

WESTON BID

01

SOCIAL MEDIA REPORT

FEBRUARY 2024





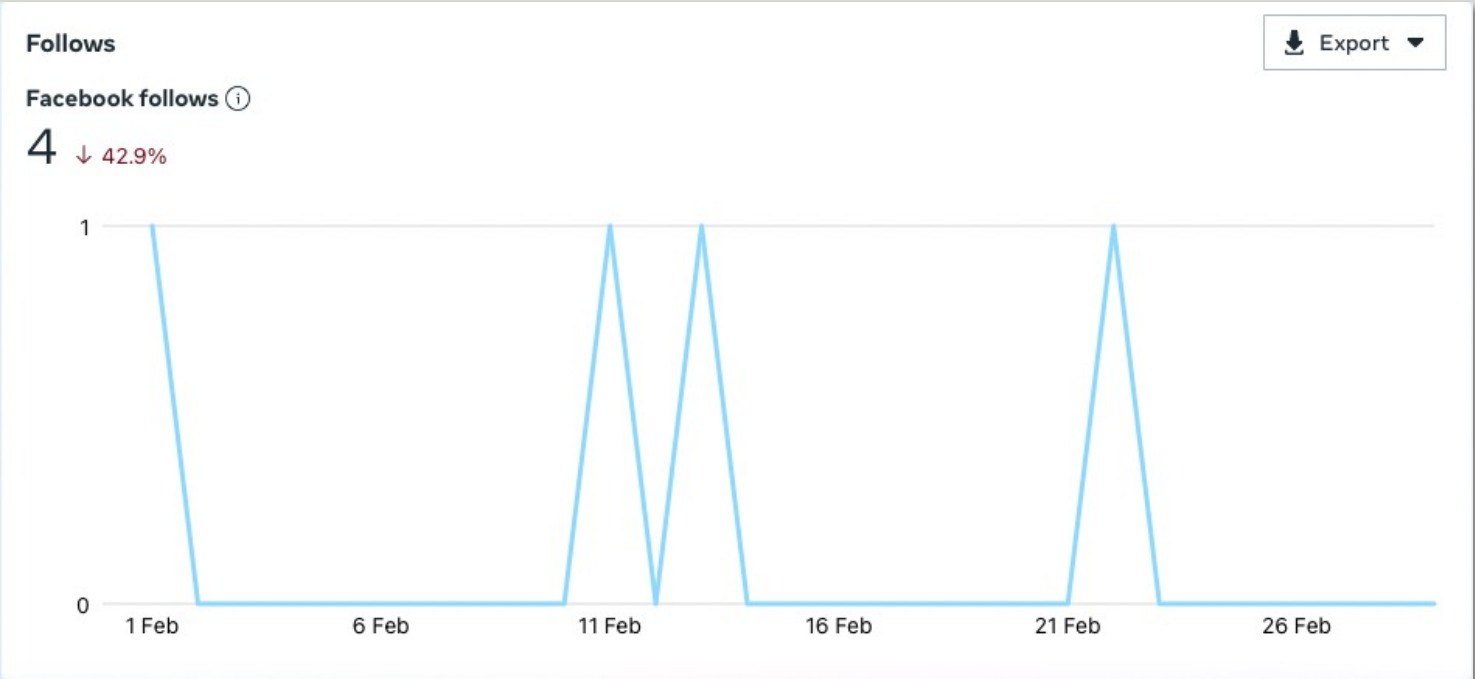
