

# WARRENSBURG PARKS AND RECREATION SOCIAL MEDIA ANALYTICS

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# Objectives

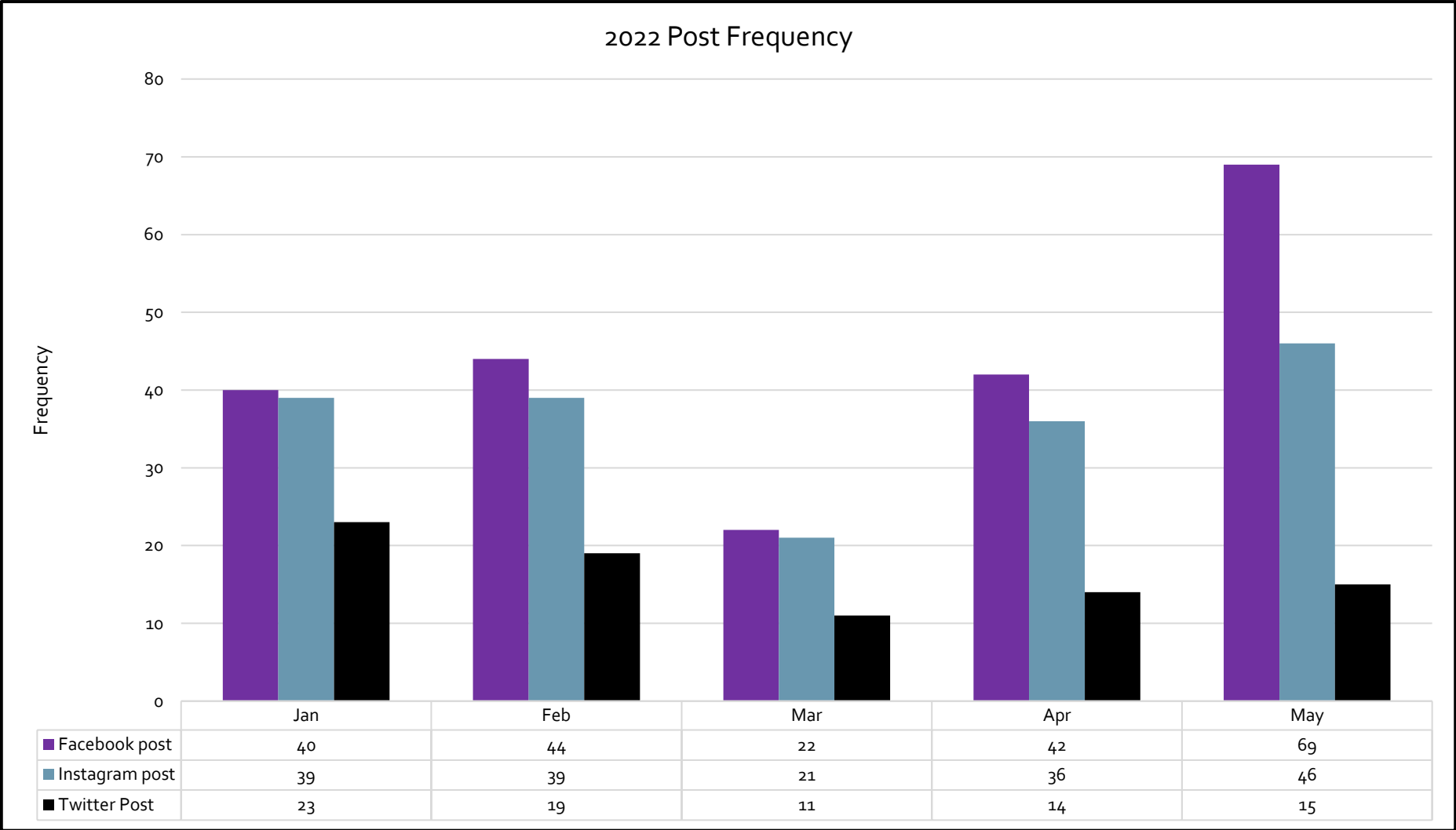


- To learn about our different follower demographics and break down
- Measure the overall growth on all platforms
- Evaluate the execution of our current strategies and determine if the strategies need to be changed

# Outline

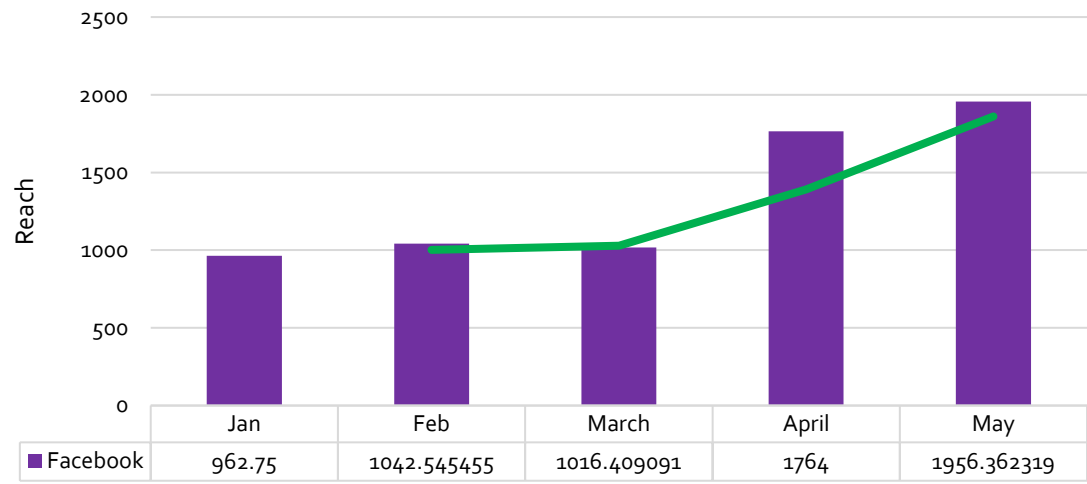
- Platforms: Facebook, Instagram, Twitter
- Reach: How many people see the post
- Engagement: the sum of shares/retweets, likes and reactions, and comments/replies
- January 2022-May 2022 overview of reach, engagement and followers
- 2021 overview and predictions for first 20 weeks of 2022
- 2022 actual vs predictions

