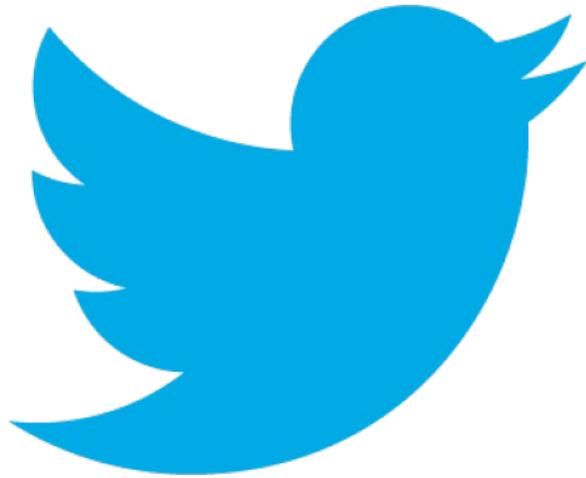




SOCIAL MEDIA ANALYTICS 2022

Corporate Channels



Total Followers: **28,478**
Net Follower Growth: **1,417**
Follower Increase: **4.2%**



Total Followers: **19,853**
Net Follower Growth: **2,104**
Follower Increase: **11.5%**



Total Followers: **17,021**
Net Follower Growth: **984**
Follower Increase: **9.5%**

Key Stats from 2022

- Our audience grew 7.7% across Twitter, Facebook and Instagram in 2022 with the biggest growth on Instagram. Twitter continued to be the City's most-followed social media account and garnered over 2.8 million impressions in 2022
- Instagram (which is in second place) saw the biggest audience gains (+2,104) in 2022
- The City's Facebook page continues to be the most engaged platform, with an engagement rate of 3.2% per impression. The average engagement rate on Facebook is 0.13%.
- Our social media platforms garnered over 7.6 million impressions in 2022
- Launched Instagram Reels, with 17 since May

Key Stats from 2022

Engagement Rate (per Impression)

Engagement Rate (per Impression) is the number of times that users engaged with our post as a percentage of impressions during its lifetime.

City of Burlington Facebook: 6.3%

Industry Standard: 0.13%

City of Burlington Instagram: 1.3%

Industry Standard: 0.83%

City of Burlington Twitter: 2.1%

Industry Standard: 0.05%

Overall Engagement Rate: 3.2%

Source:

2022 Social Media Industry Benchmarks - Know Exactly Where You Stand in Your Market (Feb. 24, 2022)

<https://www.socialinsider.io/blog/social-media-industry-benchmarks/>

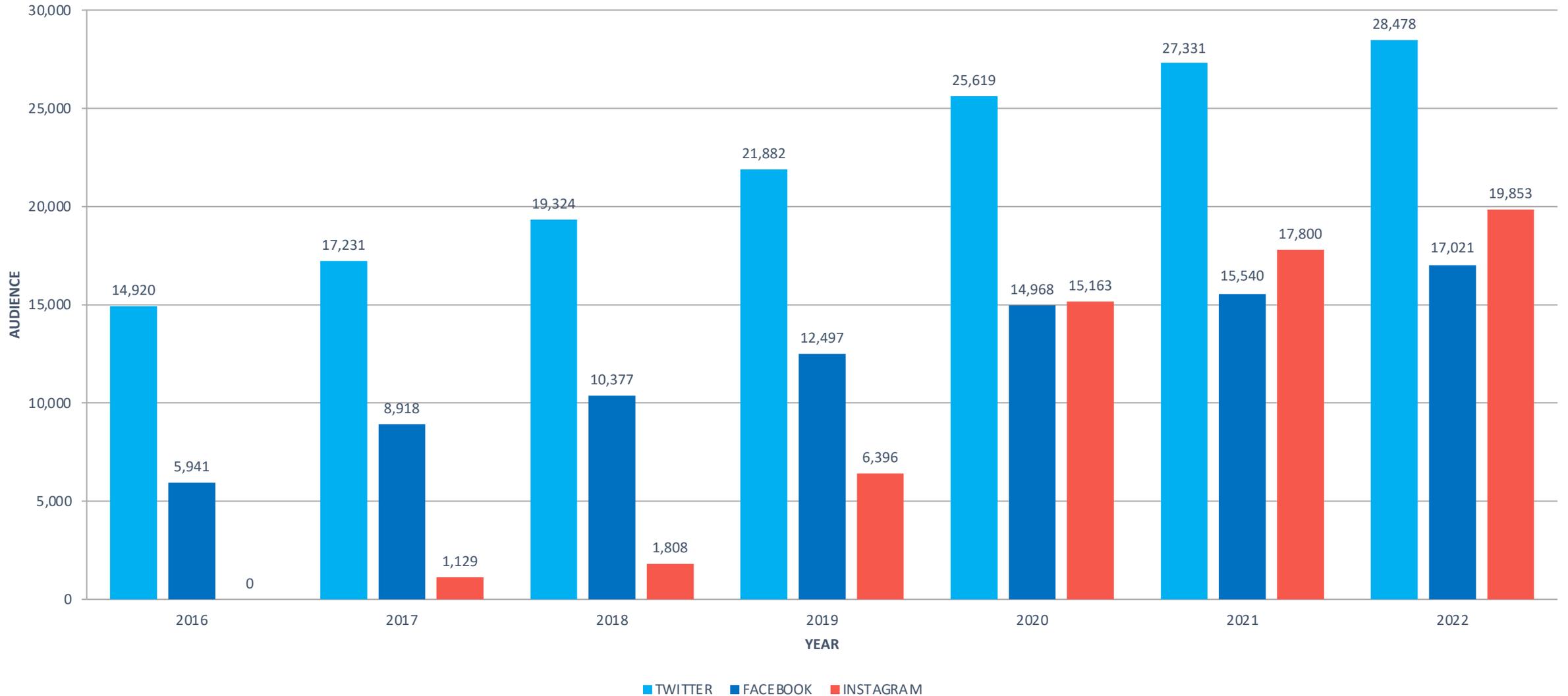


Our Audience

YEAR	Audience
2016	20,861
2017	27,278
2018	31,509
2019	40,775
2020	55,750
2021	60,671
2022	65,352

Our Audience per Platform

Social Media Followers 2016 - 2022



How We Stack Up

New Followers in 2022

You



Industry Avg



Audience

★ Higher than average

How We Stack Up

Posts Published in 2022

You



3K

Industry Avg



1.3K

Publishing

★ Higher than average

Top 3 on Twitter

 @cityburlington
Sun 9/11/2022 1:06 am UTC

The City of Burlington has activated its Emergency Management Team due to six unprovoked coyote attacks on residents....



Total Engagements 3,977

Likes	45
@Replies	24
Retweets	31
Post Link Clicks	835
Other Post Clicks	3,042
Other Engagements	0



 @cityburlington
Tue 1/18/2022 12:08 am UTC

The Burlington Plow Tracker is now online at <https://t.co/wk2lpzl2cZ>. You can follow along to see where plows are at and which...



Total Engagements 1,023

Likes	9
@Replies	7
Retweets	4
Post Link Clicks	698
Other Post Clicks	305
Other Engagements	0



 @cityburlington
Mon 8/22/2022 9:46 pm UTC

We are investigating and acting on two recent coyote attacks in south central Burlington. ↴ #BurlON...



Total Engagements 958

Likes	19
@Replies	9
Retweets	12
Post Link Clicks	18
Other Post Clicks	899
Other Engagements	1



Top 3 on Facebook

 **City of Burlington, Ontario**
Sat 9/10/2022 6:00 pm PDT

The City of Burlington has activated its Crisis Management Team due to six unprovoked coyote attacks on residents...