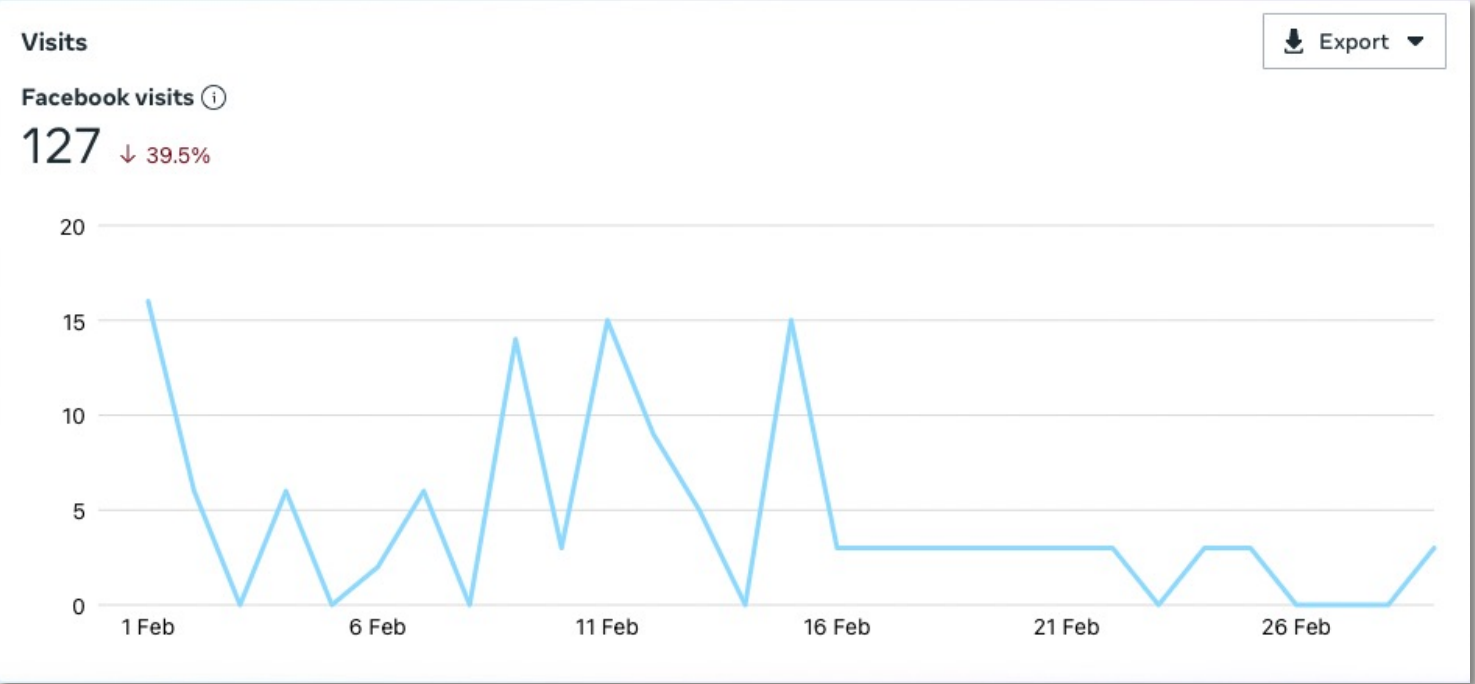
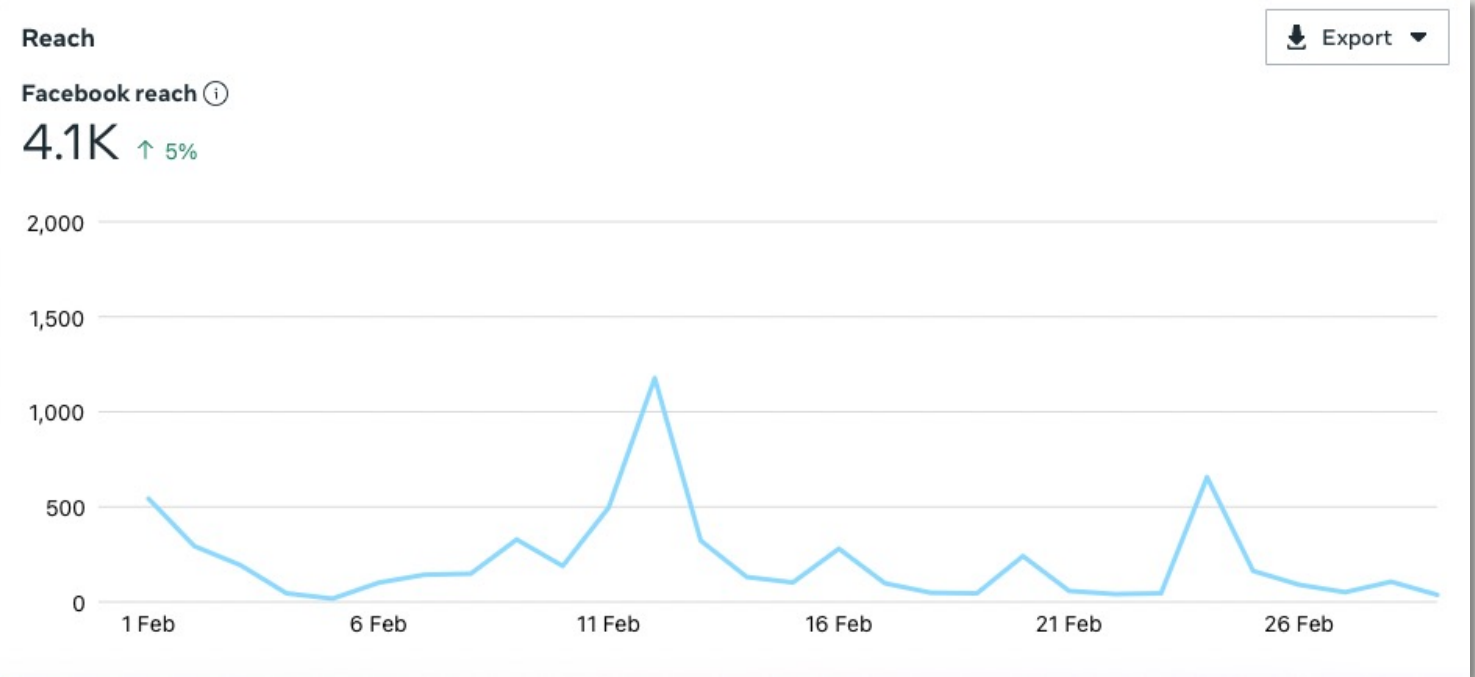
Reach

