



# FORD COMMUNITY MANAGEMENT

Houston Area Ford Dealers

**MONTHLY  
RECAP**



**EVENTS  
RECAP**



**BEST  
PERFORMING**



**MONTHLY  
ANALYTICS**

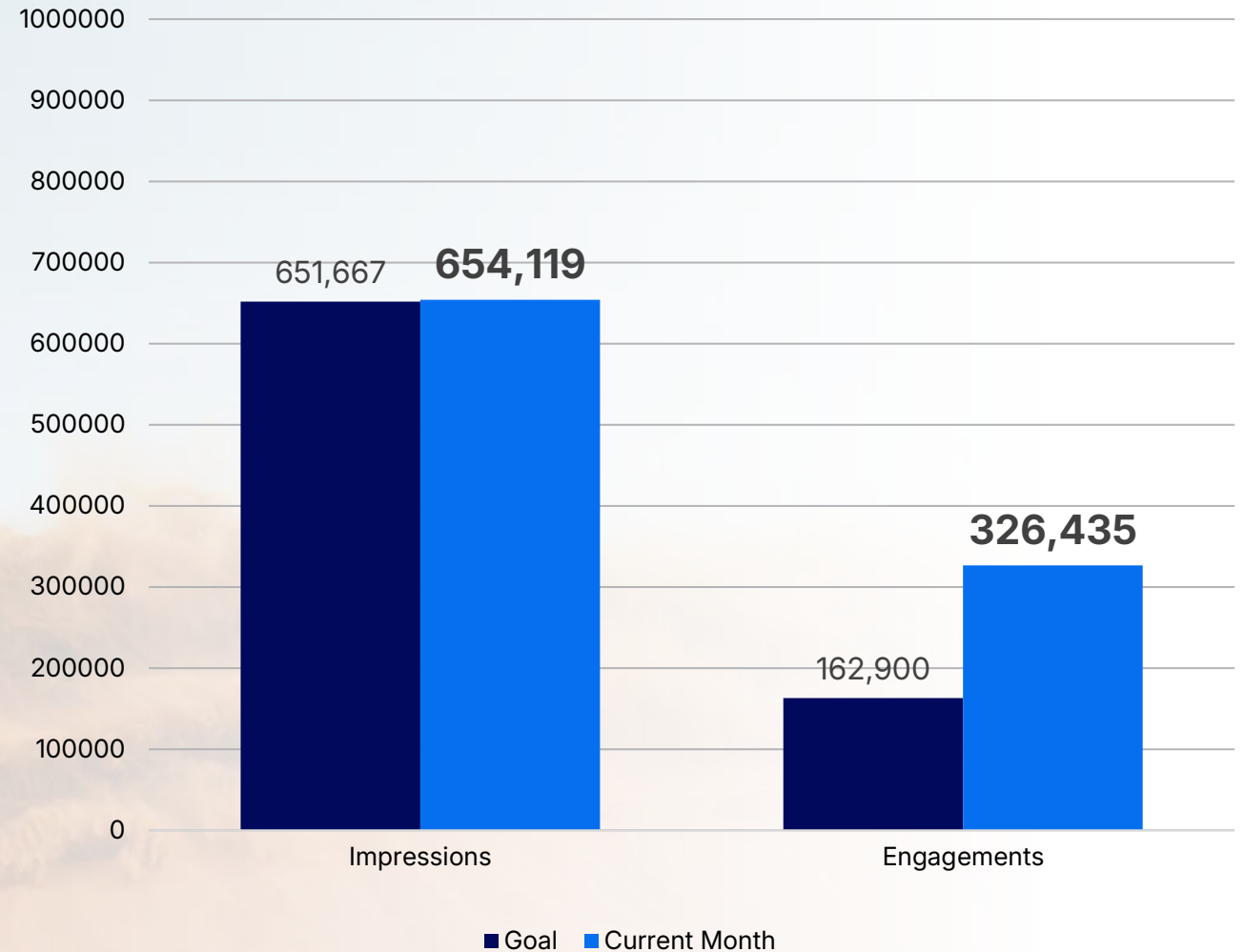




# September 2025 Performance

Overall performance for September surpassed impression goals and significantly outperformed engagement expectations.

