



## La Mujer 2022 Summary Report

- 5 Panels/Workshops focused on archiving, identities, and professional development.
- 15 all women panelists & moderators
- All women performance lineup (MC, 2 DJs, 3 early career singer/songwriters, 3 baile folklorico dancers, 1 women led headliner)
- 5 art activations including live painting and a Vanessa Guillen memorial
- Mercado featuring over 15 local BIPOC vendors
- 3 women owned food vendors



# PANELS

**2PM - 6PM**  
**FAMILY ARCHIVING**  
**WORKSHOP**  
(AUSTIN HISTORY CENTER)

**1PM**  
**CREATIVE APPROACHES**  
**TO QUEER & FEMINIST**  
**ARCHIVES**  
(LATINO STUDIES AT UT)

**2PM**  
**STRUGGLES OF CREATIVE**  
**WOMXN OF COLOR**  
**DOING BUSINESS IN**  
**CENTRAL TEXAS**  
(LATINO ARTS, CULTURE & EDUCATION)

**3PM**  
**LIVING LIVES AT**  
**THE INTERSECTIONS**  
(FRIDA FRIDAY ATX)

**4PM**  
**PERSONAL**  
**DEVELOPMENT**  
(WOMXN OF COLOR COLLECTIVE ATX)



# MUSIC

**ALL DAY**  
**CHULITA VINYL CLUB**

**230PM**  
**VANESSA GUILLEN**  
**TRIBUTE**

**315PM**  
**FOLKLORE Y RITMOS**  
**DE PANAMA**

**345PM**  
**FANY MACIAS**

**430PM**  
**SALMA SAENZ**

**520PM**  
**SAMI SERRANO**

**610PM**  
**CECILIA & THE**  
**BROKEN HEARTS**



# ART

**VANESSA GUILLEN**  
**MEMORIAL**  
(VANESSA GUILLEN FOUNDATION)

**JOYCE**  
**REBOLLOSO**  
(MAS CULTURA)

**ENTROPY**  
**EXHIBIT**  
(MERY GODIGNA COLLET)

**BALLET FOLKLORICO**  
**ART ACTIVITY**  
(MACC EDUCATION DEPARTMENT)

**FRIDA**  
**FRIDAY**  
**ATX**  
(MERCADO)

**CAMINOS**  
**TEEN ART**  
**EXHIBIT**  
(ATX CAMINOS 5TH ANNIVERSARY)



# FOOD

**LUPITA'S**  
**CATERING**  
(BY CHEF CIRILO PEREZ)

**SOPA DE**  
**FIDEO**  
(MEXICAN FOOD WITH A TWIST)

**MOM & POPS**  
**POPSICLES**  
(ALL NATURAL FROZEN POPS)



## Eventbrite Analytics

**Total Orders: 251**

**Estimated total attendance: 320**

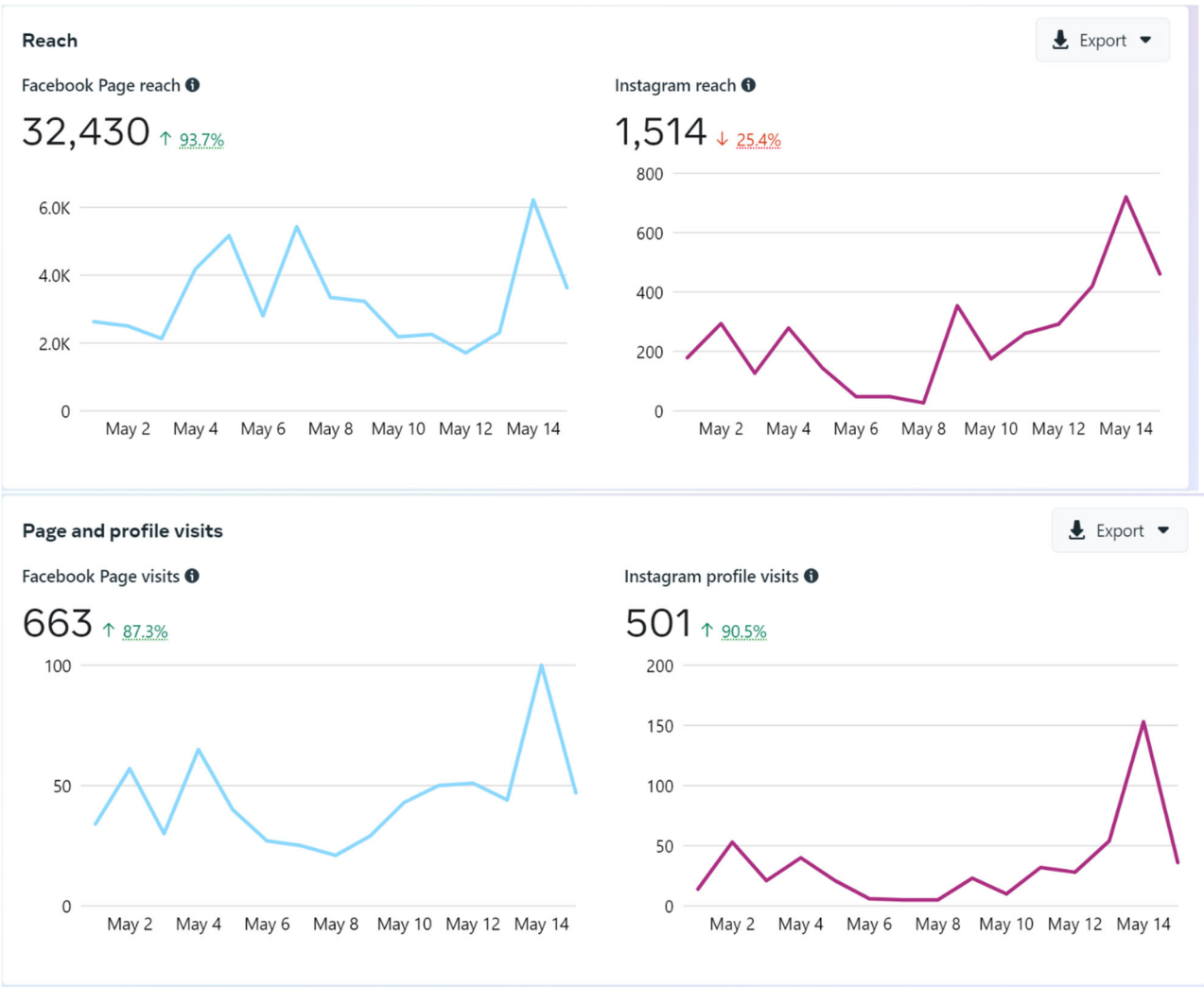
## Survey Responses

- **Did this program/activity increase your KNOWLEDGE of culture, history and art? 4.33/5**

