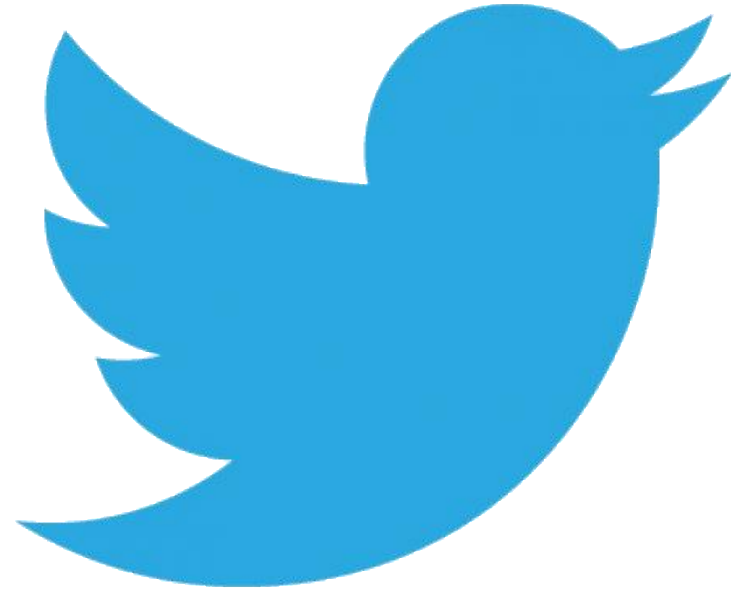


2022

Social Review
Recreation, Community and Culture



Total Followers: **7,293**
New Follower Growth: **349**
Follower Increase: **7.5%**

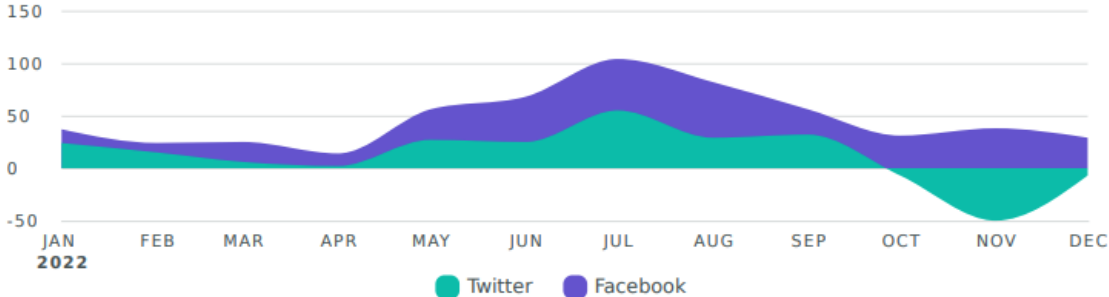


Total Followers: **6,072**
New Follower Growth: **151**
Follower Increase: **2.6%**