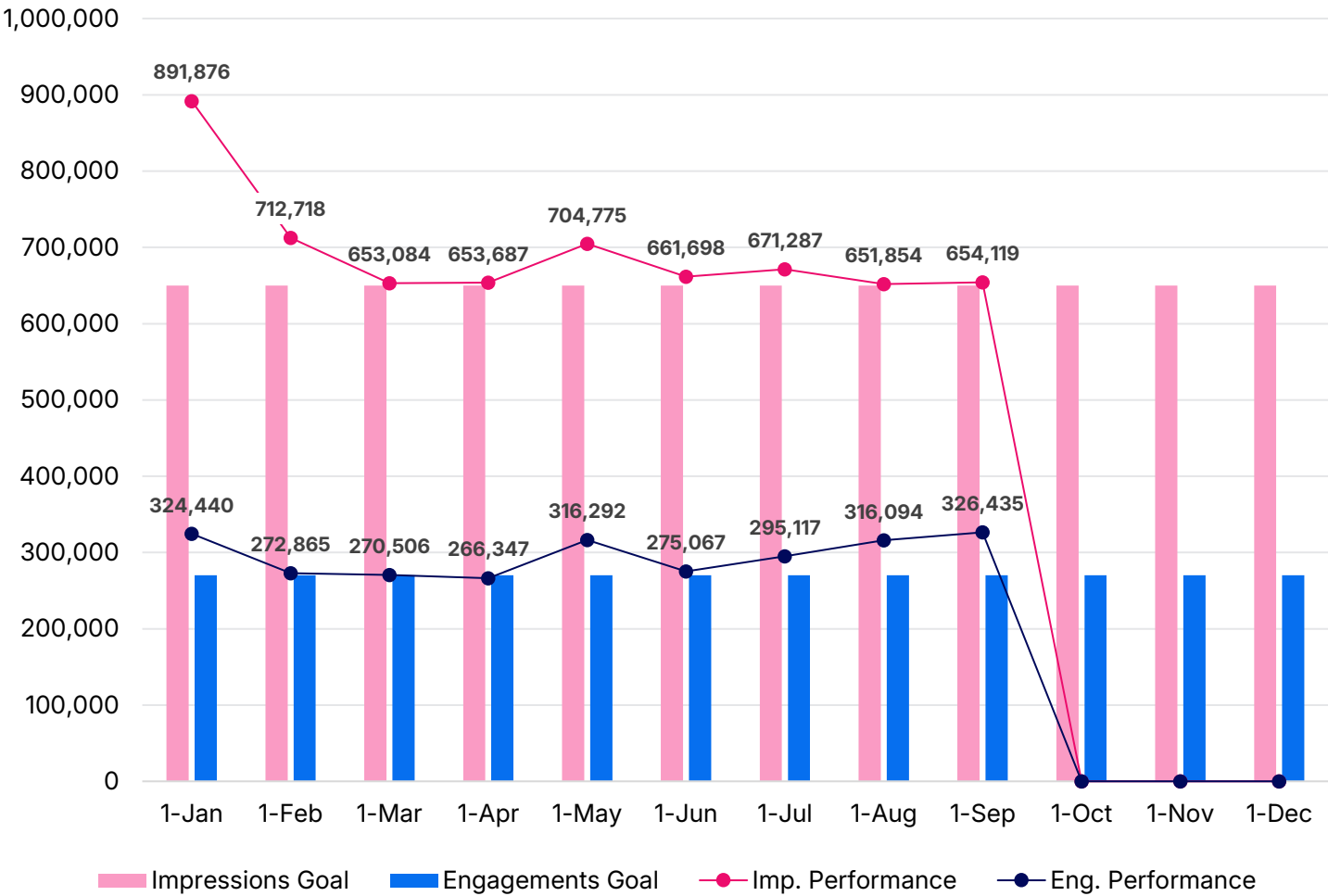
Total impressions reached **654,119**, exceeding the target of **651,667**. Engagement metrics showed even stronger results, achieving **326,435** interactions compared to a goal of **162,900**.



