

Social Media Campaign Analytics: Heritage Week 2021

Timeline: July 19, 2021, through August 9, 2021.

Campaign Brief: Members of the Heritage Burlington Advisory Committee and their partners have put together an exciting lineup of activities in honour of Heritage Week, taking place from Aug. 2 to 8. Set aside some time to celebrate the many aspects of Burlington's heritage during Heritage Week. Follow us on social media for daily historic fun facts.

Platforms: Twitter, Facebook, Instagram, and YouTube.

Total Number of Posts: 40

Total Post Impressions: 189,522



Total Post Engagements: 6,638



Total Post Engagement Rate (per Impression): 3.5%



Total Video Views: 22,150 (Preview Montage, Mayor's Message, Town Crier)

The numbers above exclude YouTube. A summary of YouTube analytics will follow this report.

- The three highest performing posts based on Engagement were the Heritage Week video montage preview video (on Facebook), the "Did you know" about the three piers (on Twitter) and the virtual walking tours (on Instagram).
- Video Views:
 - Heritage Week Preview Montage (14,700 on Facebook; 836 on Twitter; 2,195 on Instagram)
 - Mayor's Greeting (785 on Facebook; 595 on Twitter)
 - Town Crier's Proclamation (646 on Facebook; 1,200 on Twitter)
- Total Engagement Rate (per Impression) is 3.5% when the City's overall Engagement Rate (per Impression) in July 2021 was 2.6%.

<div>  <div> City of Burlington, Ontario Thu 7/29/2021 4:30 pm EDT </div> </div> <div> Set aside some time to celebrate the many aspects of Burlington's heritage during Heritage Week - August 2 to 8, 2021. Members of the Heritage Burlington Advisory Committee and... </div> <div>  </div> <div> <table> <tr> <td>Total Engagements</td> <td>3,282</td> </tr> <tr> <td>Reactions</td> <td>307</td> </tr> <tr> <td>Comments</td> <td>38</td> </tr> <tr> <td>Shares</td> <td>49</td> </tr> <tr> <td>Post Link Clicks</td> <td>917</td> </tr> <tr> <td>Other Post Clicks</td> <td>1,971</td> </tr> </table> </div>	Total Engagements	3,282	Reactions	307	Comments	38	Shares	49	Post Link Clicks	917	Other Post Clicks	1,971
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<div>  <div> @cityburlington Mon 8/2/2021 8:05 pm EDT </div> </div> <div> Did you know that there were three piers that extended into Lake Ontario between Brant St and Elizabeth Str in the late 1800s? On Thursday, Aug. 5 at 6:30pm check out the Heritage Trivia Pub... </div> <div>  </div> <div> <table> <tr> <td>Total Engagements</td> <td>642</td> </tr> <tr> <td>Likes</td> <td>14</td> </tr> <tr> <td>Comments</td> <td>3</td> </tr> <tr> <td>Shares</td> <td>2</td> </tr> <tr> <td>Post Link Clicks</td> <td>7</td> </tr> <tr> <td>Other Post Clicks</td> <td>616</td> </tr> <tr> <td>Other Engagements</td> <td>0</td> </tr> </table> </div>	Total Engagements	642	Likes	14	Comments	3	Shares	2	Post Link Clicks	7	Other Post Clicks	616	Other Engagements	0
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Likes	176							
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Twitter


Number of Twitter Posts: 25

Twitter Impressions: 89,605

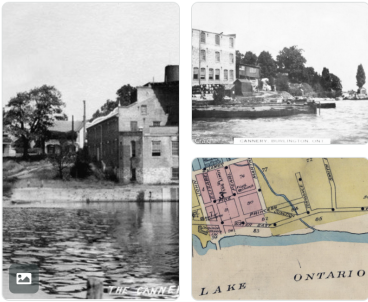
Twitter Post Engagements: 2,086

Twitter Post Engagement Rate (per Impression): 2.3%


- The top 3 Twitter posts were: “Did you know” about the three piers, “Did you know” about the many public works projects financed by the Government of Ontario or Upper Canada, and the Town Crier’s proclamation.
- The Twitter Engagement Rate (per Impression) for Heritage Week posts was 2.3% when the City’s was 1.4% in July 2021. Based on industry averages, 0.5% to 1% are considered “good.”

@cityburlington
Mon 8/2/2021 8:05 pm EDT

Did you know that there were three piers that extended into Lake Ontario between Brant St and Elizabeth Str in the late 1800s? On Thursday, Aug. 5 at 6:30pm check out the Heritage Trivia Pub...



Total Engagements	642
Likes	14
Comments	3
Shares	2
Post Link Clicks	7
Other Post Clicks	616
Other Engagements	0


@cityburlington
Thu 8/5/2021 9:36 am EDT

[View on Twitter](#)

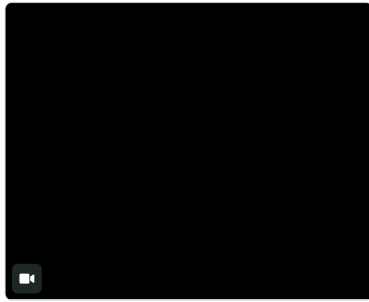
Over the past two centuries, many public works projects have been financed by the Government of Ontario or Upper Canada. Join Friday's (6:30pm) Walking Tour Brant Street where you will...