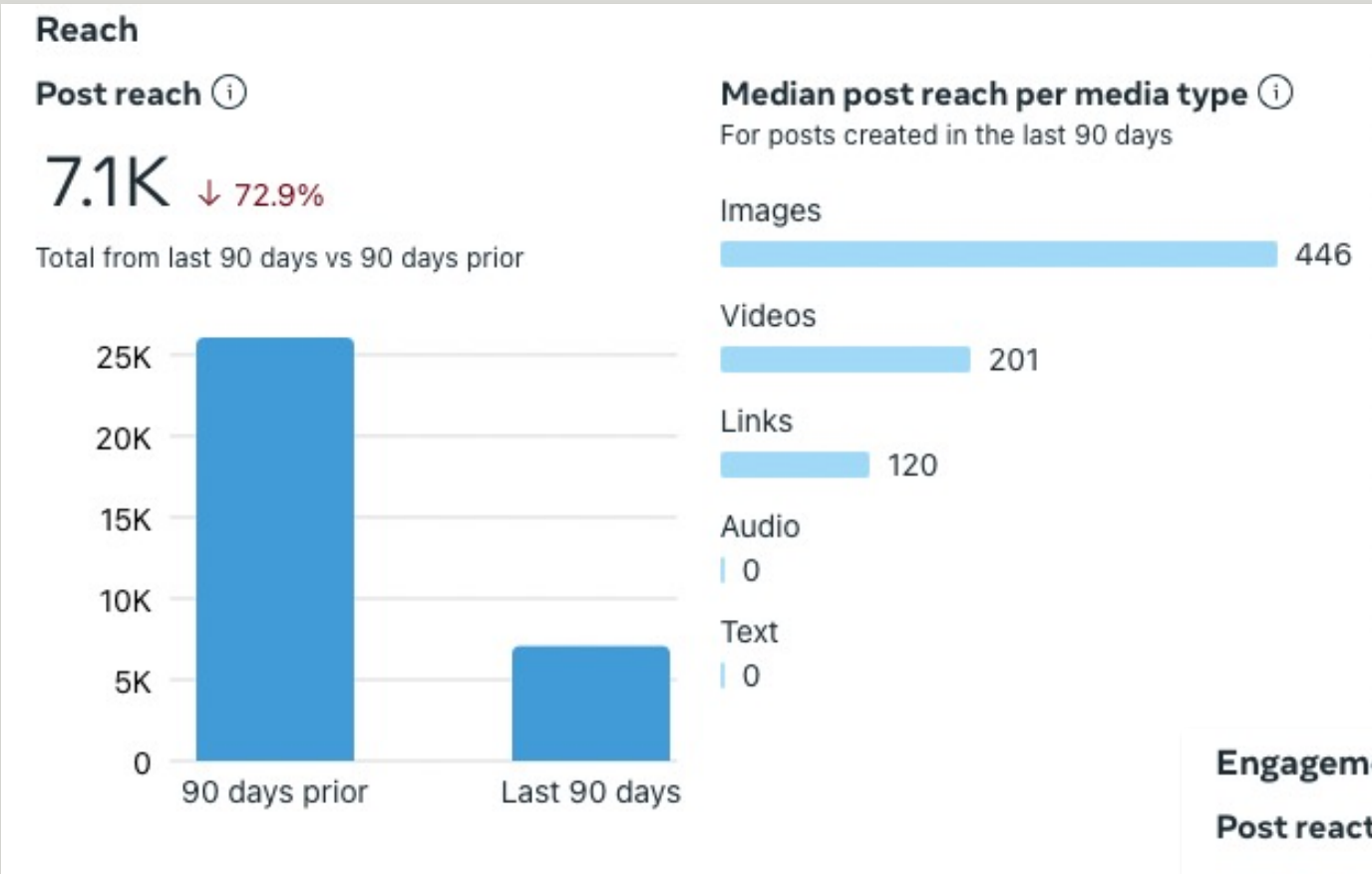
Likes

Visits

In February we can see how we have maintained our level of visibility month-on-month on Facebook.

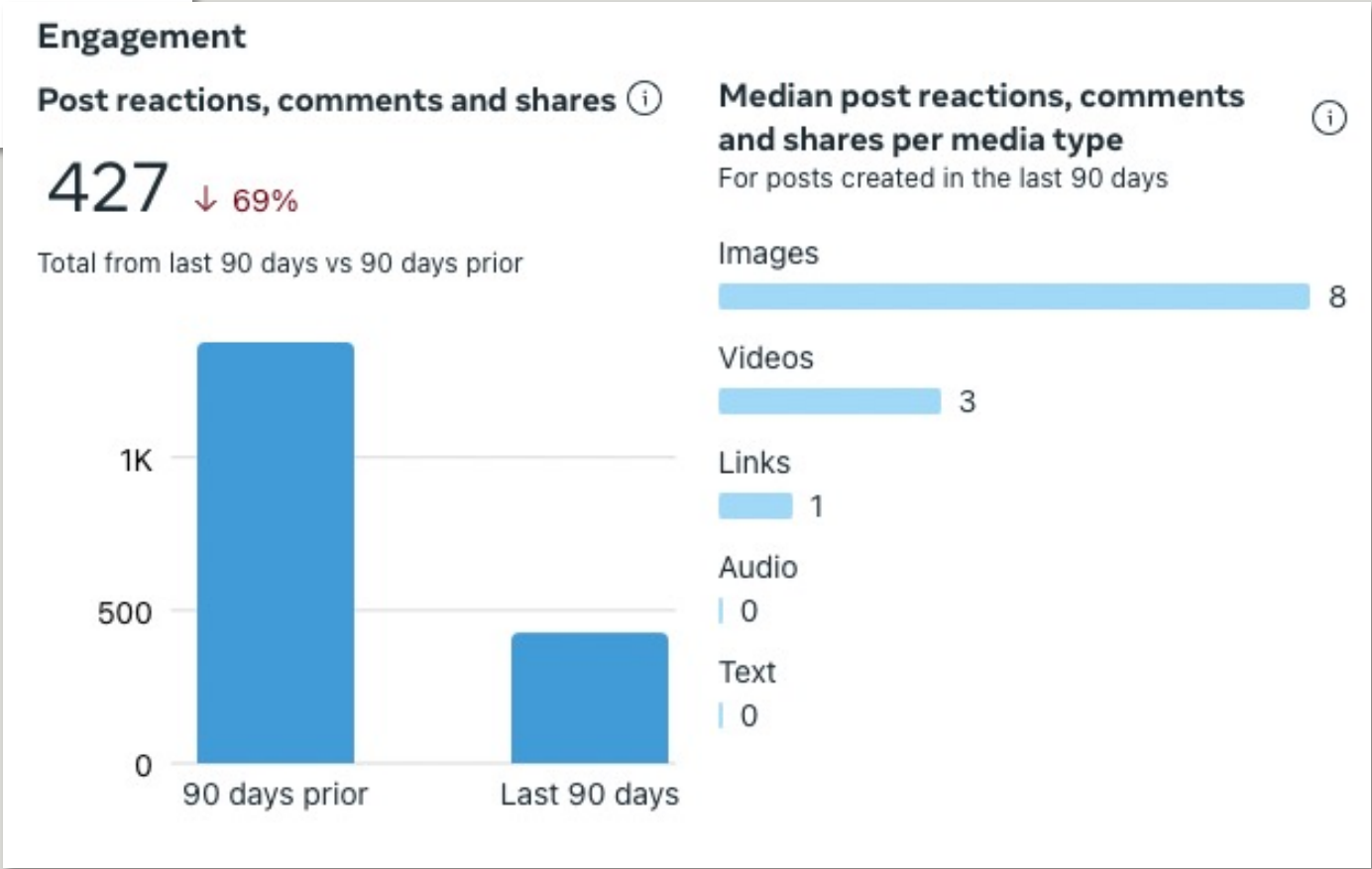
This shows an overall growth, with February being a shorter month in terms of activity. Maintaining the same level of visibility/impressions over a shorter period means an increase in impressions per post.