# Impressions and Engagements 2025 Performance

Throughout 2025, overall impressions and engagements consistently **exceeded performance goals**, with the strongest results in January, May, August, and September.

[Learn More](#)

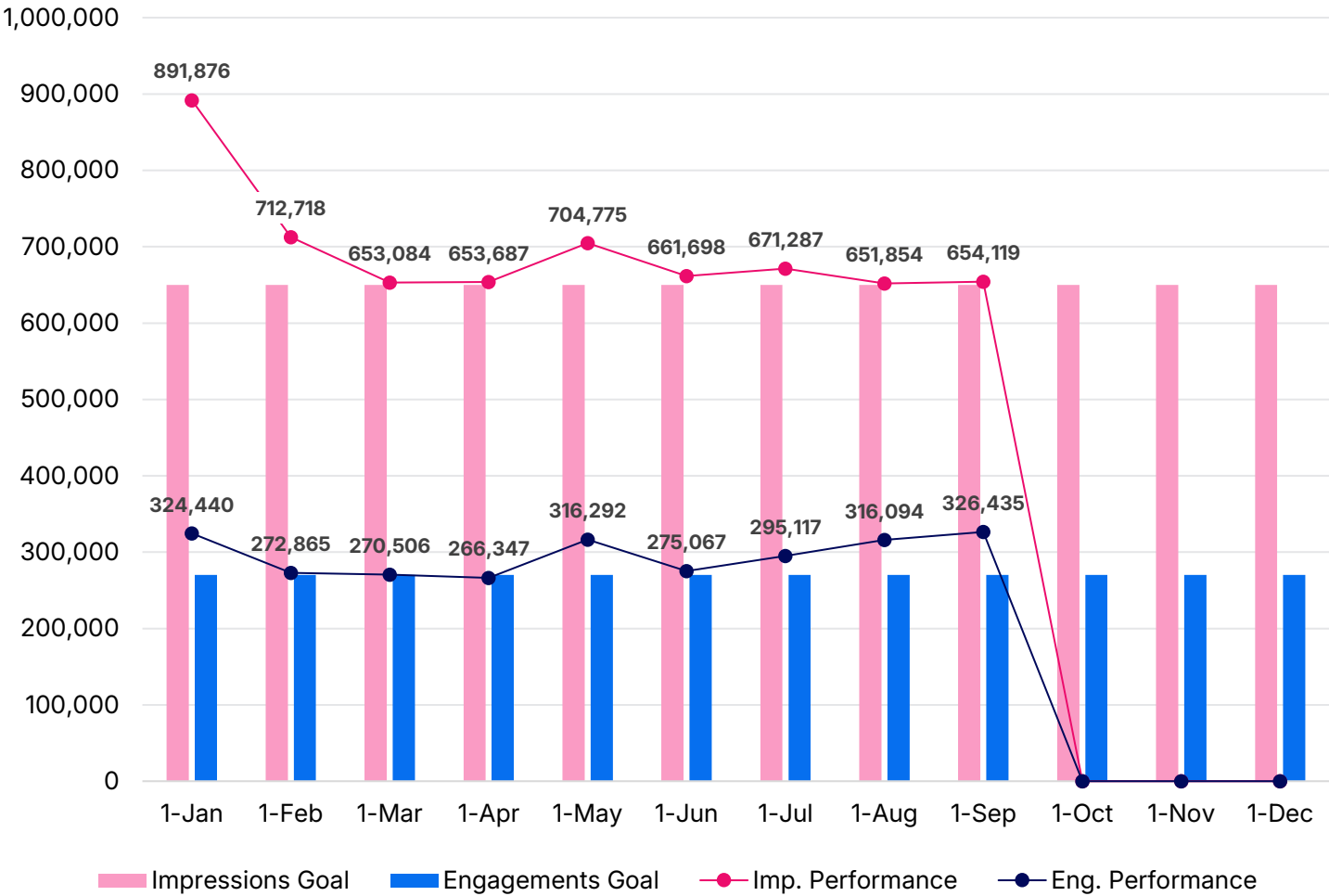


# Impressions and Engagements 2025 Performance

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Impressions and engagements performed well throughout the year, consistently meeting or exceeding goals. While some fluctuations occurred month to month, overall results show steady audience growth and sustained engagement. The consistent overperformance suggests effective targeting and relevant content across key initiatives.

