



WHEATON



Urban District Advisory Committee
December 2024 – Fall Event Summary

Hispanic Heritage Month

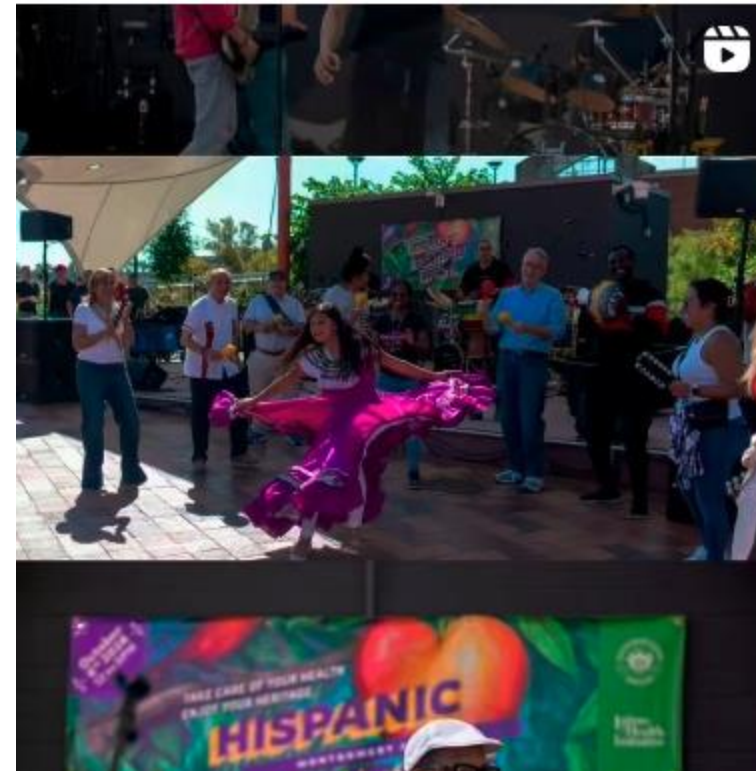
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Urban District Advisory Committee



https://www.instagram.com/p/DA64_yFxHqV/



<https://www.instagram.com/p/DA4IFL5R6hn/>

HHM Summary

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Urban District Advisory Committee



90 vendors, including health services, food and artisans.

2 stages and **11** different performances (4 bands, 6 dance companies, 1 DJ)

32 County partners on the planning committee.

Coverage from **6** media outlets in both English and Spanish

114 Volunteers

900 Attendees

200 Pinatas created in the barrios magicos kids area

24 local women entrepreneurs supported

\$50,000 approx. cost (split with LHI)



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HalloWheaton

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Social Media

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Overview: Increase in content during events. Instagram reaches higher than Facebook with videos/reels performing better in Instagram and flyers/pictures performing better in Facebook.