# 2022 Post Frequency

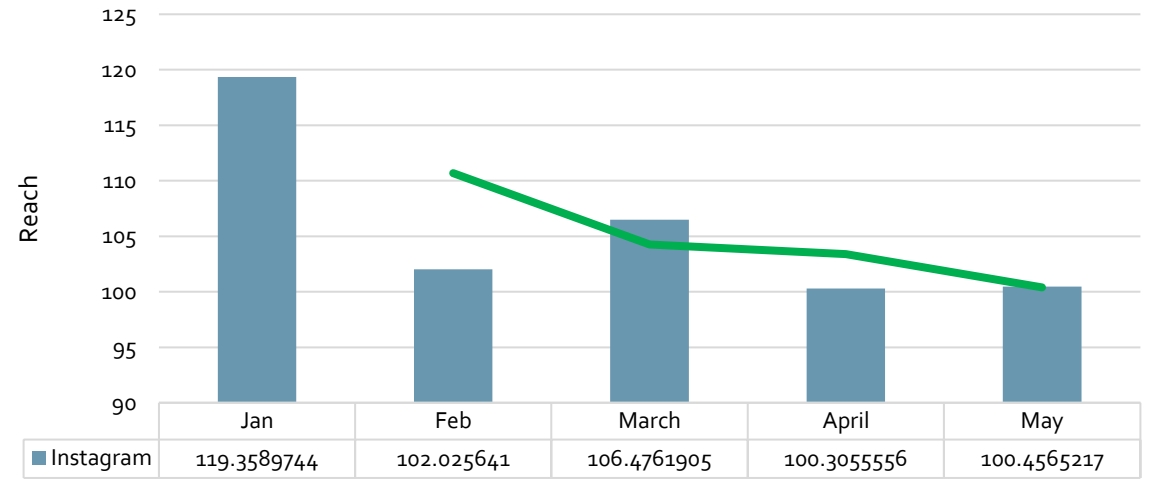


# 2022 Reach

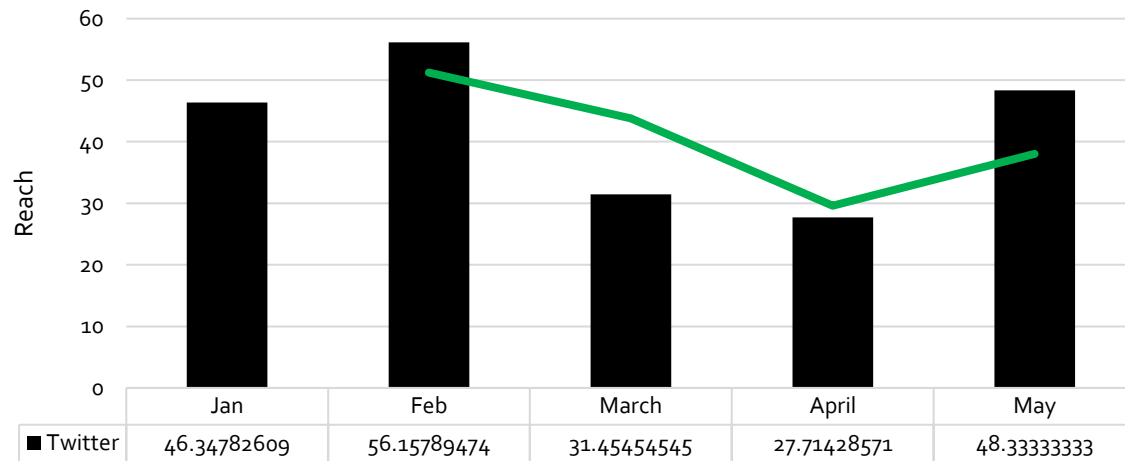
### 2022 Average Reach per Facebook Post



