

APPENDIX E 3

Public Engagement – Appendix C

The tables below provides statistics for each daily update on Facebook and Instagram. In addition to the figures below there were 133 direct messages from residents – 128 on Facebook and five on Instagram.

The definitions of the columns are:

Reach – the number of people who viewed the post at least once

Impressions – the total number of times a post was visible on a user's timeline

Comments – the number of comments left under each post

Shares – the number of times the post was shared to another Facebook page or the user's own timeline

Engagement – any action someone takes on a post other than just reading it, including a comment, reaction, share or clicking on a link

FACEBOOK

	Reach	Impressions	Comments	Shares	Engagement
24-Jan	6445	6799	41	7	1121
25-Jan	31792	26240	259	87	14943
25-Jan	32155	39877	209	99	11375
26-Jan	16603	21343	190	47	5911
29-Jan	26928	32517	212	119	7369
31-Jan	17121	19303	177	46	4591
01-Feb	11654	13657	153	35	3731
02-Feb	13222	15341	235	27	4415
05-Feb	17461	19053	227	39	6080
06-Feb	16997	18534	174	46	4931
07-Feb	16981	18448	132	61	3830
07-Feb	13767	15686	139	51	3706
08-Feb	9287	10030	84	13	2140
09-Feb	10546	11631	110	13	1847
12-Feb	8675	9086	82	8	1935
13-Feb	7262	7534	65	13	1364
14-Feb	6114	6432	44	5	1318
15-Feb	5014	5129	61	4	1124
16-Feb	5583	5822	72	8	1512
19-Feb	3852	3825	60	6	1161
23-Feb	7054	7054	31	10	1060
26-Feb	5038	5204	30	10	746

INSTAGRAM

	Reach	Impressions	Comments	Shares	Engagement
24-Jan	n/a				
25-Jan	893	1025	2	1	17
25-Jan	950	1168	8	2	23
26-Jan	1382	1631	12	0	43
29-Jan	1196	1351	6	1	28
31-Jan	762	854	1	0	9
01-Feb	820	953	5	1	11
02-Feb	876	1040	5	0	7
05-Feb	706	822	4	0	9
06-Feb	738	817	9	1	15
07-Feb	664	756	5	1	20
07-Feb	499	553	3	1	9
08-Feb	464	512	2	0	4
09-Feb	504	552	1	2	5
12-Feb	534	577	5	0	9
13-Feb	483	518	2	0	4
14-Feb	391	420	0	0	3
15-Feb	371	399	0	0	4
16-Feb	433	482	1	0	3
19-Feb	617	672	8	0	10
23-Feb	294	308	0	0	3
26-Feb	507	515	1	0	2