Total Engagements	133
Likes	6
Comments	2
Shares	1
Post Link Clicks	16
Other Post Clicks	108
Other Engagements	0

@cityburlington
Mon 8/2/2021 9:05 am EDT

The City of Burlington's Town Crier, David Vollick, proclaims the beginning of Heritage Week! Learn more about the people, stories and events that have shaped your city:...



Total Engagements	110
Likes	12
Comments	4
Shares	2
Post Link Clicks	9
Other Post Clicks	83
Other Engagements	0

Facebook

Number of Facebook Posts: 9

Facebook Impressions: 66,235

Facebook Post Engagement: 3,852

Facebook Post Engagement Rate (per Impression): 5.8%

- The top 3 Facebook posts were: Video montage preview of Heritage Week, Virtual Walking Tours, and the Town Crier's proclamation.
- The Facebook Engagement Rate (per Impression) for Heritage Week posts was 5.8% when the City's was 5.3% in July 2021. The industry average engagement rate on Facebook is only 0.18%.

 **City of Burlington, Ontario**
Thu 7/29/2021 4:30 pm EDT

Set aside some time to celebrate the many aspects of Burlington's heritage during Heritage Week – August 2 to 8, 2021. Members of the Heritage Burlington Advisory Committee and...




Total Engagements	3,282
Reactions	307
Comments	38
Shares	49
Post Link Clicks	917
Other Post Clicks	1,971

 **City of Burlington, Ontario**
Sun 8/8/2021 12:12 pm EDT


Heritage Week may have come to an end, but you can still check out virtual walking tours of some of the rich heritage found in downtown Burlington: <https://bit.ly/3zOlzJ3>.



Total Engagements	123
Reactions	22
Comments	0
Shares	4
Post Link Clicks	54
Other Post Clicks	43

 **City of Burlington, Ontario**
Mon 8/2/2021 9:06 am EDT

The City of Burlington's Town Crier, David Vollick, proclaims the beginning of Heritage Week! Take part in Heritage Week, Aug. 2 - 8 and learn more about the people, stories and events that hav...



Total Engagements	121
Reactions	23
Comments	0
Shares	4
Post Link Clicks	21
Other Post Clicks	73

Instagram

Number of Instagram Posts: 9

Instagram Impressions: 33,682

Instagram Post Engagements: 700

Instagram Post Engagement Rate (per Impression): 2.1%


- The top 3 Instagram posts were: Virtual Walking Tours, King Edward VII Fountain restoration, and the video montage preview of this year's Heritage Week.
- The Instagram Engagement Rate (per Impression) for Heritage Week posts was 2.1% when the City's was 1.2% in July 2021. The industry average engagement rate on an Instagram business account is 0.96%.

 cityburlington
Sun 8/8/2021 11:06 am EDT


Heritage Week may have come to an end, but you can still check out virtual walking tours of some of the rich heritage found in downtown Burlington. Check out the link in our bio for this post!...



Total Engagements	190
Likes	176
Comments	5
Saves	9

 cityburlington
Sat 8/7/2021 1:40 pm EDT

The King Edward VII Fountain was reinstalled at City Hall following restoration this week. Made in Hamilton, the fountain was previously located at Lakeshore and Brant following its...



Total Engagements	187
Likes	183
Comments	4
Saves	0

 cityburlington
Thu 7/29/2021 4:37 pm EDT

Set aside some time to celebrate the many aspects of Burlington's heritage during Heritage Week – August 2 to 8, 2021. Members of the Heritage Burlington Advisory Committee and...



Total Engagements	111
Likes	105
Comments	0
Saves	6

YouTube

There were only two videos on YouTube – the Mayor’s message and the Town Crier’s proclamation.

Mayor’s Greeting: 22 Views

Town Crier’s Proclamation: 24 Views

In recognition that our target audience doesn’t go to YouTube for City-related matters, we ensure that videos are produced with the other social media platforms in mind (example length) and post natively on each platform.

In comparison, the Mayor’s Greeting garnered 785 views on Facebook and 595 views on Twitter, while the Town Crier’s Proclamation garnered 646 views on Facebook and 1,200 views on Twitter.

What Are Reach, Impressions and Engagement on Social Media?

A quick guide to understanding social media reporting.

Reach: This is the number of people who will see our content. Not everyone who follows us may see the post (they could miss it from their feed, might not be online at that particular moment). Reach is the measurement of our effective audience.

Impression: The number of times our content is displayed. An impression means that the content was delivered to someone’s feed. A viewer doesn’t have to engage (like, comment, share) with the post in order for it to count as an impression. One person can also have multiple impressions on the same piece of content. For example, on Facebook a post can be displayed in the News Feed from the original publisher and appear a second time when a friend shares the publisher’s post. If you saw both forms of activity in your feed, that counts as two impressions for the same post.

Engagement: The number of interactions that people have with our content. So this means likes, comments, shares, retweets.

Engagement Rate: The number of engagements divided by impressions or reach. A high rate means the people who see the post find it interesting.