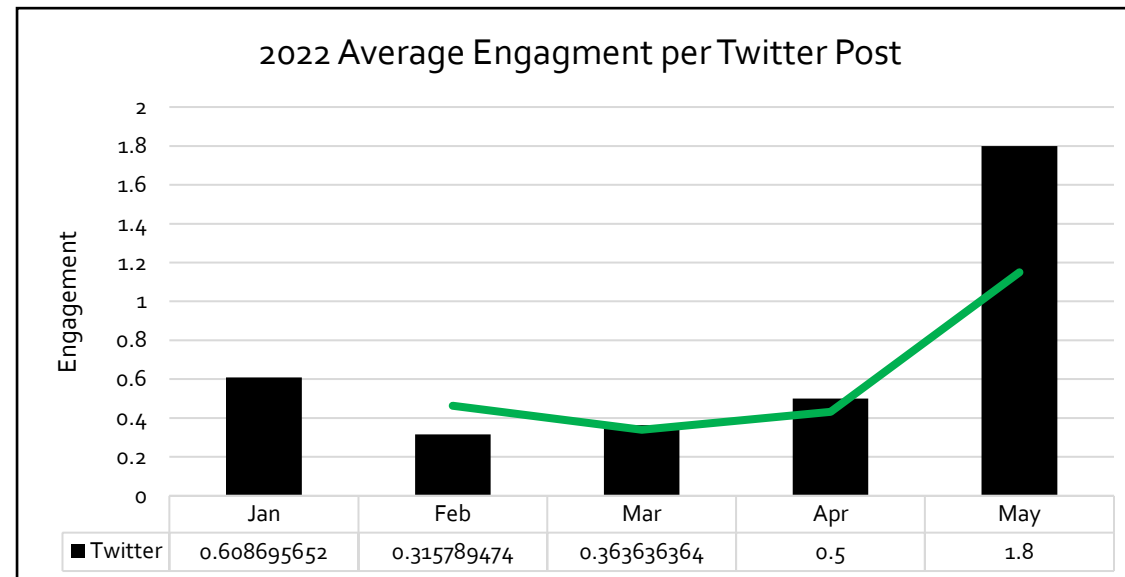
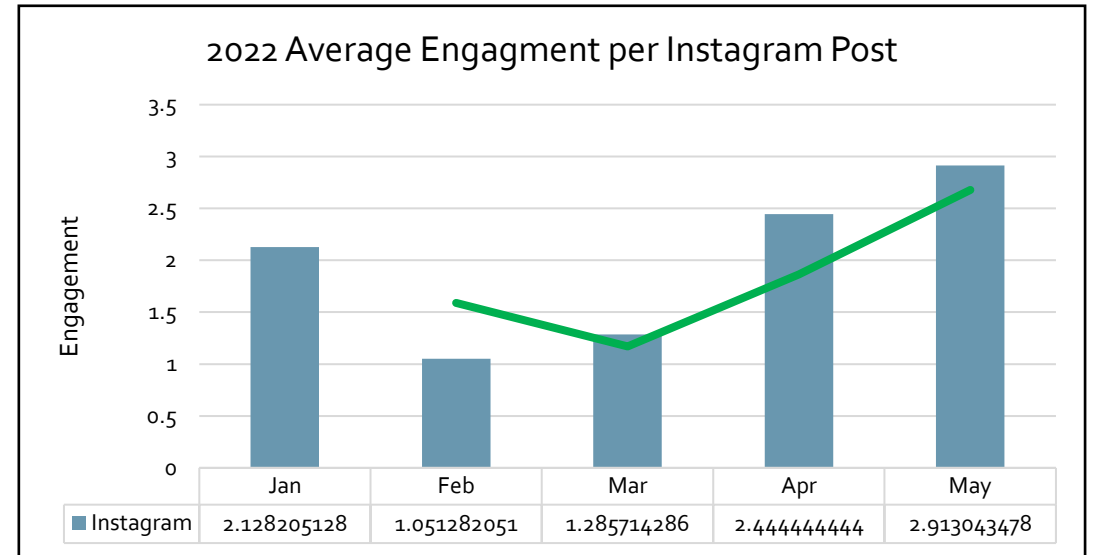
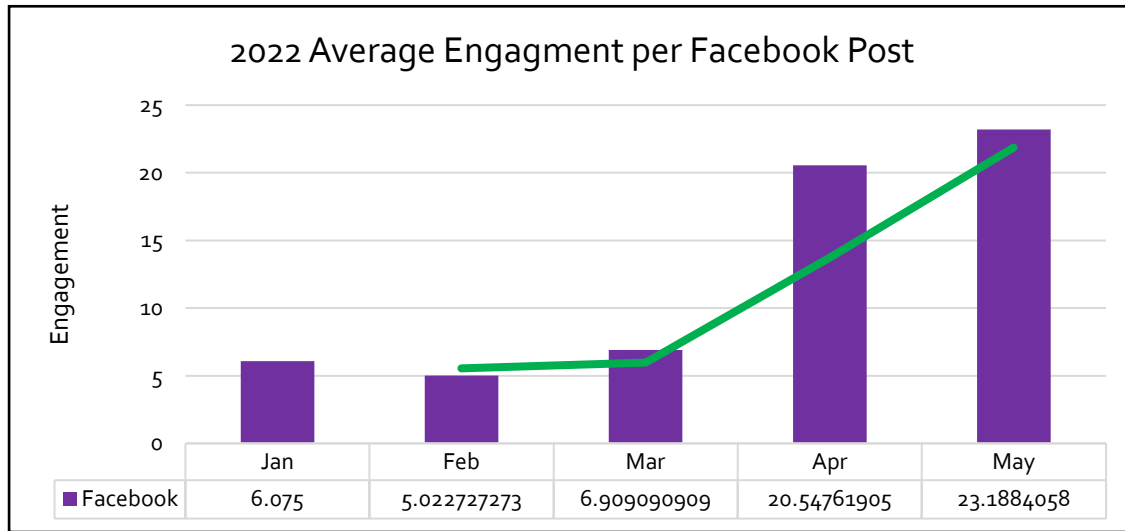
### 2022 Average Reach per Instagram Post



