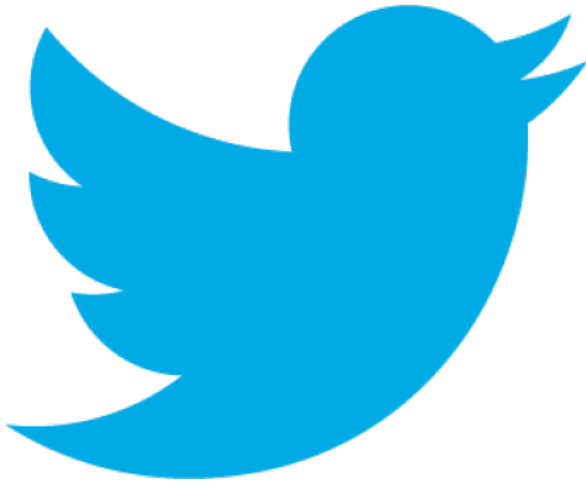




SOCIAL MEDIA ANALYTICS 2021



Corporate Channels



Total Followers: **27,331**
Net Follower Growth: **1,712**
Follower Increase: **17.1%**



Total Followers: **17,800**
Net Follower Growth: **2,653**
Follower Increase: **17.4%**




Total Followers: **15,540**
Net Follower Growth: **690**
Follower Increase: **13.8%**

Our Audience

YEAR	Audience
2016	20,861
2017	27,278
2018	31,509
2019	40,775
2020	55,750
2021	60,671

Top 3 on Twitter

 **cityburlington**
Wed 1/13/2021 5:47 pm UTC

The City of Burlington is getting many concerning messages about the distribution of the COVID-19 vaccine. ↴ [#BurION](#)

COVID-19 Vaccine Implementation Current Roles & Responsibilities			
Canada	Ontario	Halton	Local Hospitals – Halton Healthcare & Joseph Brant Hospital
<ul style="list-style-type: none"> • Approve vaccines for use in Canada • Procure vaccines nationally • Distribute vaccines to Provinces / Territories • Provide NACI recommendations on prioritization of administration to the Provinces / Territories 	<ul style="list-style-type: none"> • Receive vaccine from Federal Government • Prioritize rollout across Ontario, including who gets the vaccine, when and where • Distribute vaccine to public health units and local hospitals • Responsible for vaccine tracking and healthcare records management 	<ul style="list-style-type: none"> • Distribute and administer vaccine to long-term care and retirement home residents and staff, contingent on supply • Support hospitals in operation of vaccine clinics for prioritized healthcare workers • Plan for Phase 2 (expanded priority populations) and Phase 3 (general population) rollout in Halton based on the Province's plan • Safely store vaccine received from the Province 	<ul style="list-style-type: none"> • Receive and store Pfizer vaccine • Administer Pfizer vaccine through hospital clinics to priority populations identified by the Province (not open to the public)
canada.ca/covid19	ontario.ca/covid19	halton.ca/covid19	haltonhealthcare.com/josephbranthospital.ca

Total Engagements	1,979
Likes	27
@Replies	2
Retweets	16
Post Link Clicks	8
Other Post Clicks	1,926
Other Engagements	0

 **cityburlington**
Wed 8/11/2021 5:16 pm UTC

[#BurION](#) Council has approved 3 locations for new rainbow crosswalks: Upper Middle (M.M. Robinson school entrance), Fairview St. & Drury Lane, Plains Rd. W & Botanical Dr. Thank y



City of Burlington Council has approved more Rainbow Crosswalks to show support for 2SLGBTQIA+ Community

Total Engagements	1,215
Likes	230
@Replies	25
Retweets	34
Post Link Clicks	2
Other Post Clicks	924
Other Engagements	0

 **cityburlington**
Fri 10/22/2021 8:25 pm UTC


Reconnecting with the people that [@BurlingtonFire](#) has helped is one of the most rewarding parts of their job. A year ago today (Oct. 22), Anita fell more than 15m from a cliff's edge at Mount