Social Media | Audience Growth

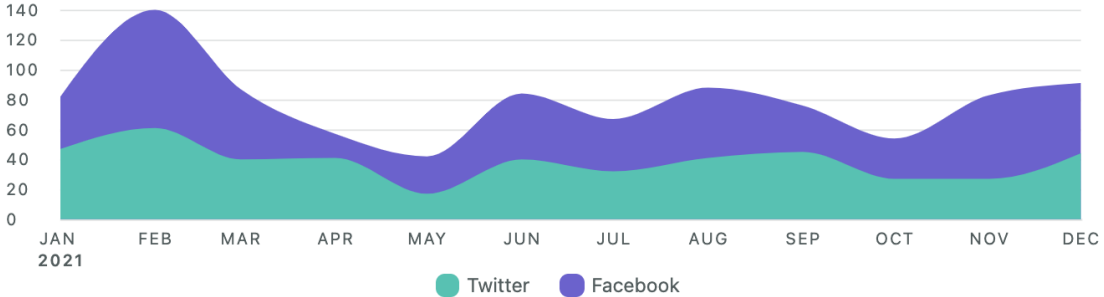
2022

Net Audience Growth, by Month



2021

Audience Gained, by Month



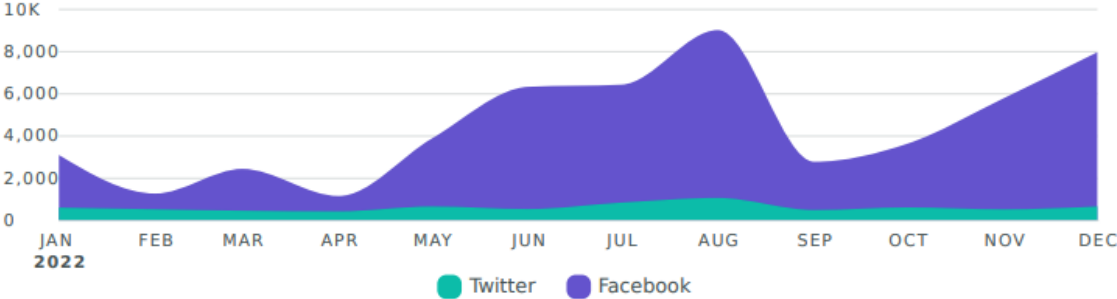
| Audience Metrics | Totals | % Change |
|----------------------------------|---------------|----------------|
| Total Audience | 13,365 | ↗ 75.2% |
| Total Net Audience Growth | 500 | ↘ 30.5% |
| Twitter Net Follower Growth | 151 | ↘ 58.4% |
| Facebook Net Page Likes | 349 | ↘ 2% |

| Audience Metrics | Totals | % Change |
|------------------------------------|---------------|----------------|
| Total Audience ⓘ | 12,705 | ↗ 5.6% |
| Total Net Audience Growth ⓘ | 719 | ↘ 24.5% |
| Twitter Followers Gained | 462 | ↘ 11.5% |
| Facebook Page Likes | 489 | ↘ 30.3% |

Social Media | Engagement

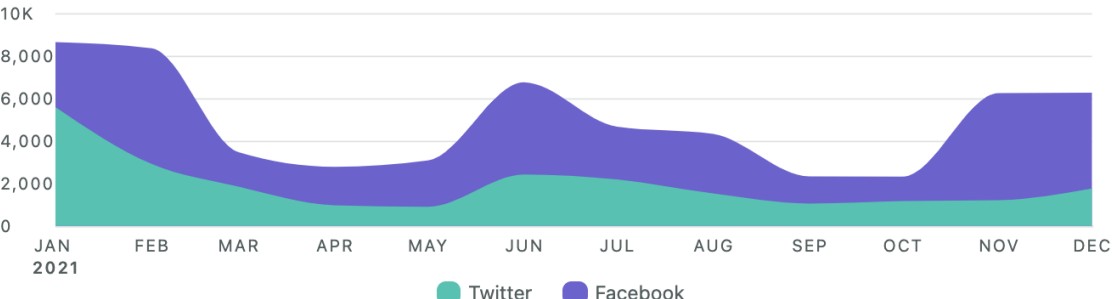
2022

Engagements, by Month



2021

Engagements, by Month



| Engagement Metrics | Totals | % Change |
|---|---------------|--------------|
| Total Engagements | 53,487 | ↘9.8% |
| Twitter Engagements | 7,148 | ↘69.8% |
| Facebook Engagements | 46,339 | ↗29.9% |
| Engagement Rate (per Impression) | 2.8% | ↘3.7% |

| Engagement Metrics | Totals | % Change |
|---|---------------|---------------|
| Total Engagements ⓘ | 59,202 | ↘19.3% |
| Twitter Engagements | 23,539 | ↘9% |
| Facebook Engagements | 35,663 | ↘24.9% |
| Engagement Rate (per Impression) ⓘ | 3.0% | ↘18.3% |

Social Media | Engagement

Industry Standard: The average engagement rate across industries

In 2022, Recreation Services Engagement Rates were as follows:

Industry Standard: 0.13%

Recreation Facebook: 3.1%

Industry Standard: 0.05%

Recreation Twitter: 1.9%

Overall Engagement Rate: 2.8%

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/>

Engagement Rate:
The number of times during that users engaged with your posts as a percentage of impressions. This indicates how engaged people are with your brand.