### 2022 Average Reach per Twitter Post

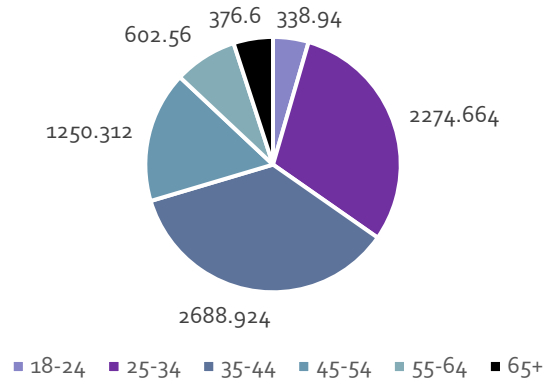


# 2022 Engagement

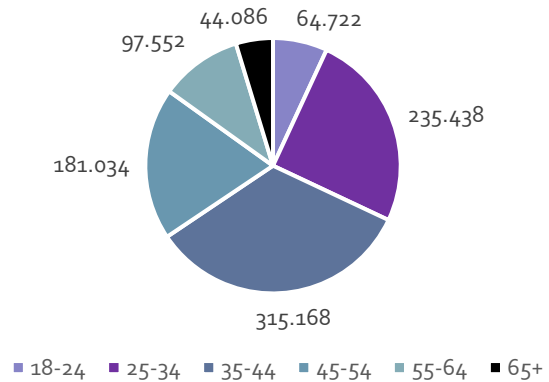


# 2022 Followers

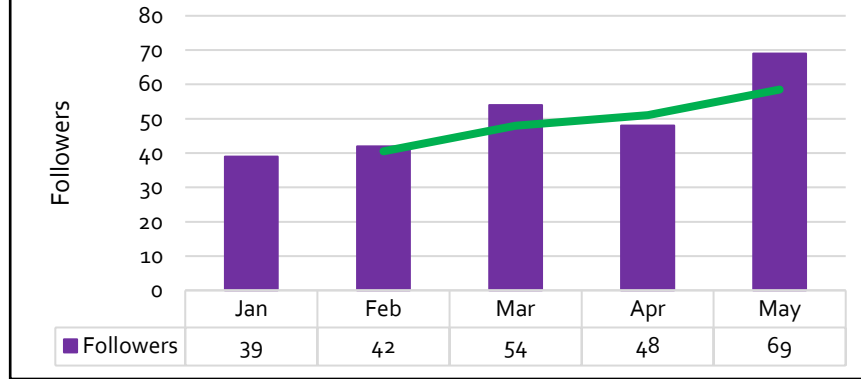
### Facebook Follower Count



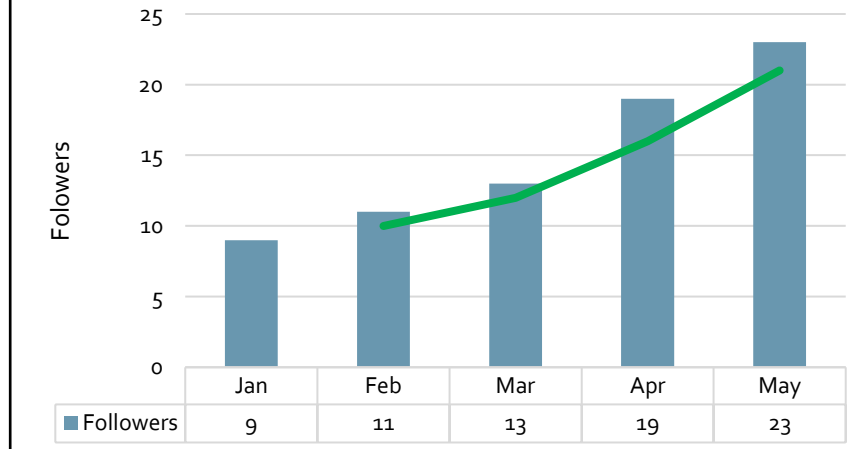
### Instagram Follower Count



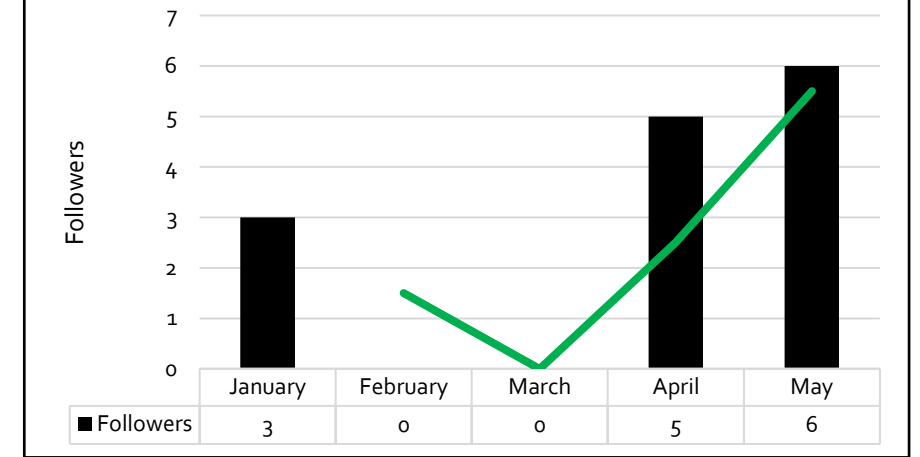
