

## Social Media Statistical Analysis

**MDC Facebook** – Key statistics for the period from 02 March 2020 to 20 September 2021:

- A steady growth of **1.1k** new followers to **2.7k** page followers
- **24k** engagements including messages, comments, likes and shares
- **2.5m** page impressions including the total number of times any content from or about this page appeared on someone's screen
- A combined reach (the total number of people who saw our posts) of **2m** users including **46k** video views
- **2.5k** inbound messages received which have been responded to, or triaged to the appropriate officer for response
- **37k** weblink clicks from posts, linking to [www.maldon.gov.uk](http://www.maldon.gov.uk) or partner websites where appropriate.

**MDC twitter** - Key statistics for the period from 02 March 2020 to 20 September 2021:

- A positive increase of **494** new followers to **7.7k** page followers
- **4.7k** engagements which includes the total number of interactions (retweets, replies, and likes) for the tweets published in the selected time frame
- **30k** post traffic which includes the number of clicks on all weblinks and vanity URLs included in the tweets published during the selected date range.

**Visit Maldon District Facebook** - Key statistics for the period from 02 March 2020 to 20 September 2021:

- A consistent growth of **225** new followers to **1.4k** page followers
- **3.6k** engagements including messages, comments, likes, and shares
- **227k** page impressions including the total number of times any content from or about this page appeared on someone's screen
- A combined reach (the total number of people who saw our posts) of **198k** users including **9.7k** video views
- **342** inbound messages received which have been responded to, or triaged to the appropriate officer for response.
- **6k** weblink clicks from posts, linking to [www.visitmaldondistrict.co.uk](http://www.visitmaldondistrict.co.uk) or partner websites where appropriate.

**Visit Maldon District Twitter** - Key statistics for the period from 02 March 2020 to 20 September 2021:

- A positive increase of **150** new followers to **1.6k** page followers.

- **851** engagements which includes the total number of interactions (retweets, replies, and likes) for the tweets published in the selected time frame.
- **3.5k** post traffic which includes the number of clicks on all weblinks and vanity URLs included in the tweets published during the selected date range
- The total reach of Twitter posts and other content is not available at the time of this report.

### **Promenade Park Facebook** - Key statistics for the period from 02 March 2020 to 20 September 2021:

- A healthy growth of **3.2k** new followers to **8.9k** page followers
- **11k** engagements including messages, comments, likes, and shares.
- **12m** page impressions including the total number of times any content from or about this page appeared on someone's screen.
- A combined reach (the total number of people who saw our posts) of **1.1m** users including **29k** video views.
- **3.2k** inbound messages received which have been responded to, or triaged to the appropriate officer for response.
- **9.7k** weblink clicks from posts, linking to [www.visitmaldondistrict.co.uk/prompark](http://www.visitmaldondistrict.co.uk/prompark) or partner websites where appropriate.

### **Visit Maldon Instagram** - Key statistics for the period from 02 March 2020 to 20 September 2021:

- A steady growth of **442** new followers to **1.6k** page followers.
- **5.8k** engagements including the total number of likes and comments received by your organic photo, video, or carousel posts published in the selected period.
- **79k** post impressions including the total number of times your organic photo, video, or carousel posts were shown to users on Instagram.
- A combined reach (the total number of unique accounts that have seen your organic photo, video, or carousel post) of **74k** users including **1.2k** video views.
- **85** inbound messages received which have been responded to or triaged to the appropriate officer for response.