Total Engagements	19,303
Reactions	1,534
Comments	1,250
Shares	751
Post Link Clicks	425
Other Post Clicks	15,343



 **City of Burlington, Ontario**
Tue 9/13/2022 9:52 am PDT

The City of Burlington has met with the Ministry of Natural Resources and Forestry (MNR) Provincial Services Division to gai...



Total Engagements	5,736
Reactions	143
Comments	113
Shares	49
Post Link Clicks	63
Other Post Clicks	5,368



 **City of Burlington, Ontario**
Mon 8/22/2022 2:48 pm PDT

We are investigating and acting on two recent coyote attacks in south central Burlington. City staff and council have...



Total Engagements	5,105
Reactions	194
Comments	458
Shares	86
Post Link Clicks	261
Other Post Clicks	4,106



Top 3 on Instagram

 **cityburlington**
Thu 9/8/2022 11:39 am PDT

It is with great sadness we learn of the passing of Her Majesty Queen Elizabeth II. Flags at all City of Burlington facilities are...



Total Engagements	1,111
Likes	1,088
Comments	10
Saves	13



 **cityburlington**
Thu 2/24/2022 9:20 am PST

 In solidarity with the people of Ukraine and our #BurlON Ukrainian community, we have raised the flag of Ukraine at City Hall...



Total Engagements	935
Likes	915
Comments	16
Saves	4



 **cityburlington**
Tue 5/10/2022 11:32 am PDT

 Our Sakura trees are in bloom 🌸
#CherryBlossoms #Sakura #SakuraTrees #BurlON



Total Engagements	827
Likes	783
Comments	12
Saves	32



Instagram Reels in 2022

Impressions: 157,983

Engagements: 4,725

Engagement Rate (per Impression): 3% (Industry Standard: 0.83%)

C  cityburlington
Fri 5/20/2022 4:22 pm EDT

In other words, Splash Pads around #BurlON will be open as of tomorrow 🤩👉👉



<u>Total Engagements</u>	734
<u>Likes</u>	511
<u>Comments</u>	24
<u>Shares</u>	183
<u>Saves</u>	16

C  cityburlington
Thu 5/12/2022 4:51 pm EDT

If King Kong climbing City Hall tower were a real event, you'd want to know right? Sign up to receive...



<u>Total Engagements</u>	495
<u>Likes</u>	241
<u>Comments</u>	14
<u>Shares</u>	232
<u>Saves</u>	8

 **C**  cityburlington
Mon 10/31/2022 1:12 pm EDT

🎃 Happy Halloween, Boolington! 🎃
👻 #BurlON



<u>Total Engagements</u>	474
<u>Likes</u>	417
<u>Comments</u>	9
<u>Shares</u>	41
<u>Saves</u>	7

C  cityburlington
Wed 6/15/2022 2:57 pm EDT

Say "I do" to one of our beautiful parks for a romantic photoshoot 📸
🎉! Learn more at...



<u>Total Engagements</u>	462
<u>Likes</u>	352
<u>Comments</u>	4
<u>Shares</u>	57
<u>Saves</u>	49