### 2022 New Facebook Followers



### 2022 New Instagram Followers

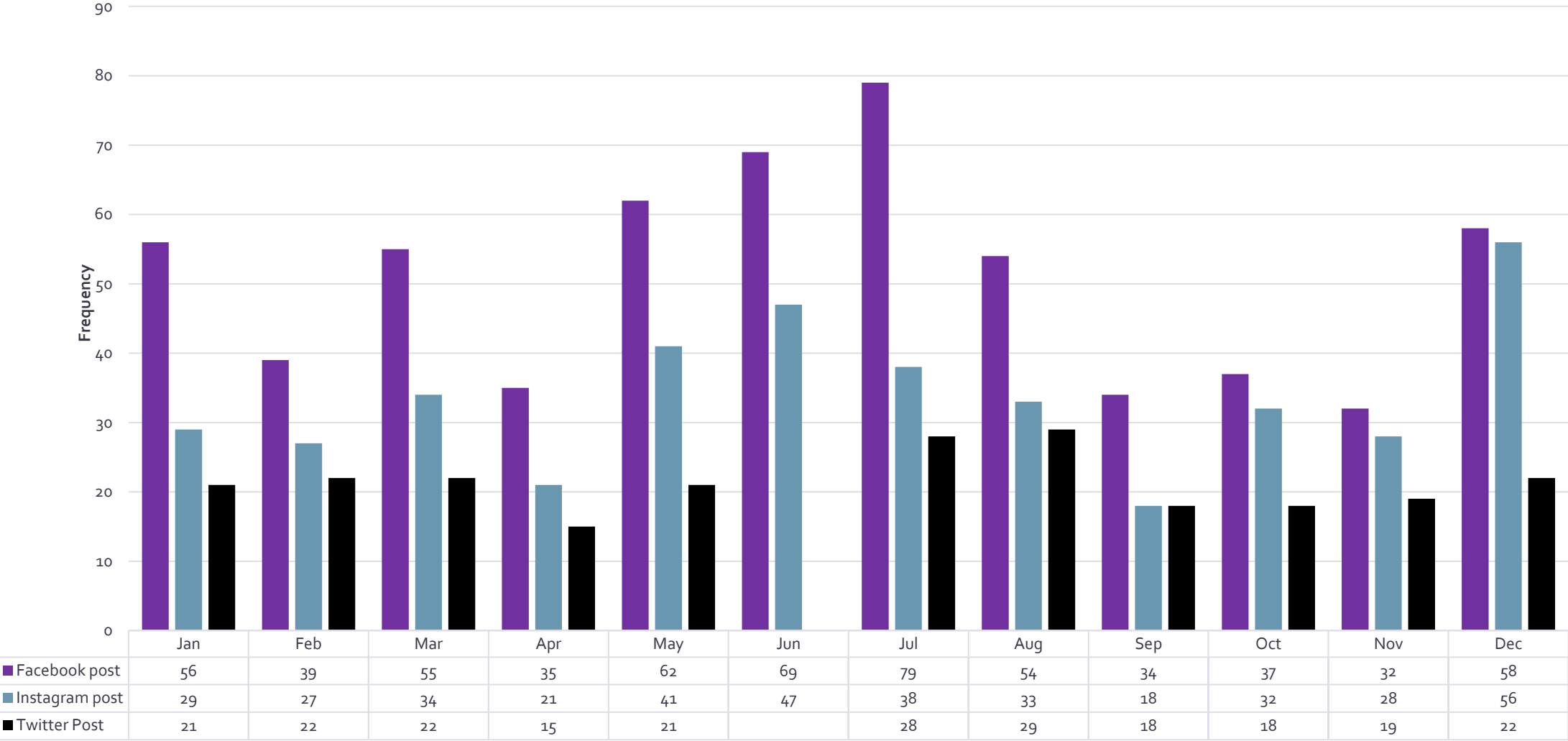


### 2022 New Twitter Followers



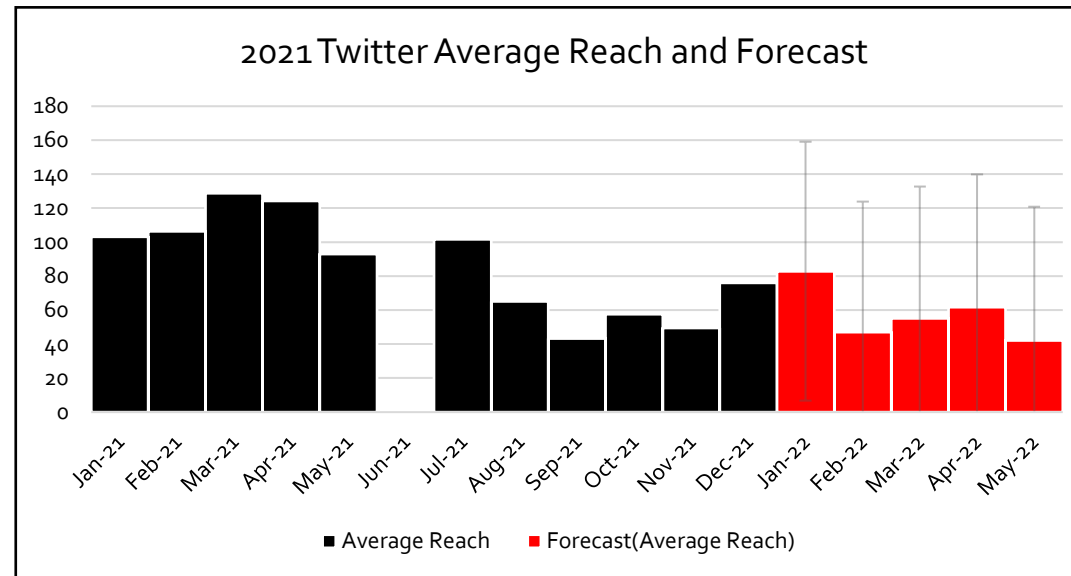
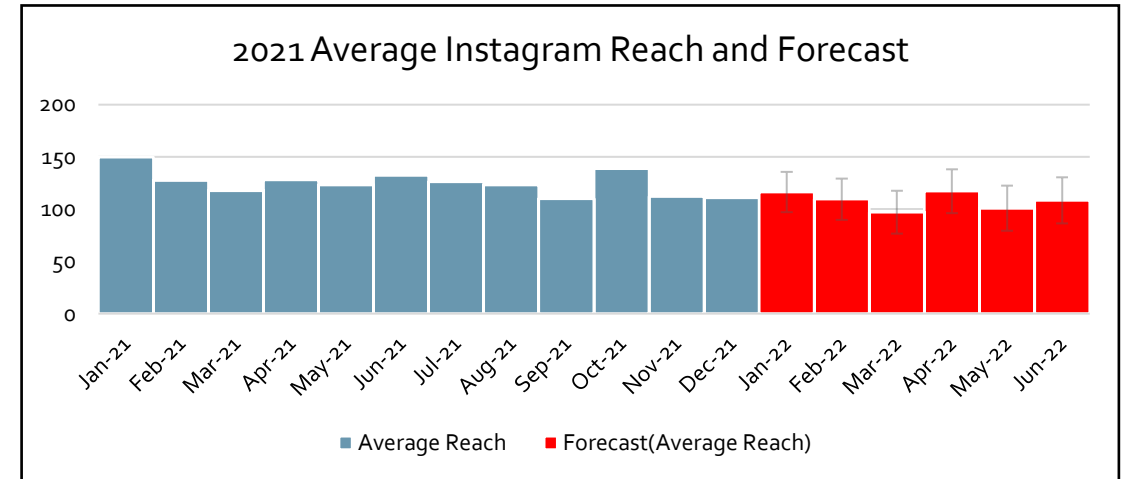
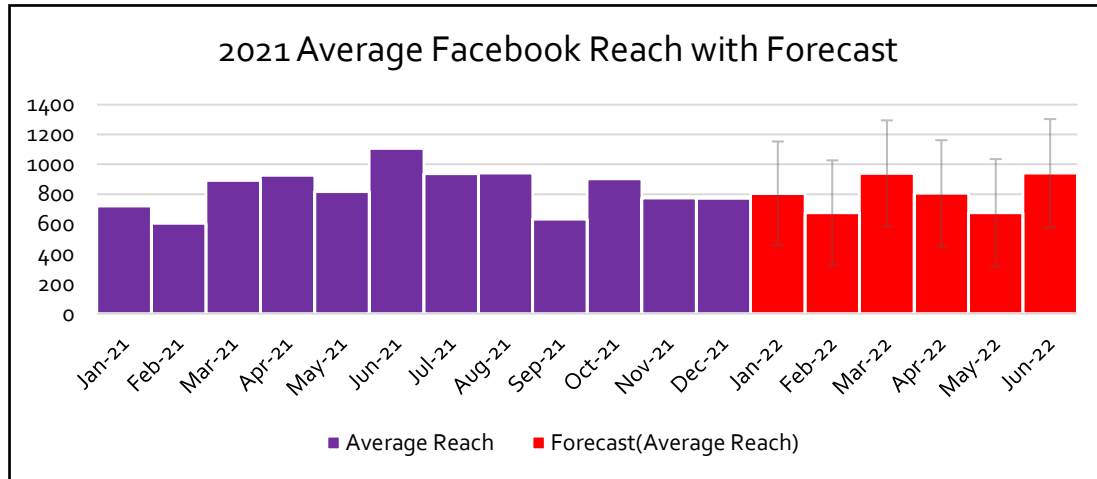
# 2021 Post Frequency

