

# AUSTRALIAN CENTRE FOR RURAL ENTREPRENEURSHIP

# ACRE



– Results from *Most Likely to Succeed* film screening and launch promotions from 1 April to 29 May 2016.

# WEBSITE TRAFFIC



# 26%

of users visited the EVENTS PAGE

# 1142

unique users

# 434

users referred from Facebook

# MEDIA



# 69%

OF LOCAL / REGIONAL

# media

TOOK UP THE STORY

# 20

STORIES PRODUCED

# 132,470

# PEOPLE REACHED

increased

# likes

BY

# 202

OR

# 440%

# f FACEBOOK

increased  
@MATTPFAHLERT  
FOLLOWERS

BY **96**

OR

# 25%

TWITTER



# 427

Attended  
MOVIE SCREENINGS



# 69%

Completed  
THE EXIT SURVEY

HAVE YOU HEARD OF SOCIAL ENTERPRISE?

# 29%

'NO'

HAVE YOU HEARD OF ENTREPRENEURIAL LEARNING?

# 54%

'NO' OR 'NOT SURE'

WOULD YOU LIKE FURTHER INFORMATION?

# 100%

'YES'