Although the majority of the posts use static over video assets we can see, based on average post performance that our community prefers this post type on Facebook over video posts.

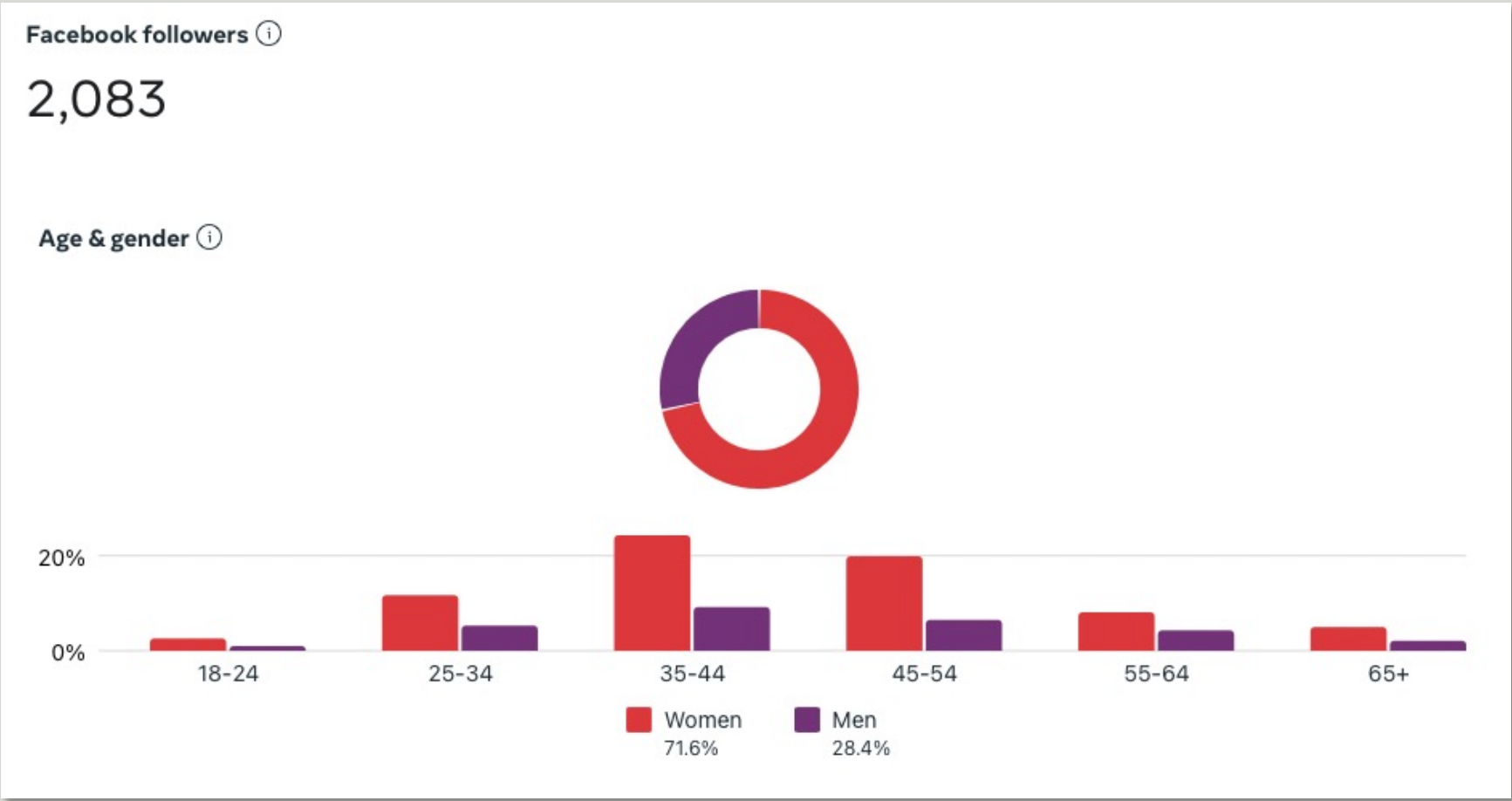
Whilst we have seen volume on engagements drop this month we can attribute this to the shorter reporting period, and comparing against the post-holiday activity which performed well.