## 2021 Monthly Post Frequency

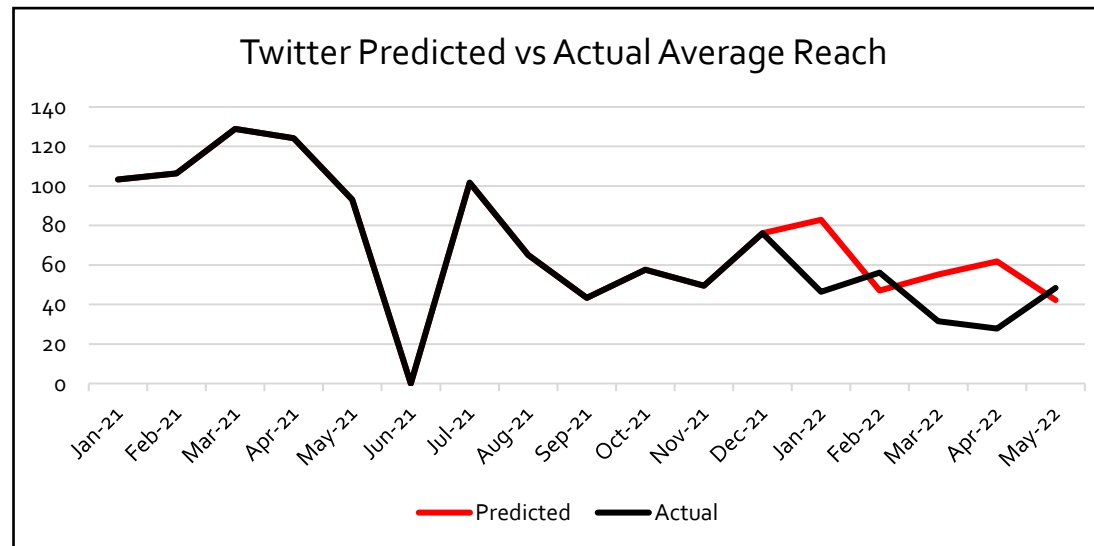
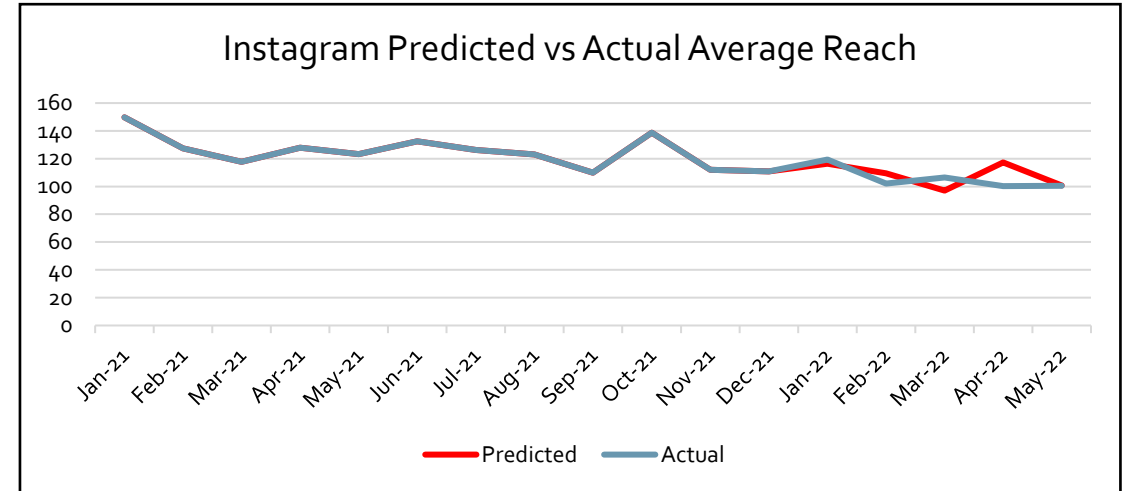
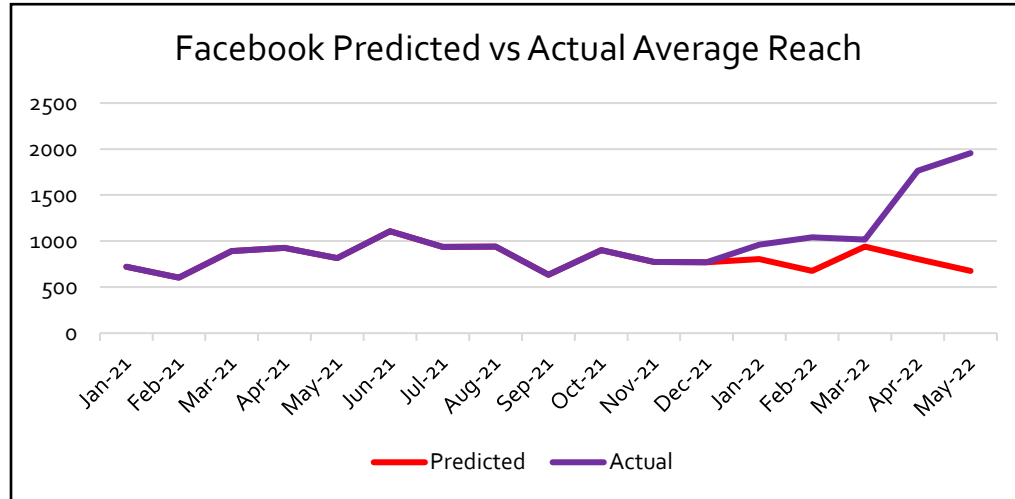