## LaMujerATX.net Analytics

**3.3k views**

# Facebook/IG Analytics

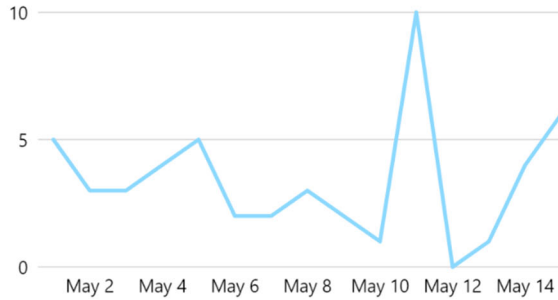


## New likes and follows

Export

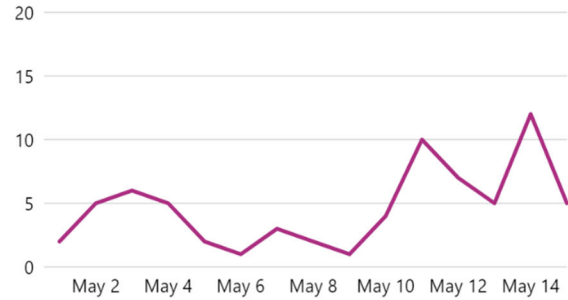
### Facebook Page new likes

49 ↑ 75%



### Instagram new followers

70 ↑ 79.5%



## Ad trends

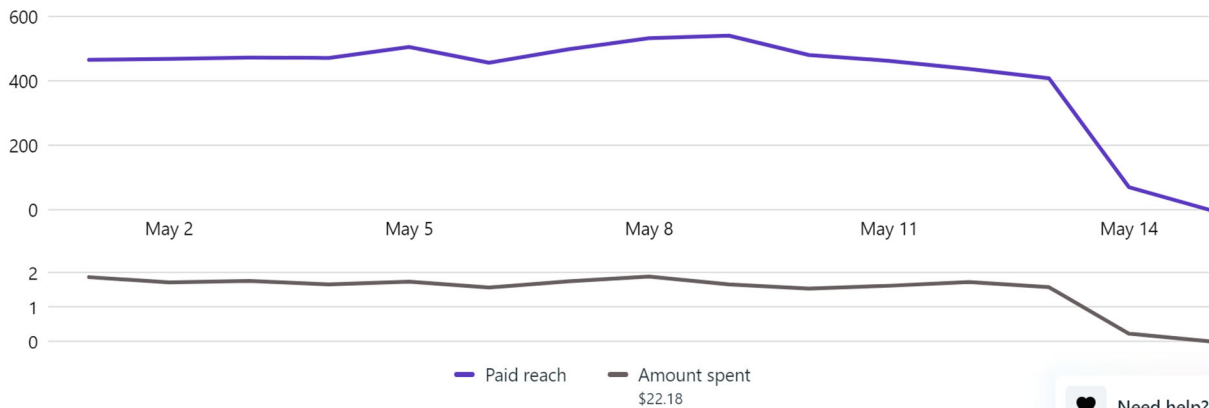
Export

### Paid reach

3,613 ↑ 245.4%

### Paid impressions

7,107 ↑ 386.8%



Need help? Tell

## La Mujer 2022 Live Stream Summary

### Performance

#### Reach

Total  
322 Worst Best

This post reached more people than 81% of your 50 most recent Facebook posts and stories.

Reach 322

#### Reactions, comments and shares

Total  
15 Worst Best

This post received more reactions, comments and shares than 80% of your 50 most recent Facebook posts and stories.

Reactions	11
Comments	1
Shares	3

#### Results

Total  
82 Worst Best

This post received more link clicks than 96% of your 50 most recent Facebook posts and stories.

Link clicks 82

## ESBMACC Facebook Engagement Report

Page	Total Likes	Posts This Week	Engagement This Week	Engagement Rate in relation to Page Likes	Average Engagement per Post
City of Austin Government	38600	0	1100	3%	0
Austin Parks and Recreation	30300	0	841	3%	0
Austin History Center	23400	1	203	1%	203
Mexic-Arte Museum	18300	0	198	1%	0
Big Medium	13800	0	0	0%	0
<b>Emma S. Barrientos Mexican American Cultural Center</b>	<b>9000</b>	<b>8</b>	<b>881</b>	<b>10%</b>	<b>110.13</b>
George Washington Carver	5000	1	39	1%	39
Elisabet Ney Museum	4500	1	201	4%	201
Dougherty Arts Center	4000	8	299	7%	37.38
Asian American Resource Center	3900	3	319	8%	106.33

**Artwork by Bianca Olivares Reyes**



LAMUJERATX.NET



**LA MUJER**

**A CELEBRATION  
OF WOMXN  
MAY 14TH, 2022**



Emma S. Barrientos  
Mexican American  
Cultural Center





