These trends indicate positive momentum heading into the next reporting period.







## Hispanic Engagements 2025 Performance

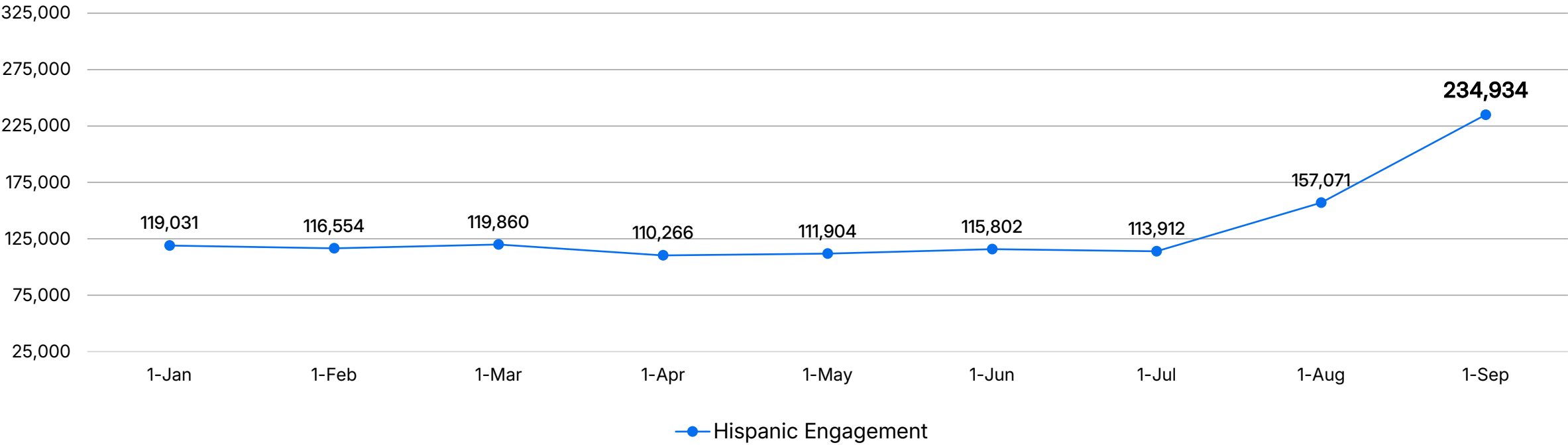
**+50%**  
growth in  
engagement

in September aligns with **Hispanic Heritage Month**, when additional bilingual posts were created. This increase highlights the strong impact of culturally relevant and language-specific content on audience engagement.



# Hispanic Engagements 2025 Performance

**+50%**  
growth in  
engagement





## Hispanic Heritage Month: University of Houston VS. Colorado

Highlighted Hispanic Heritage Night-themed game, capturing bilingual fan interviews, spirited crowd moments, and cultural celebrations featuring mariachi performances and themed giveaways.

[Next Event](#)





## Texas A&M VS. Utah State

Captured Ford's pregame presence at Kyle Field, including new vehicle displays inside the Ford Hall of Champions and spirited Aggie fans. Featured Ford signage featured on scoreboards.

[Next Event](#)



## Houston Texans VS. Tampa Bay Buccaneers

Covered Ford's game-day presence at NRG Stadium, spotlighting fan engagement at the Ford Tailgate with free Kona Ice and on-site registration for exclusive "Reppin' H-Town" T-shirts.

