

**JCC Social Media
Performance Report**
September 1-30, 2025

Tagging System

Content Pillars

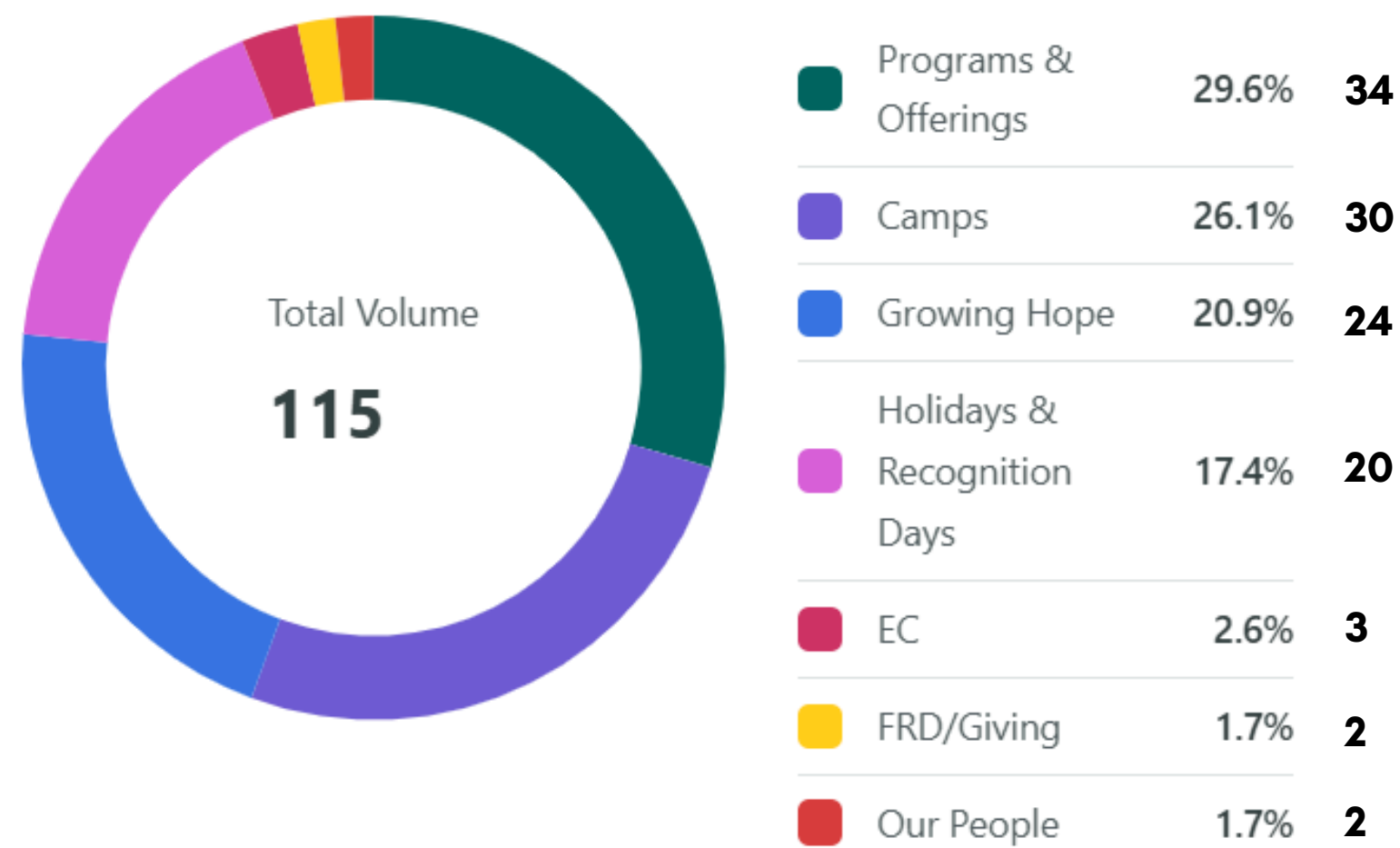
	Programs & Offerings
	Holidays & Recognition Days
	Our People
	FRD/Giving
	Camps
	EC
	Growing Hope