Reach & Engagement



Audience & Pages with similar content







	The Grand Pier The Grand Pier is an iconic landmark in WSM that provides fun and e...	50.5K	↑ 207	23	...
	North Somerset Council Welcome to the North Somerset Council Facebook page. Report issu...	15.7K	↑ 42	50	...
	Help, It's The School Holidays Family Fun Times, In And Around North & Central Somerset	4.9K	↑ 7	26	...
	Weston BID All the latest news and events from Weston BID	1.8K	↑ 3	14	...



Summary

Although we have seen a decrease across some metrics we can attribute this to the volume of posts going out. The continued growth in audience and Engagement Rate shows how well the content is being received by the community

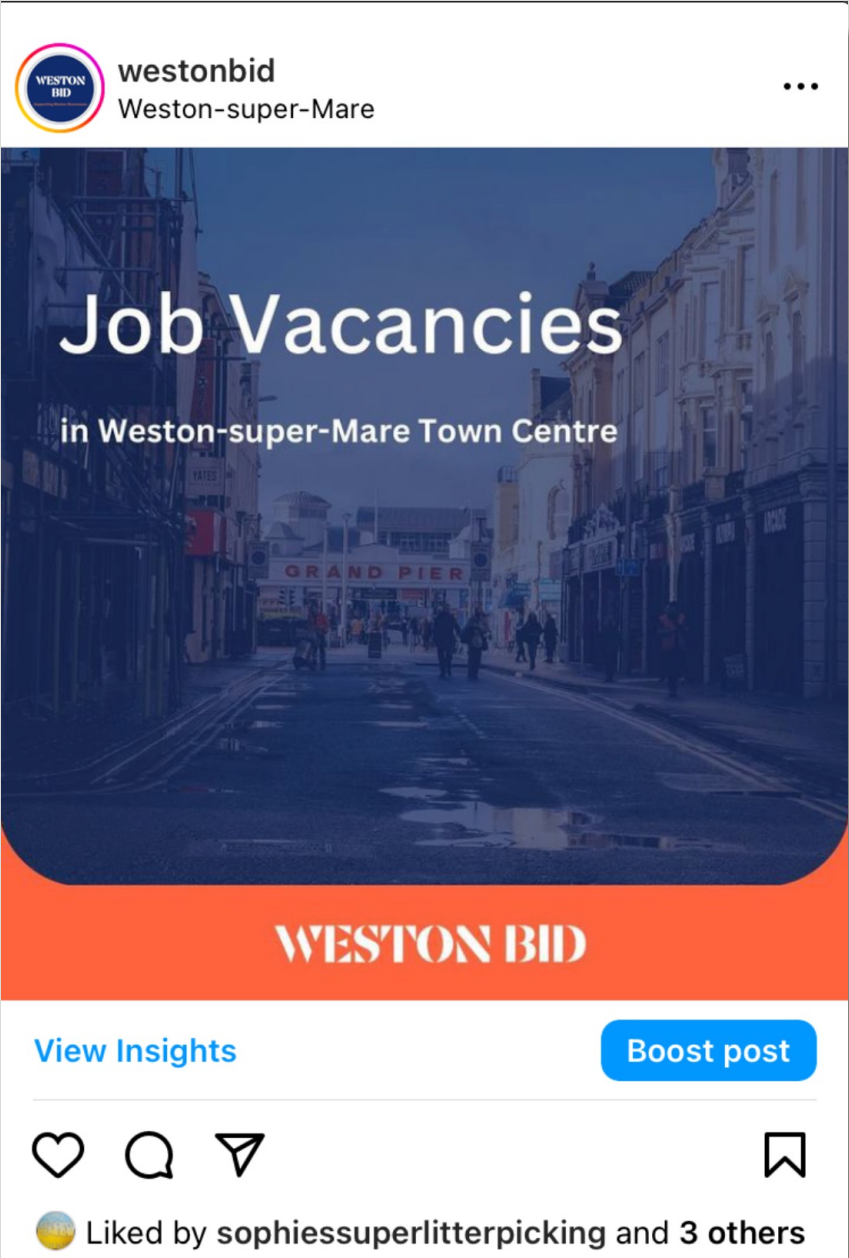
	POSTS 	IMPRESSIONS 	ENGAGEMENT 	FOLLOWERS 
January	4	422	52	164
February	2	223	26	178
Difference	-2	-199	-26	+14

This month we have seen a continued month-on-month growth in our audience with 14+ new followers for the second month in a row. This, alongside our high engagement rate demonstrates that when content is pushed from the account there is a community ready to engage with it.

