

Point Pinos Lighthouse Web Stats

Compiled by Chris Patton 12/1/2022

Month	FACEBOOK			WEBSITE
	reach	engaged	best post	users
Aug 2022	12378	NA	CG cleaning the lens	1300
*`Sep 2022	982	978	Clouds over lighthouse	1200
*`Oct 2022	1737	731	this weekend the sky is white	1100
*`Nov 2022	2925	793	Light range of five nearby lighthouses	895

*** FB changed everything. No way to compare to pre September months**

Google Business:

Review is holding steady at 4.5 stars out of 5 with 887 total reviews

Map was seen 354,462 times this month, November, 2022

YouTube Videos:

Story of the Point Pinos Lighthouse	Posted 12/05/2019	Total views: 468
The August 16, 2020 Storm	Posted 10/19/2020	Total views: 88
Mrs Emily Fish and the 1906 Earthquake	Posted 01/06/2021	Total views: 89
The Posse	Posted 02/06/2021	Total views: 58

The best post this month was a comparative study of the reach of the lights at five local lighthouses. (ours was the farthest because we are still using our Fresnel lens) This was picked up by those lighthouses and shared. Thus exploding our normally small audience. The secret to Facebook is to get others to share your posts.