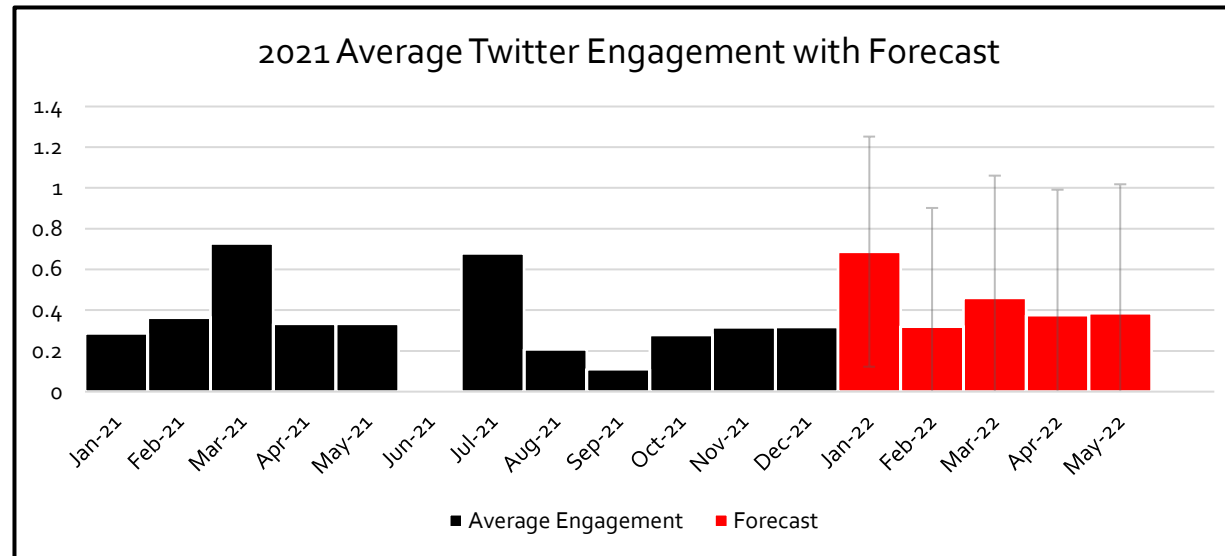
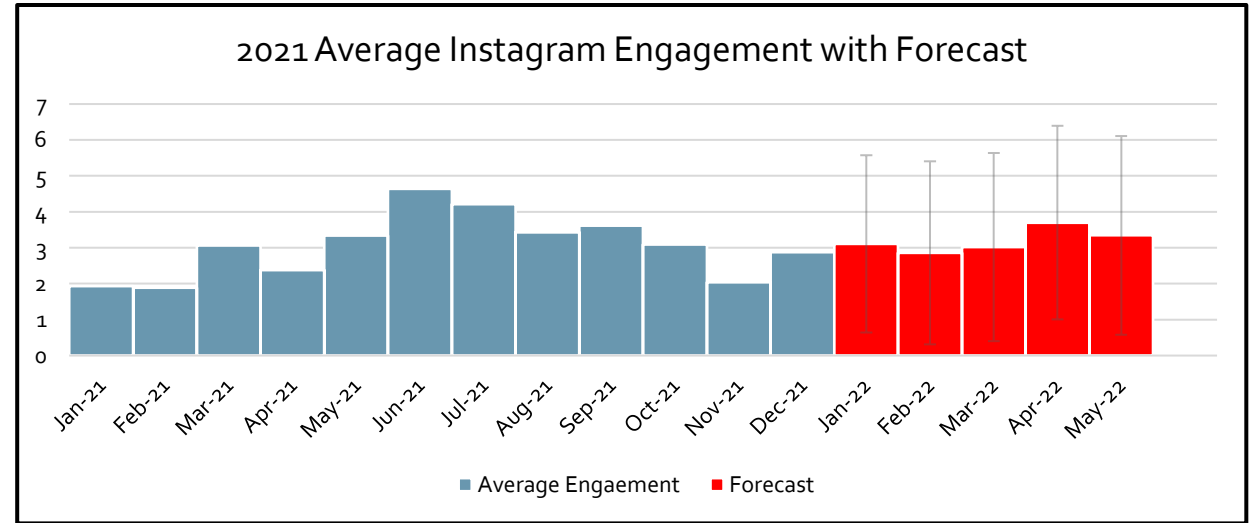
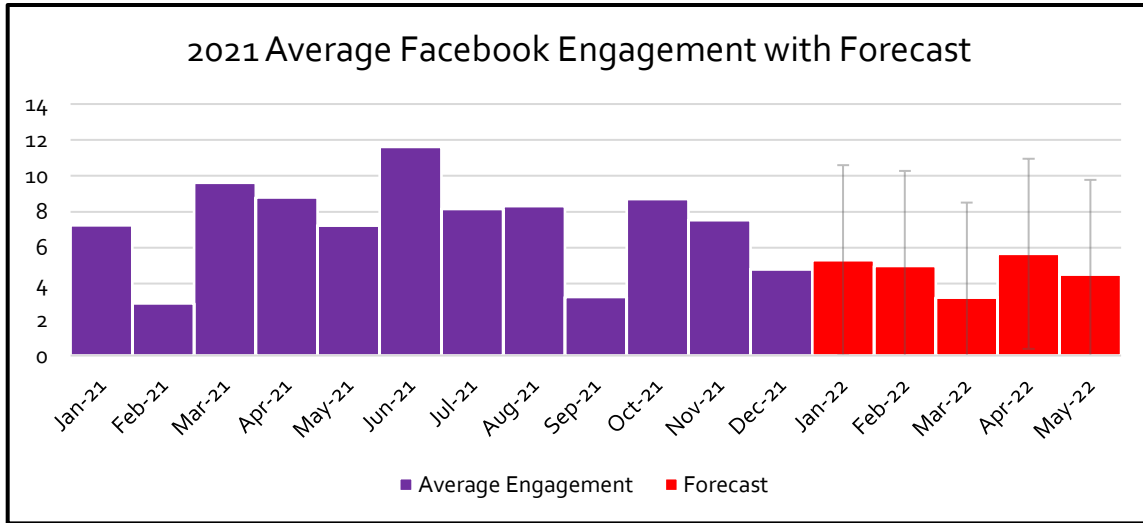
# 2021 Reach



