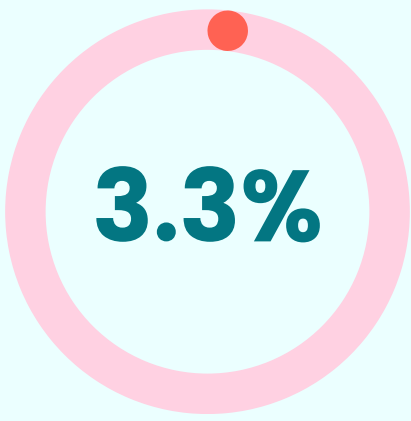
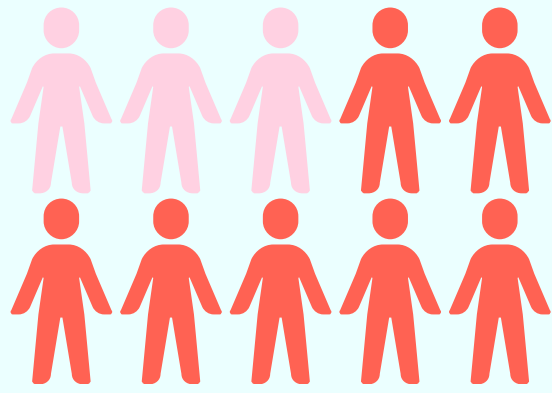


# My Plan to Increase Online Community Engagement at Precision Nutrition in 2023

## Let's Look at the Data



The average post interaction from March 24-April 24 in the PN Coaching for Women July 2022 Facebook group.



Only three in 10 people see the daily group posts on average, out of 209 total group members.

\*PN's estimated annual revenue is currently \$156.9M per year (GrowJo, 2023)

### Measurable objectives

- > increase monthly group engagement rate to 300%  
(total comments, reactions, posts / total members)
- > increase average post reach by 50%  
(total people who saw each post / total members)
- > increase activity rate by over 500%  
(total reactions + comments / total posts in the group)

Why these objectives?

Monthly group engagement tells you how valuable your community is to your members. An engagement rate of 300% means that a member has done an average of 3 actions in the group in that month.

Post reach tells you the number of people who saw a certain post at least once in your group. A post reach of 33% means that only 69 of 209 total members in the group are seeing each post.

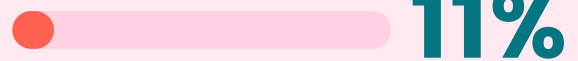
Activity rate tells you the value of each post in your group. A greater activity rate means greater value (higher quality posts). An activity rate of 20 means that on average, a post gets 20 reactions and comments.

\*A similar company with these levels of engagement has revenue of \$1.04B per year (GrowJo, 2023)

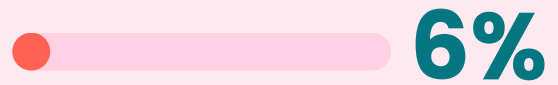
**“My whole theory on this [social media] is that people want a coach who is good with nutrition, but they also want someone that gives a crap about them. And that involves getting to know them on a deeper level.”**

Mike Doehla, Founder of StrongerU Nutrition

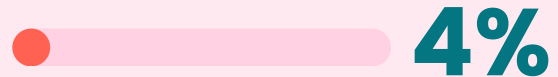
Clients self-sharing a win had highest rate of interaction



Coach sharing a personal pic had the second highest rate of interaction



Posts with a call to interact had a higher interaction rate on average (3.3% average)



## Main Goal: Increase Overall Member Engagement in PN Coaching for Women July 2022 Facebook group

### Action Plan

- Enable and use badges to the group's advantage
- Livestream current group zoom calls to Facebook group
- Have a consistent and engaging daily theme for weekly posts
- Pin current habit post to the top of the group along with changing the cover photo
- Post personal and high quality pictures, videos, stories instead of using clip art/quotes
- Use group insights to track key metrics like peak activity time and highest quality posts