Social Media | Monthly Engagement Rate

Engagement Benchmarks

- Twitter: 1%
- Facebook: 2.5%

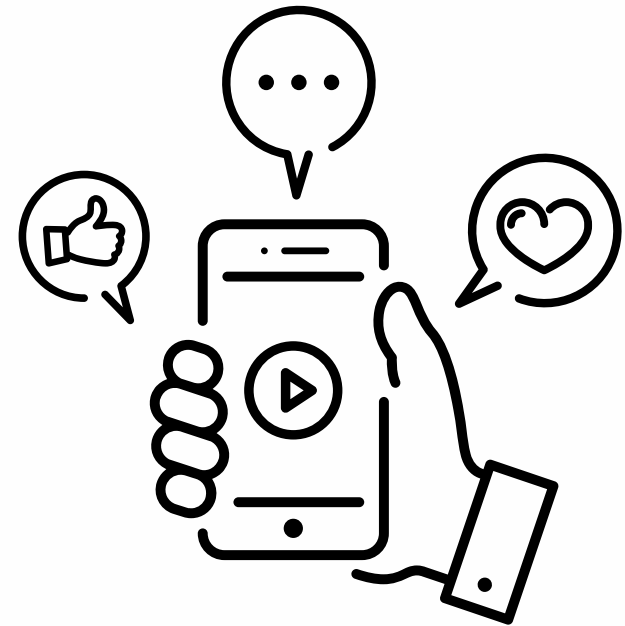
| 2022 RCC Social Stats | | | |
|-----------------------|----|-----|-----|
| Month | FB | TW | |
| January | | 3.1 | 1.4 |
| February | | 3.1 | 1.4 |
| March | | 2.9 | 1.5 |
| April | | 1.9 | 1.5 |
| May | | 3.7 | 1.9 |
| June | | 4.2 | 2.2 |
| July | | 2.1 | 2.7 |
| August | | 3.2 | 2.6 |
| September | | 2.4 | 1.5 |
| October | | 2 | 1.9 |
| November | | 4 | 3.5 |
| December | | 4.5 | 2.3 |

In 2022, through Facebook and Twitter, our Recreation channels made over **1.9 million impressions** and received over **53,000 engagements**.

Impression breakdown:

Facebook: **1.5M**

Twitter: **376,000**



Social Media | Instagram Reels

Published Post Performance Summary

View your key aggregated tag performance metrics from the publishing period.

| | | |
|--------------------------------|-------------------------------|--|
| Impressions 62,338 — | Engagements 2,120 — | Engagement Rate (per Impression) 3.4% — |
|--------------------------------|-------------------------------|--|

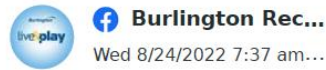
Top 6 Facebook posts of 2022



This past Friday, the Burlington Teen Tour Band competed in the 60th Gold...



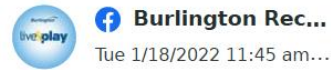
| | |
|--------------------------|--------------|
| Total Engagements | 1,401 |
| Reactions | 748 |
| Comments | 105 |
| Shares | 66 |
| Post Link Clicks | — |
| Other Post Clicks | 482 |



This past Friday, the Burlington Teen Tour Band competed in the 60th Gold...



| | |
|--------------------------|--------------|
| Total Engagements | 1,271 |
| Reactions | 677 |
| Comments | 93 |
| Shares | 61 |
| Post Link Clicks | — |
| Other Post Clicks | 440 |



It's back!!! Get ready to Get Outside and Play for fun and prizes for the #winter #par...