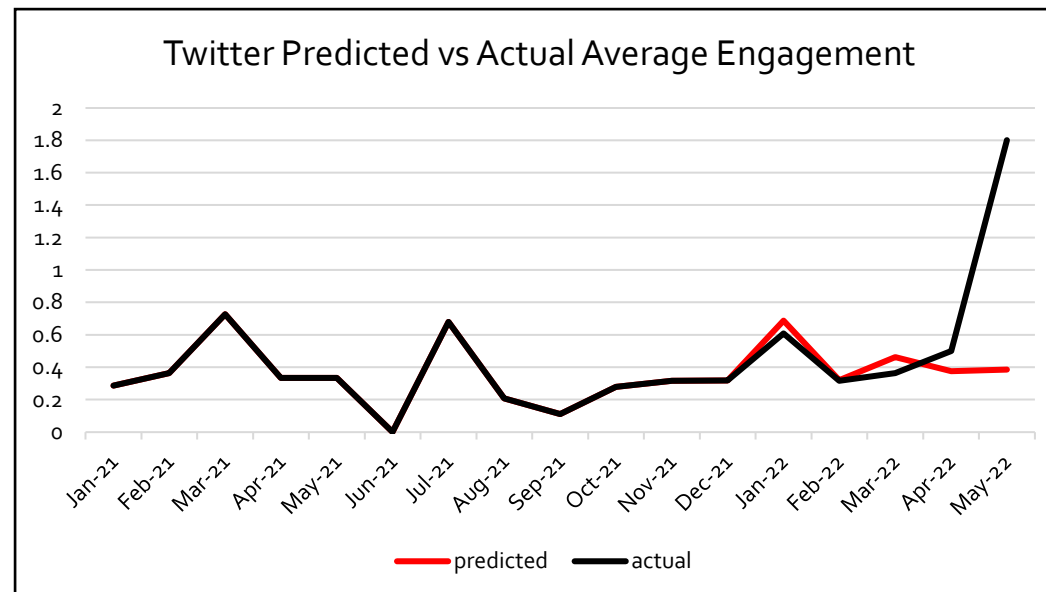
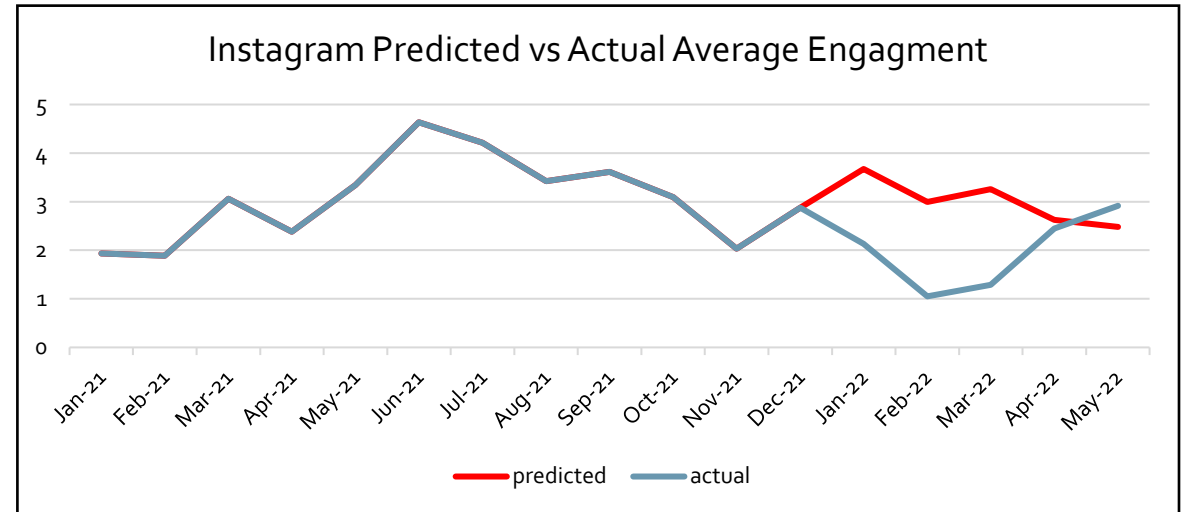
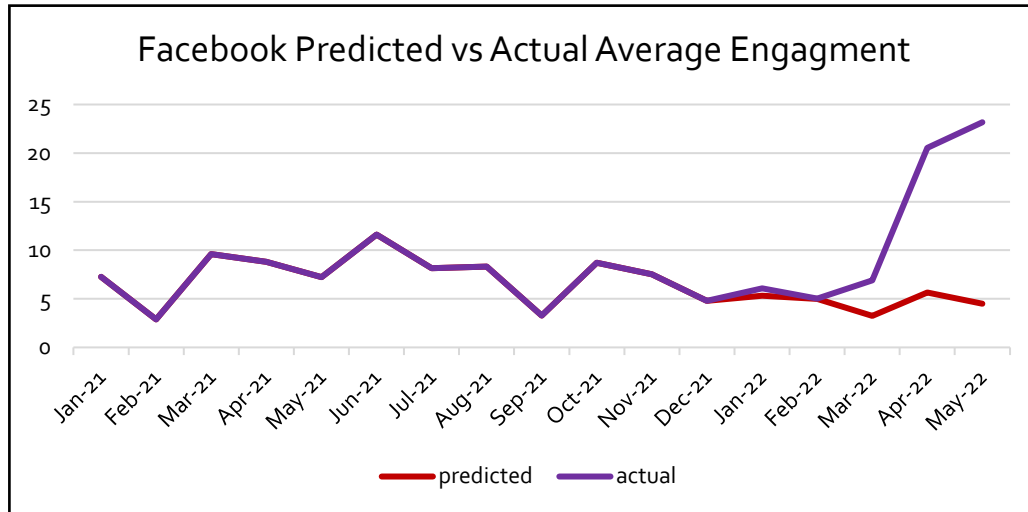
# Predicted vs Actual Reach



# 2021 Engagement



# Predicted vs Actual Engagement



# Conclusions

## Facebook



- Greater reach and engagement than predicted
- Continue posting photos and making the posts more personalized to try and increase user engagement

## Instagram



- Consistent reach and lower engagement than predicted
- Limit advertisement and increase photos and videos. If advertising be sure to post a photo rather than a graphic

## Twitter



- Lower reach and higher engagement than predicted
- Improve reach by looking for ways to increase shares

questions