C  cityburlington
Wed 6/29/2022 10:55 am EDT

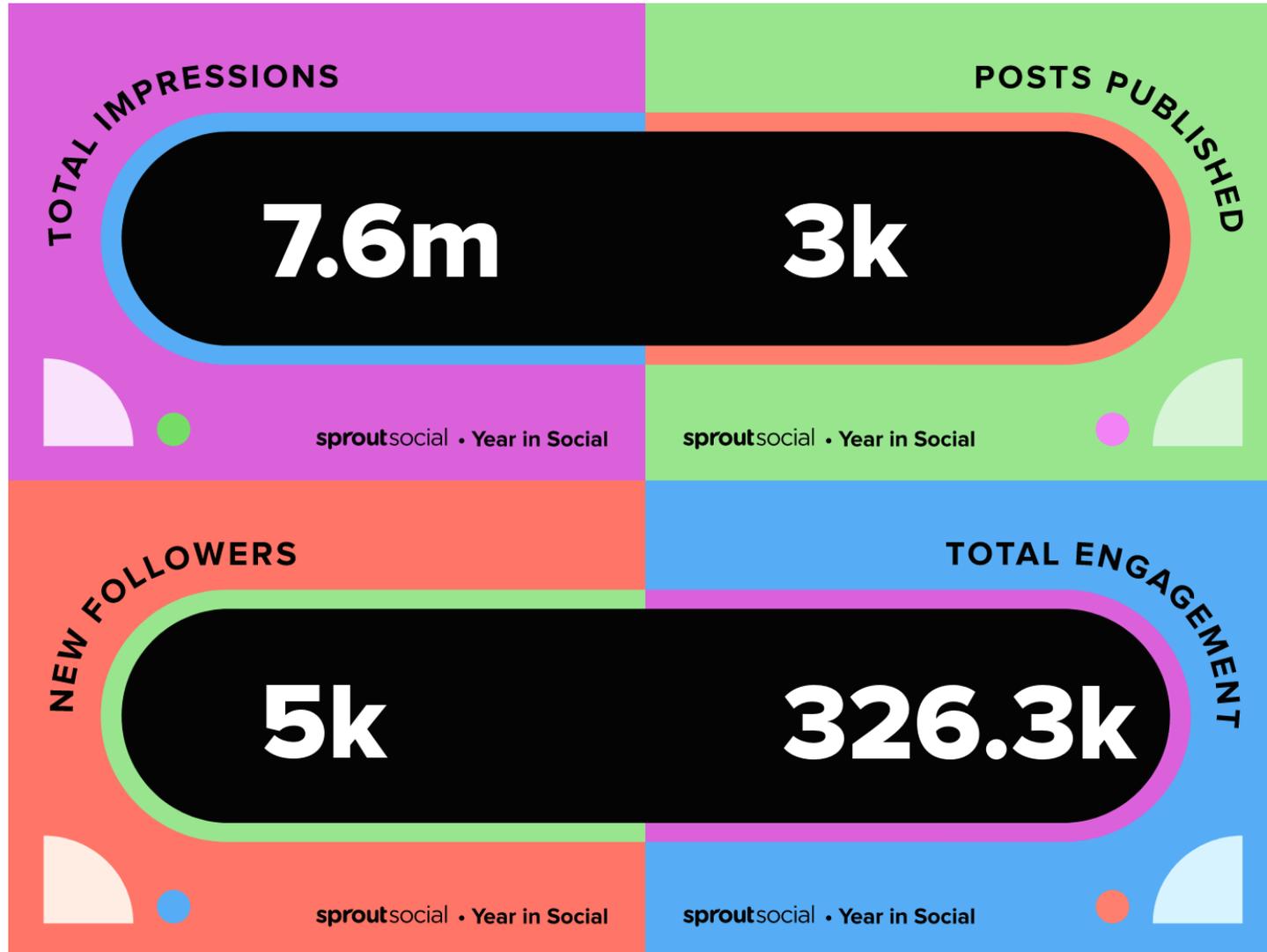
This long weekend, you can look forward to live entertainment, food and marketplace vendors, firework...