Program Areas/Categories

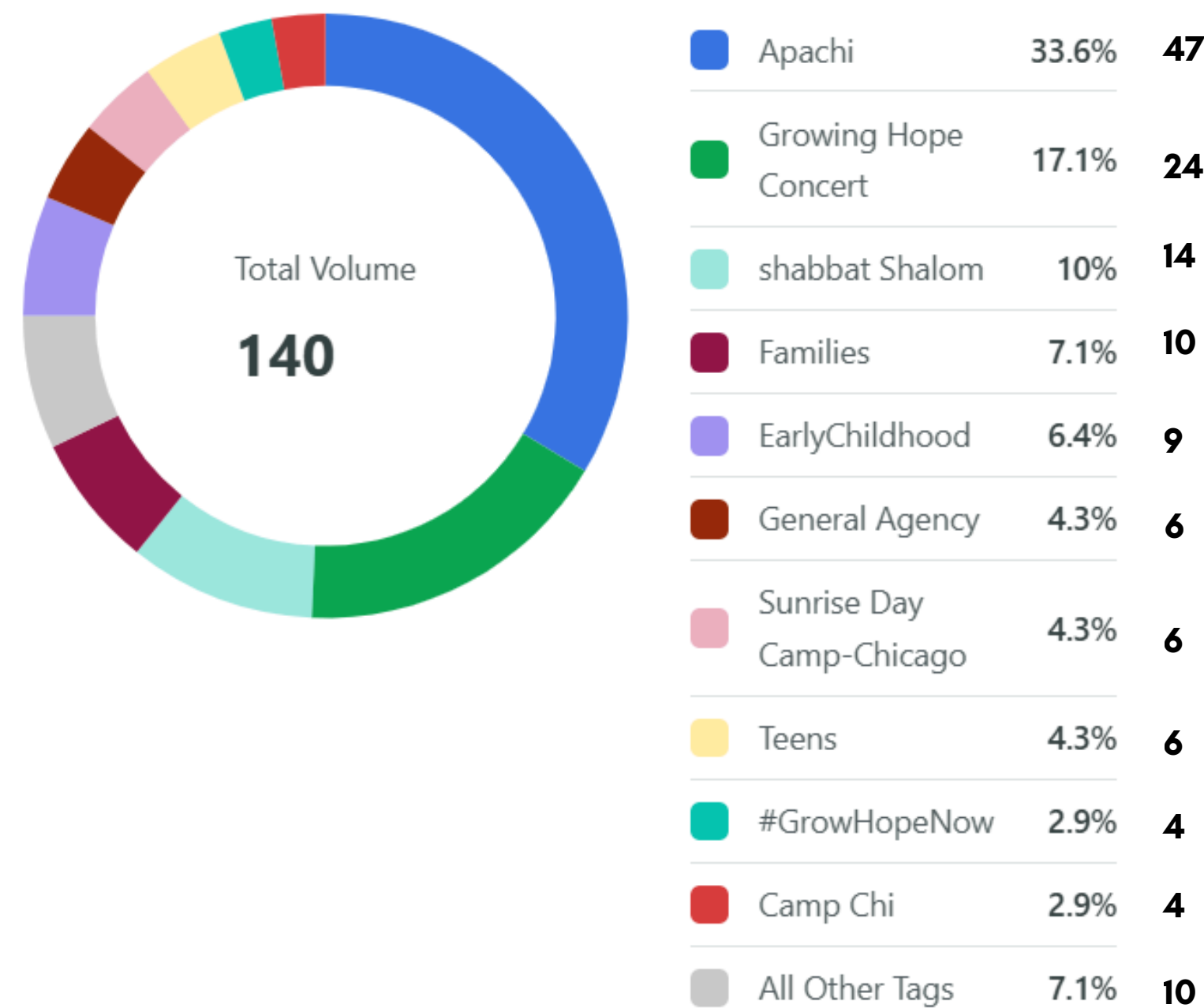
	General Agency		Apachi
	EarlyChildhood		Aquatics & Sports
	Teens		Arts & Ideas
	Families		Film Fest
	Camp Chi		Fitness + Wellness
	FRD		HR
	Adults		J Baby
	One-Off/Emergency		Perlstein
	Young Adults		Rentals
	Sunrise Day Camp-Chicago		What's Your J Story

Post Volume & Campaign/Tag Breakdown

Content Pillars



Program Areas



***Note:** The discrepancy in post volume is due to some posts falling into more than one tag category, which Sprout counts as multiple posts.