4 items

Total Engagements	1,142
Likes	23
@Replies	1
Retweets	8
Post Link Clicks	12
Other Post Clicks	1,098
Other Engagements	0


Top 3 on Facebook

**City of Burlington, Ontario**
Tue 5/18/2021 6:44 am PDT

The City of Burlington is introducing a summer parking fees on weekends. The hourly rate will be \$2.50 or a daily flat rate of \$20. Fees will be charged from 8 a.m. to 8 p.m. on weekends begin

**PARKING AT THE BEACH
THIS WEEKEND?
HERE'S WHAT YOU NEED
TO KNOW.**


Total Engagements	13,533
Reactions	489
Comments	1,003
Shares	198
Post Link Clicks	240
Other Post Clicks	11,603

**City of Burlington, Ontario**
Fri 5/28/2021 8:28 am PDT

A reminder to those heading to the Beachway this weekend that paid parking is in effect Saturdays and Sundays (8 a.m. to 8 p.m.). Halton residents can park for free – please find a parking

**PARKING AT THE BEACH
THIS WEEKEND?
HERE'S WHAT YOU NEED
TO KNOW.**

Total Engagements	4,618
Reactions	125
Comments	183
Shares	69
Post Link Clicks	627
Other Post Clicks	3,614


**City of Burlington, Ontario**
Tue 2/9/2021 3:25 pm PST

The City of Burlington is commissioning an artist to create a public art piece for the Regal Road bridge. Residents are invited to share their thoughts on three finalists chosen by an independe




Total Engagements	4,477
Reactions	126
Comments	324
Shares	22
Post Link Clicks	1,058
Other Post Clicks	2,947

Top 3 on Instagram


 **cityburlington**
Wed 8/11/2021 10:35 am PDT

City Council has approved 3 locations for new rainbow crosswalks: Upper Middle (M.M. Robinson school entrance), Fairview St. & Drury Lane, Plains Rd. W. & Botanical Dr. Thank




City of Burlington Council has approved more
Rainbow Crosswalks
to show support for 2SLGBTQIA+ Community

Total Engagements	967
Likes	891
Comments	60
Saves	16


 **cityburlington**
Wed 8/4/2021 7:51 am PDT

The public art program is continuing its annual Local Artist Program this year and has commissioned local artists who have created a variety of small to medium scale artworks throughout




Three images showing public art: a colorful cartoon sculpture, a window mural of a person, and a blue sculpture of a building.

Total Engagements	681
Likes	638
Comments	32
Saves	11

 **cityburlington**
Fri 6/11/2021 9:13 am PDT

The City of Burlington is making enhancements to the accessibility of Burlington Beachway, including a new Mobi-Mat®, accessibility improvements to the public washrooms, and new wooden deck