[Next Event](#)



## Hispanic Heritage Month: El Bueno La Mala y El Feo Fest (BMF Fest)

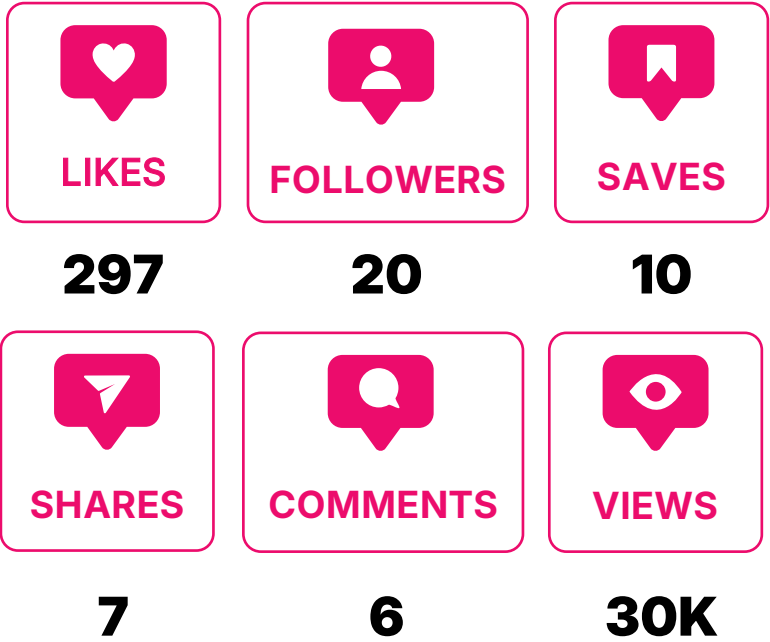
Showcased Ford's sponsorship of Univision's BMF Fest at the Epicenter in Rosenberg, TX. Highlighted the pre-show activation tent, artist meet-and-greet winners, and on stage signage.

[Previous Event](#)



The top-performing TikTok content this month featured a Ford Super Duty F-350, leveraging a trending audio where users show off their trucks. The content stood out for its mix of trending format and truck enthusiast appeal.

Hopping on this audio trend, the post connected with both Ford fans and the broader TikTok community, driving **30K views** and **20 new followers**.



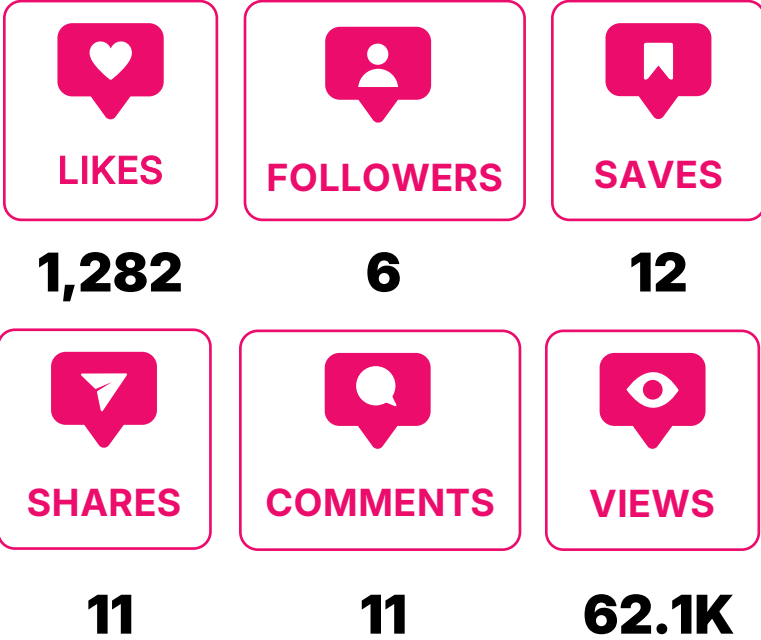




A Ford community post featuring a custom F-150 delivered standout results this month. The “Texas-themed” trending audio added a local touch.

The video generated **62.1K views**, **1,282 likes**, **12 saves**, and **11 shares**.