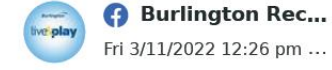
| | |
|--------------------------|--------------|
| Total Engagements | 1,178 |
| Reactions | 44 |
| Comments | 4 |
| Shares | 18 |
| Post Link Clicks | 368 |
| Other Post Clicks | 744 |



We are excited to return to an in-person Santa Claus parade this year ! The City is looki...



| | |
|--------------------------|------------|
| Total Engagements | 922 |
| Reactions | 189 |
| Comments | 31 |
| Shares | 33 |
| Post Link Clicks | 202 |
| Other Post Clicks | 467 |



#DYK that the City of Burlington owns and operates a range of community recreational faciliti...



| | |
|--------------------------|------------|
| Total Engagements | 838 |
| Reactions | 13 |
| Comments | 7 |
| Shares | 3 |
| Post Link Clicks | 99 |
| Other Post Clicks | 716 |



#ICYMI: Nelson Splash Park is now open and FREE to visit Monday to Friday between...



| | |
|--------------------------|------------|
| Total Engagements | 726 |
| Reactions | 100 |
| Comments | 48 |
| Shares | 15 |
| Post Link Clicks | — |
| Other Post Clicks | 563 |

Top 6 Twitter posts of 2022

 **@Burl_ParksRec**
Mon 10/10/2022 2:26 p...

PRIZE ALERT Happy **#ThanksgivingDay** to you and your family ! To make...



| | |
|--------------------------|-----------|
| Total Engagements | 99 |
| Likes | 4 |
| @Replies | 7 |
| Retweets | 1 |
| Post Link Clicks | — |
| Other Post Clicks | 87 |
| Other Engagements | 0 |

 **@Burl_ParksRec**
Tue 6/7/2022 7:02 pm UTC

A massive shoutout to our operations staff for painting fun murals at the bottom of...




| | |
|--------------------------|-----------|
| Total Engagements | 72 |
| Likes | 14 |
| @Replies | 0 |
| Retweets | 2 |
| Post Link Clicks | 2 |
| Other Post Clicks | 54 |
| Other Engagements | 0 |

 **@Burl_ParksRec**
Mon 5/2/2022 5:12 pm ...


Good news -- the Farmers Market is opening up soon! May 18, 20 and 21 8:00 a....



| | |
|--------------------------|-----------|
| Total Engagements | 65 |
| Likes | 22 |
| @Replies | 0 |
| Retweets | 8 |
| Post Link Clicks | — |
| Other Post Clicks | 35 |
| Other Engagements | 0 |

 **@Burl_ParksRec**
Sat 12/17/2022 7:20 pm...

Coming your way very soon...
😊 <https://t.co/rrOTf0odnw>



| | |
|--------------------------|-----------|
| Total Engagements | 59 |
| Likes | 19 |
| @Replies | 1 |
| Retweets | 5 |
| Post Link Clicks | 1 |
| Other Post Clicks | 33 |
| Other Engagements | 0 |

 **@Burl_ParksRec**
Thu 10/20/2022 9:52 p...

Plans for tonight:
#MidnightsTaylorSwift
<https://t.co/a1kEiF2k3s>



| | |
|--------------------------|-----------|
| Total Engagements | 58 |
| Likes | 4 |
| @Replies | 3 |
| Retweets | 0 |
| Post Link Clicks | 3 |
| Other Post Clicks | 48 |
| Other Engagements | 0 |

 **@Burl_ParksRec**
Sat 2/26/2022 12:46 pm...

TODAY is the day!!! Spring Registration is open for all youth recreation programs...



| | |
|--------------------------|-----------|
| Total Engagements | 55 |
| Likes | 1 |
| @Replies | 0 |
| Retweets | 4 |
| Post Link Clicks | 37 |
| Other Post Clicks | 12 |
| Other Engagements | 1 |