the website to increase interaction time by each visitor and target audience to reflect viewers from Hawaii Area 17. Our final report will be submitted by the closing of Panel 71.

Just a reminder, we are available to conduct online or in-person presentations. Please send your request to pi@area17aa.org or visit our website at <http://hawaiiarea17pi.org>

Trusted servant,
Bill M.
PI-SCC