Profile Performance Summary - JCC*

*Inclusive of ALL activity on our social media profiles – not necessarily associated with any posts.

Impressions	Engagements	Post Link Clicks	Engagement Rate (per Impression)
105,534	4,042	267	3.8%

Network Breakdown

	Network	Impressions	Engagements	Engagement Rate
Followers: 7,183	 JCC Chicago	58,452	3,204	5.5%
Followers: 4,292	 JCC Chicago	2,590	270	10.4%
Followers: 2,581	 jccchicago	44,492	568	1.3%

Profile Performance Summary - Camps

Followers: 3,853	Network	Impressions	Engagements	Engagement Rate
	  Apachi Day Camp	5,695	150	2.6%
Followers: 1,370	  apachidaycamp	21,726	212	1%

Followers: 7,049	Network	Impressions	Engagements	Engagement Rate
	  campchi	222,999	4,550	2%
Followers: 7,935	  JCC Camp Chi	49,554	3,686	7.4%

Followers: 202	Network	Impressions	Engagements	Engagement Rate
	  Sunrise Day Camp-C...	1,274	16	1.3%
Followers: 418	  sunrisedaycampchica...	6,512	65	1%

Top 5 Performing Posts - JCC

By Engagement Rate

1. Annual Meeting – FB

2. Growing Hope Recap - LI

3. EC Back to School – FB

4. 1st Growing Hope Recap - LI

5. Am Shalom Teachers – FB

The figure displays five social media posts from JCC Chicago, each with a photo, a caption, and engagement metrics. The posts are arranged in a row, separated by vertical lines. Each post includes the JCC Chicago logo, the date and time of the post, and a small square icon in the top right corner. The engagement metrics are listed below each photo, with the Engagement Rate (per Impression) on the left and the Impressions and Engagements on the right.

Post	Engagement Rate (per Impression)	Impressions	Engagements
1	35.6%	3,237	1,153
2	30%	10	3
3	19.5%	1,324	258
4	17%	448	76
5	16.9%	6,471	1,093

These engagement rates are about 10x the social media average! (2-5%)

By Engagement Rate

1. Endless Summer Recap - FB

2. Sports Camp – FB

3. Shabbat Shalom – FB

4. Early Bird Reg - FB

5. Rosh Hashannah – FB

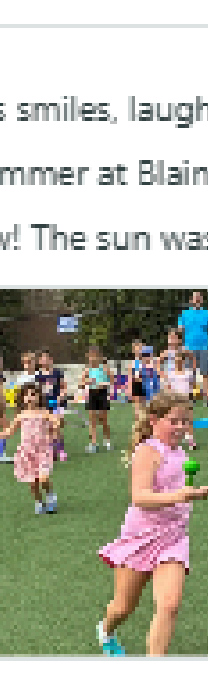



Apachi Day Camp



Mon 9/22/2025 3:40 pm CDT


 Endless smiles, laughter + FUN at Endless Summer at Blaine Elementary in Lakeview! The sun was shining an...



Engagement Rate (per Impression)	11.1%
Impressions	314
Engagements	35

...








Apachi Day Camp



Thu 9/18/2025 3:01 pm CDT




Calling all sports-obsessed campers!  

At Apachi Evanston & Elaine Frank...



Engagement Rate (per Impression)	4.4%
Impressions	500
Engagements	22

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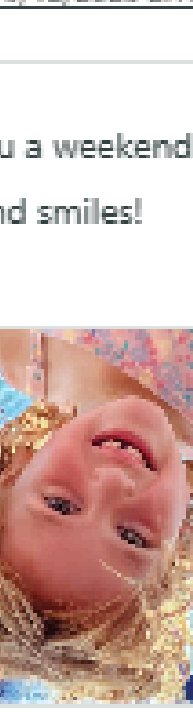



Apachi Day Camp



Fri 9/12/2025 2:19 pm CDT

Wishing you a weekend filled with sunshine and smiles!



Engagement Rate (per Impression)	3.5%
Impressions	226
Engagements	8

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Apachi Day Camp

Wed 9/3/2025 4:11 pm CDT

Early Bird alert! In just 1 week (September 10), Apachi Early Bird registration opens!...