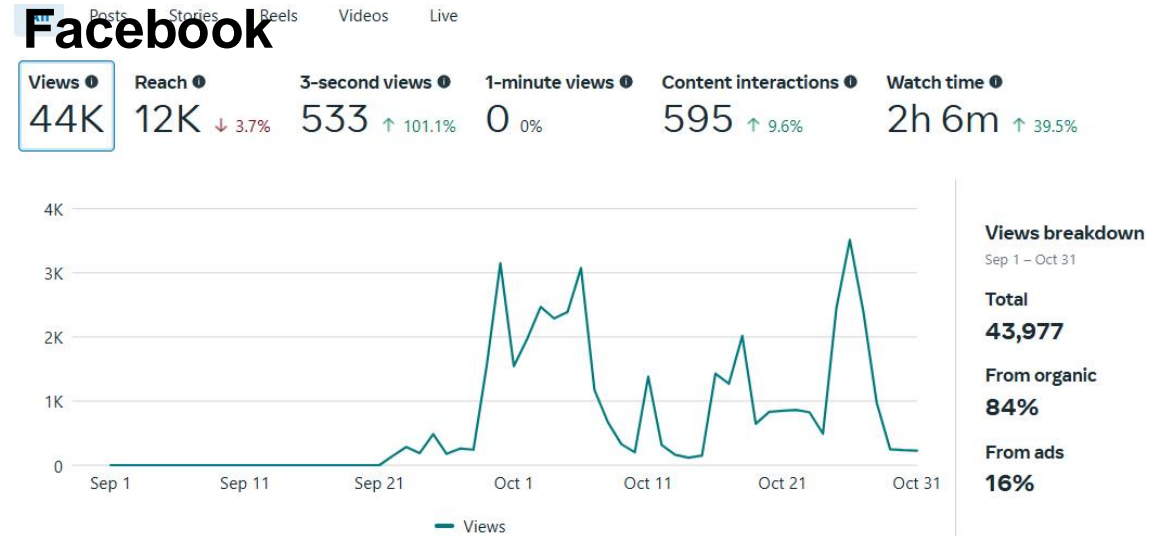


Top content by views

Boost content | See all content



Hispanic Heritage | THANK YOU BIG To | @wheatonartsparade | Welcome to the | We are ready to



Top content by views

Boost content | See all content



HalloWheaton on Sunday, Oct 27 is fre... | Join us for the family friendly HalloWheat... | HalloWheaton family festival will have... | Bring the whole family to the 2024... | Join us this weekend in Wheaton to...

Social Media

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Urban District Advisory Committee

Take Aways: Joint posts get the most likes and reactions, shares and comments

All content

Ad account: Luisa Fernanda Cardona 6002372141649 Create post

Posts and Stories Media type Filter Clear Search by ID or caption Columns

Title	Date published	Reach	Likes and reactions	Comments	Shares
Hispanic Heritage Month event in Wheaton, MD Anon... Reel · dronebydro	Wed Oct 9, 6:28pm	--	1.4K	28	132
@wheatonartsparade 2024 was a special day! We had an... Photo · lasu_titans	Sun Sep 29, 5:03pm	--	126	4	3
Welcome to the Wheaton Arts and Entertainment Dis... Reel · mymcmedia	Fri Oct 4, 4:45pm	--	101	10	13
We are ready to welcome the community to our celebrat... Reel · wheaton_md	Fri Oct 4, 10:08pm	1K	62	1	15
Celebrate with us at the 2024 Montgomery County H... Photo · Wheaton Maryland, Latino Health Initiative	Thu Sep 19, 9:59am	3.4K	56	1	12
Join us in Wheaton for Montgomery County's first-ever ... Photo · wheaton_md	Wed Sep 11, 4:02pm	1.2K	40	0	21
Join us for the family friendly HalloWheaton festival on S... Photo · wheaton_md	Wed Oct 16, 12:46pm	723	39	0	17

Social Media

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Take Aways: Event posts have the highest reach and ads increase reach

All content Ad account: Luisa Fernanda Cardona 6002372141649 Create post

Posts and Stories Media type Filter Clear Search by ID or caption Columns

Title	Date published	Reach	Likes and reactions	Comments	Shares
THANK YOU BIG To our costume contest judges @willja... Story · wheaton_md Boost	Sun Oct 27, 5:35pm	10.3K	5	--	0
Celebrate with us at the 2024 Montgomery County H... Photo · Wheaton Maryland, Latino Health Initiative Boost	Thu Sep 19, 9:59am	3.4K	56	1	12
Post: " Celebrate with us at the 2024 Montgomery Co... Ad · Boost	Mon Sep 30, 2:06pm	2.4K	--	--	--
HalloWheaton on Sunday, Oct 27 is free, family friendly f... Photo · Wheaton Maryland Boost	Sat Oct 26, 3:50pm	1.7K	11	1	2
Join us in Wheaton for Montgomery County's first-ever ... Photo · wheaton_md Boost	Wed Sep 11, 4:02pm	1.2K	40	0	21
Join us for the family friendly HalloWheaton festival on S... Photo · Wheaton Maryland Boost	Wed Oct 16, 12:46pm	1.2K	9	0	4
HalloWheaton family festival will have reflective Hallowe... Photo · Wheaton Maryland Boost	Fri Oct 18, 10:02am	1.2K	21	1	3