Community-focused content continues to drive the highest engagement on the platform, with many comments recognizing the vehicle and praising its custom features.





A Spanish-language video celebrating Hispanic Heritage Month highlighted Ford’s grassroots community initiatives. By celebrating heritage and showcasing local events, the video reached a broad audience and drove meaningful engagement.

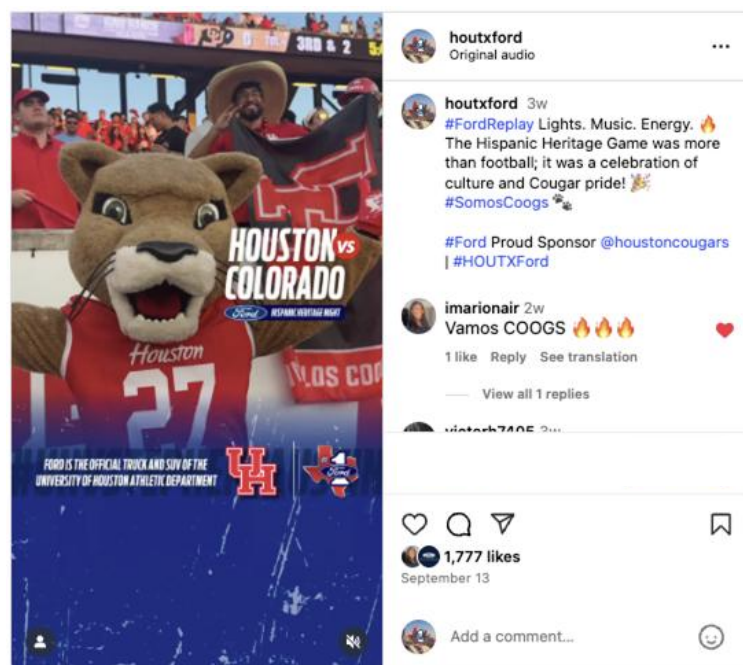
The content generated **86.1K views**, **12 comments**, and **14 shares**. Bilingual and culturally relevant posts consistently resonate with Facebook audience

 LIKES 680	 FOLLOWERS 0	 SAVES 1
 SHARES 14	 COMMENTS 12	 VIEWS 86.1K





# Hispanic Audience



Hispanics accounted for **89%** of new page likes/followers this month.



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## What's Happening Now: October

### Upcoming Events

- Texas A&M vs. Florida Football
- CCA Texas Star Tournament Winners
- Texans vs. 49ers
- Bronco Wild Fund Park to Port Bike Ride
- Música Ford x Jennifer Peña



## What's Happening Now: October

### Content Focus

In October, our content will highlight key Ford Mobile Service and New Ford Tech initiatives, along with community events such as Texas A&M vs. Florida Football, Texans vs. 49ers, the Bronco Wild Fund Park to Port Bike Ride, and Música Ford x Jennifer Peña