Engagement Rate (per Impression)	3.4%
Impressions	735
Engagements	25

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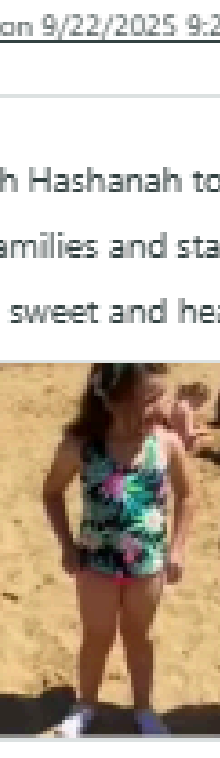



Apachi Day Camp



Mon 9/22/2025 9:22 am CDT

Happy Rosh Hashanah to all of our campers, families and staff! We hope you have a sweet and healthy New...



<u>Engagement Rate (per Impression)</u>	2.7%
<u>Impressions</u>	518
<u>Engagements</u>	14

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Black = Lindsey's posts

Top 5 Performing Posts - Chi

1. Wedding – FB

2. Wedding/Gender - FB

3. Throw Back – FB

4. Back to School – IG

5. Early Bird Reg - FB

The figure displays five screenshots of Facebook posts from the page 'JCC Camp Chi'. Each post includes a video thumbnail, a text description, and engagement statistics. The posts are dated from September 1, 2025, to September 29, 2025.

Post Date	Engagement Rate (per Impression)	Impressions	Engagements
Mon 9/29/2025 9:26 am CDT	19.7%	7,867	1,548
Sat 9/27/2025 7:13 pm CDT	14.7%	9,413	1,385
Wed 9/17/2025 4:59 pm CDT	13.4%	1,054	141
Mon 9/1/2025 9:20 pm CDT	9.6%	900	86
Wed 9/3/2025 4:59 pm CDT	7.9%	1,214	96

Top 4 Performing Posts - Sunrise

By Engagement Rate

1. Tel Aviv Research - FB
2. Tel Aviv Mental Health - FB
3. Tel Aviv Mental Health - IG
4. Tel Aviv Research - IG
5. Tel Aviv Research - IG

 Sunrise Day Camp...
Fri 9/26/2025 5:18 pm CDT

At Sunrise, kids don't just believe in themselves, they believe in what's possible....



Engagement Rate (per Impression)	9.5%
Impressions	147
Engagements	14

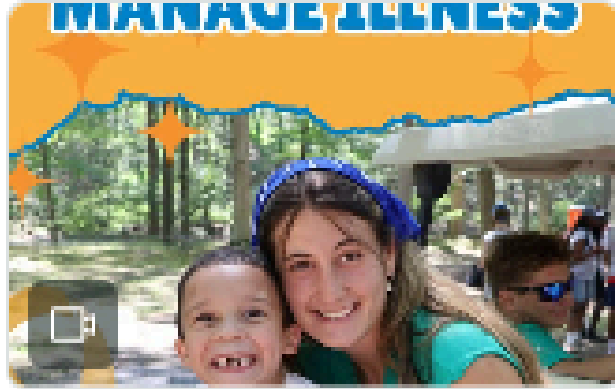
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 Sunrise Day Camp...
Tue 9/30/2025 7:30 pm CDT

At Sunrise, we know that emotional health is a key part of physical health....



Engagement Rate (per Impression)	6.5%
Impressions	77
Engagements	5

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 sunrisedaycampch...
Tue 9/30/2025 7:30 pm CDT

At Sunrise, we know that emotional health is a key part of physical health....



Engagement Rate (per View)	6.1%
Views	132
Engagements	8

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 sunrisedaycampch...
Tue 9/30/2025 3:45 pm CDT

Sunrise is not just camp. It is healing that lasts.



Engagement Rate (per View)	6%
Views	182
Engagements	11

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 sunrisedaycampch...
Fri 9/26/2025 5:18 pm CDT

At Sunrise, kids don't just believe in themselves, they believe in what's possible....



Engagement Rate (per View)	6%
Views	368
Engagements	22

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Final Thoughts & Discussion...

September was a standout month, with top-performing posts reaching engagement rates nearly ten times the industry average.

Growing Hope, camp recaps, and Shabbat Shalom messages led the way, proving that storytelling, community connection, and timely recognition really resonate with our audiences.

Posts celebrating people and meaningful moments—like teachers, early childhood milestones, and camp memories—consistently sparked engagement across platforms.

What makes you want to buy a ticket to something, or what makes you want to donate?

What non profits do you follow?