Accessibility at the Beach

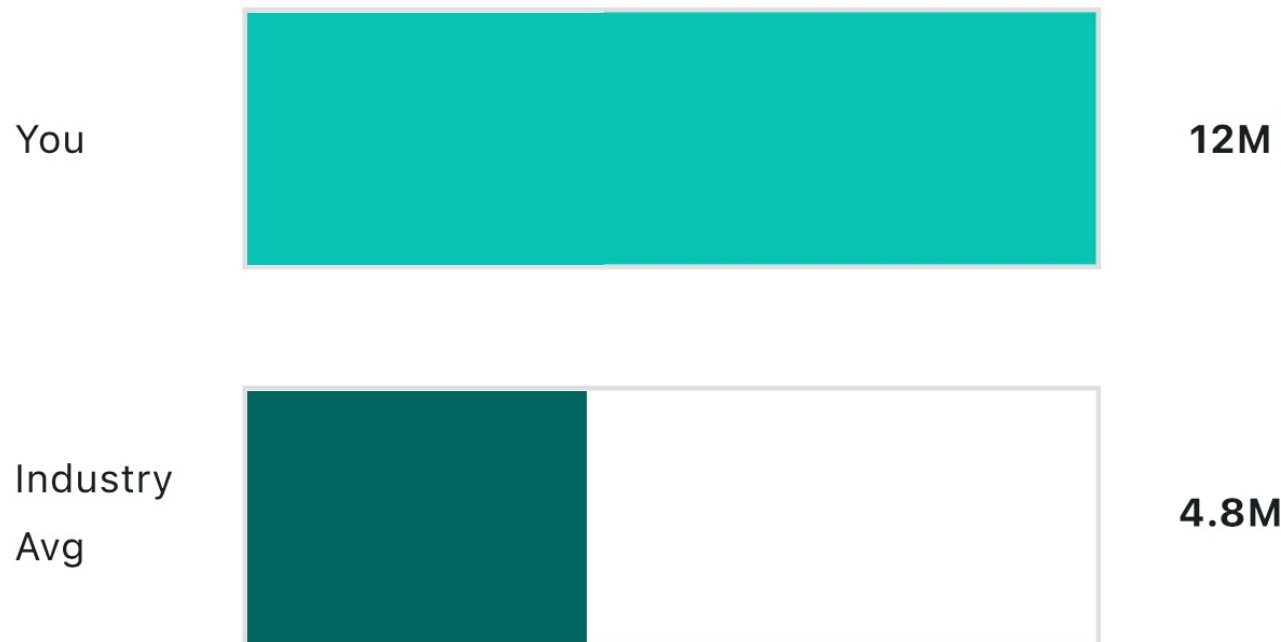
Total Engagements	675
Likes	630
Comments	29
Saves	16

Our Top Stats from 2021



How We Stack Up

Total Impressions in 2021



Impressions

★ Higher than average

How We Stack Up

Posts Published in 2021

You



2.5K

Publishing

Industry
Avg



1.3K

★ Higher than average

How We Stack Up

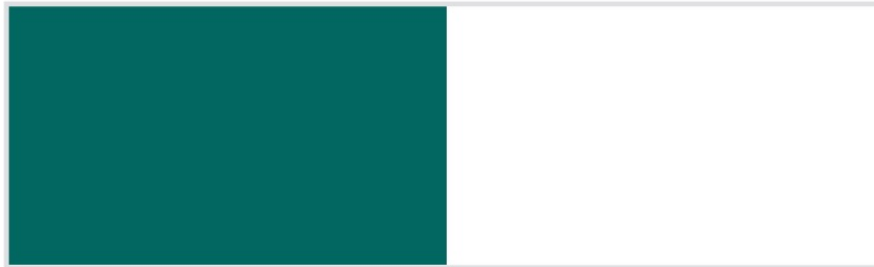
New Followers in 2021

You



6.2K

Industry
Avg



3.9K

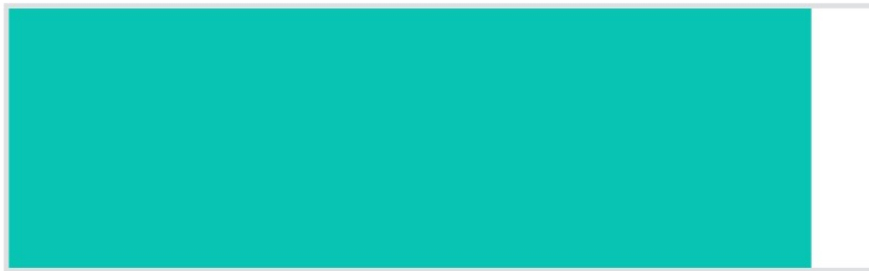
Audience

★ Higher than average

How We Stack Up

Total Engagements in 2021

You



437.7K

Industry
Avg



236.9K

Engagements

★ Higher than average