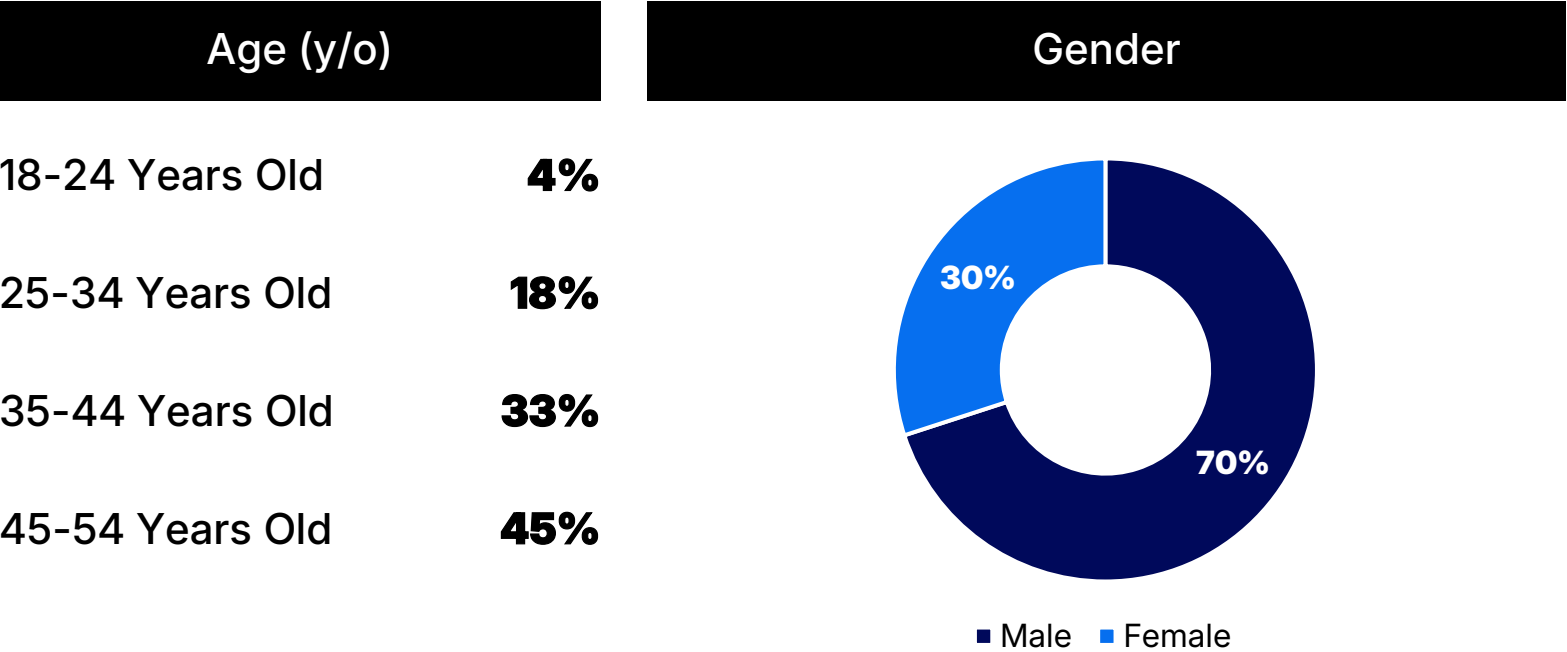


# ADDITIONAL SLIDES

Monthly Analytics



# Social Media Audience



604

New followers  
across all platforms

Hispanics accounted for **89%** of new page likes/followers this month.



# Page Followers By Platform

Publisher	Inception	July	August	September
Facebook	59,352	84,817	85,104	<b>85,512</b>
Instagram	0	5,507	5,514	<b>5,542</b>
TikTok	0	5,957	6,122	<b>6,290</b>

## Tactics

- Create paid ads on Facebook, Instagram, and TikTok that specifically target those most likely to engage
- Attend relevant community events where we can connect with our audience face-to-face, direct them to our social pages, and encourage them to follow and engage
- Like and comment on related third-party posts (to be part of the conversation on social). Keep our social page present and visible on posts that have "viral" activity, so others become more likely to click our handle and view our page
- Follow related pages and fan profiles in order to encourage that user to follow back
- Post frequently to keep ourselves relevant and visible.

# Monthly Metrics By Platform

KPI	Facebook	Instagram	Tik Tiok	Total
Number of Posts + Stories	67	67	8	142
Numbers of Spanish Posts	19	19	4	42
Paid Impressions	326,851	211,306	115,962	654,119
Total Engagements	168,530	124,363	33,542	326,435
Total Engagement Rate	51.56%	58.85%	28.92%	49.90%

# 2025 Metrics By Platform

KPI	Facebook	Instagram	Tik Tiok	Total
Number of Posts + Stories	499	501	72	1,072
Numbers of Spanish Posts	67	67	31	165
Paid Impressions	2,896,579	2,064,973	1,293,546	6,255,098
Total Engagements	1,304,979	1,067,601	290,583	2,663,163
Total Engagement Rate	45.05%	51.70%	22.46%	42.58%



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