

FFS Facebook Group January Report

by Jon Gaines

January was another good month for the FB group! We were able to maintain the level of growth and engagement we saw in December, and hit nearly all of our goals. The group was very active this month, with some particularly good discussions among the members. One post had 86 comments on it, which might be a record for us. Also, I was able to figure out a way to run a FB ad for the group again, which definitely helped member growth this month.

One side note, Facebook recently changed the way they measure membership in groups. Before, anyone could add a friend to the group, and they would be counted as a member, regardless of whether they ever interact with the group. Now, those people will only be counted as members once they accept the invite and interact with the group in some way.

This isn't a bad thing, it means our membership numbers will more accurately reflect the people who are actually active with the group. We didn't lose really those members so much as we never really had them to begin with. So if anyone is wondering how we used to have over 800 members and then suddenly had less than 800, this is why.

Goals for January:

Growth in members:30
Total engagements:1400
Likes/reactions:1000
Comments:300
Posts:30

January stats:

Growth in members:37
Total engagements:1372
Likes/reactions:1026
Comments:314
Posts:32
New paid members:7

Next month:

As I mentioned last month, I think we're at a good level of growth and community engagement right now, so I'm mostly trying to sustain that growth and see the engagement grow as we gain new members. And as always, to help this group continue to be a place where people are sharing great music, interacting with each other and fostering community.

Goals for February:

Growth in members:30
Total engagements:1400
Likes/reactions:1000
Comments:300
Posts:30

The Four Freshmen...On the Road!

Check the Website: fourfreshmensociety.com or fourfreshmen.com for updates

For bookings: International Ventures Incorporated

Dale Sheets & Dina Sheets-Roth

P.O. Box 256, McGregor, TX 76657

Phone: 661-259-4500

Email: info@ivimanagement.com

Please note: Dates subject to change without notice.

April 13, 2019

Redwood City, CA

Fox Theater, 2215 Broadway St.

Salute to Glenn Miller and The Big Band Leaders

Showtime: 2:00p

Tickets: 650-298-3427

April 26, 2019

Hastings, MI

Hastings Performing Arts Center, Hastings High School, 520 W South St.

Showtime: 7:00p

Tickets: 269-945-2002

May 19, 2019

Denver, CO

Dazzle at Baur's, 1512 Curtis St.

Show times: 5:00p and 7:30p Tickets: 303-839-5100

May 20, 2019

Denver, CO

Dazzle at Baur's, 1512 Curtis St.

Showtimes: 6:30p and 9:00p Tickets: 303-839-5100

May 25, 2019

Roseville, CA

Roseville Jazz Festival, Downtown Vernon St

Showtime: TBS

Information: 916-804-8370

June 29, 2019

Heathsville, VA

Rappahannock Concert Association, 201 Academic Ln.

Showtime: 7:30p

Tickets: 888-210-8006

June 30, 2019

Annapolis, MD

Rams Head On Stage, 33 West St.

Show time: 7:30p

Tickets: 410-268-4545

July 24-27, 2019

Grosse Pointe, MI

Dirty Dog Jazz Cafe, 97 Kercheval

Showtimes: 7:00p and 9:30p Tickets: 313-882-5299

August 17, 2019

Stony Brook, NY

The Jazz Loft, 275 Christian Ave.

Showtime: 7:00p

Info: 631-751-1895

Tickets: Please purchase online

August 25, 2019

Modesto, CA

Gallo Center for the Arts Foster Family Theatre, 100 I St.

Showtime: 5:00p

Tickets: 209-338-2100

Our Board (continued from page 2)

closely to identify viable locations for the annual Conventions and to support the local co-chairs and their organizing committees. Among his responsibilities as Board Chairman, Gil will continue to chair the CCC. He also serves the Four Freshmen Music Foundation as a member of its Board of Directors.



FFS Board member Wayne Corey retired in January of this year. Wayne joined the Society in 1991 and was another dedicated member of the Board. He has been a prime supporter of the Freshmen and the Society in his home state of Wisconsin, including his service as the FFS Midwest Regional Director. He continues as Vice Chairman of the Four Freshmen Music Foundation and Editor of the FFMF newsletter, News Notes.

On behalf of the Society Board of Directors, I again offer congratulations and appreciation to these three members for their dedication, time, and energy as we've continued to work together in support of the Freshmen and their dedicated fans.