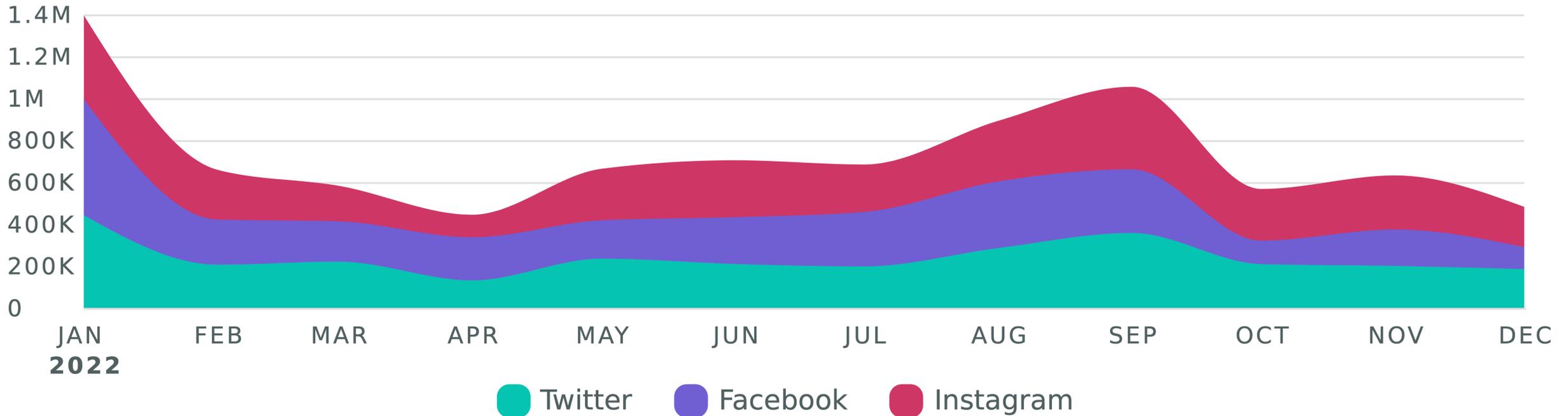
<u>Total Engagements</u>	450
<u>Likes</u>	305
<u>Comments</u>	9
<u>Shares</u>	123
<u>Saves</u>	13

Our Top Stats from 2022



Our Impressions in 2022



The number of times our content was displayed to users.

How We Stack Up

Total Impressions in 2022

You



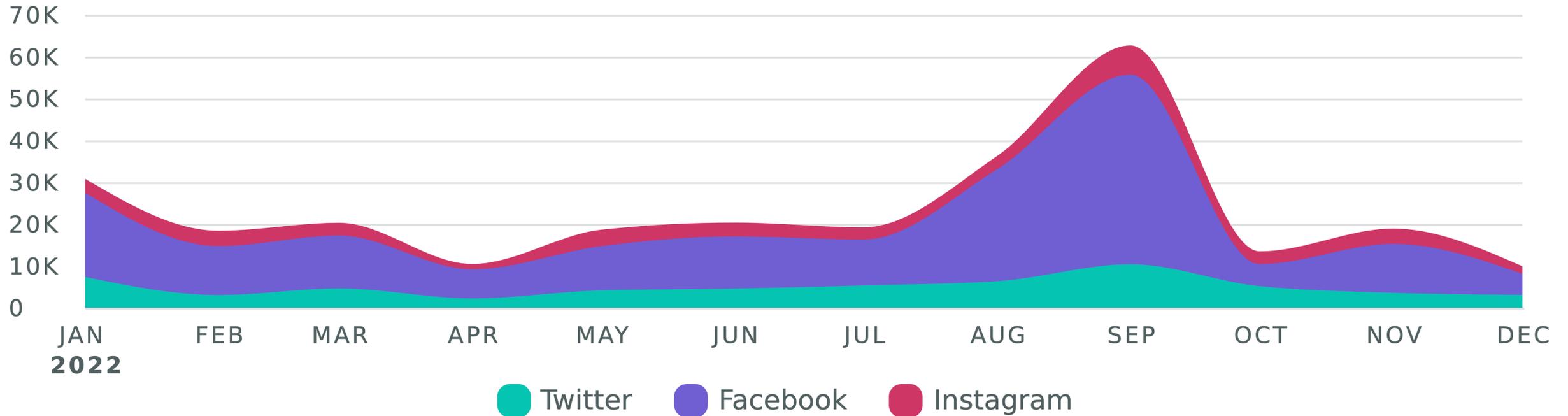
Industry Avg



Impressions

★ Higher than average

Our Engagement in 2022



The number of times users engaged with our content.

How We Stack Up

Total Engagements in 2022



Engagements

★ Higher than average