This month's Engagement Rate of 11.65% continues to exceed the current Instagram benchmark of 4.59%

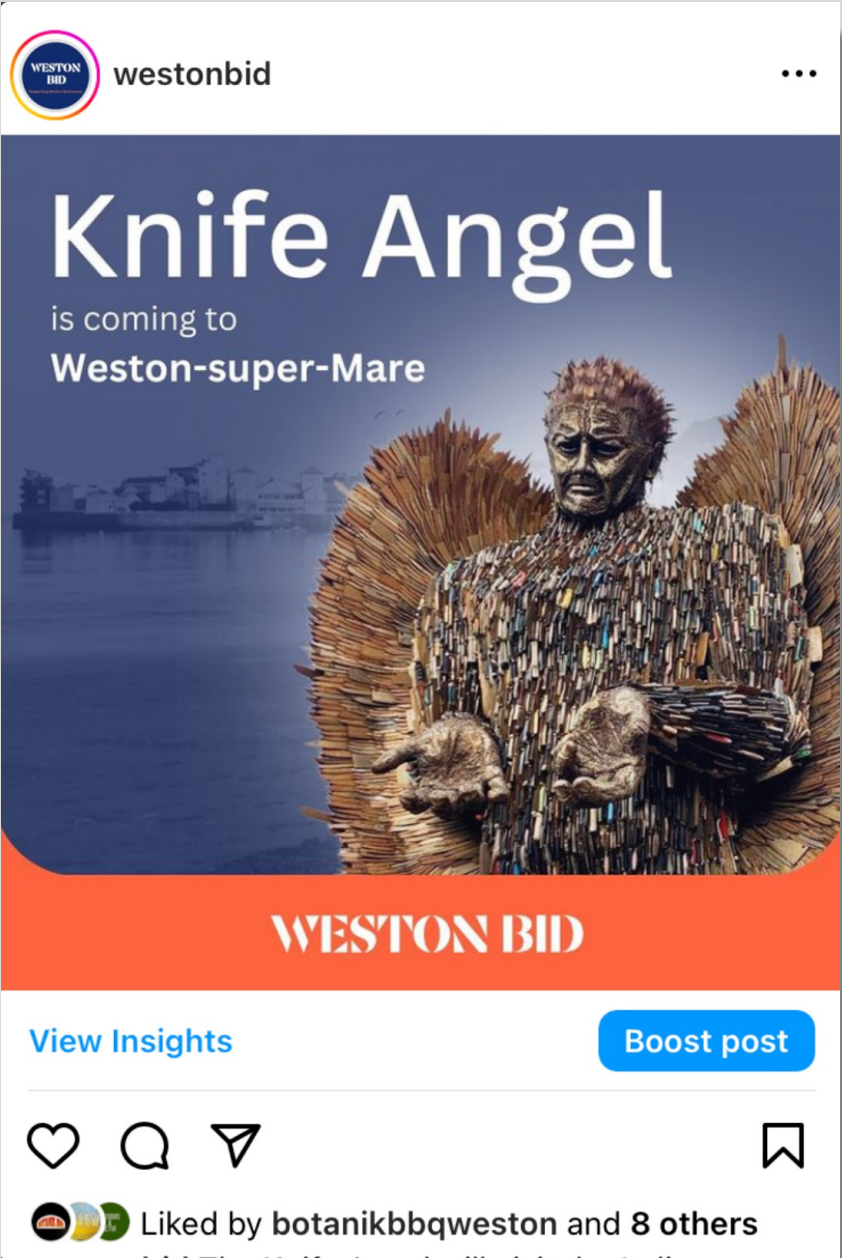


At the top



Impressions: 131
Likes: 14
Engagement Rate: 10.6%

As the main post type this month, single image is the top performer, following the insight we have seen for the past couple of months.



Impressions: 92
Likes: 12
Engagement Rate: 13.04%

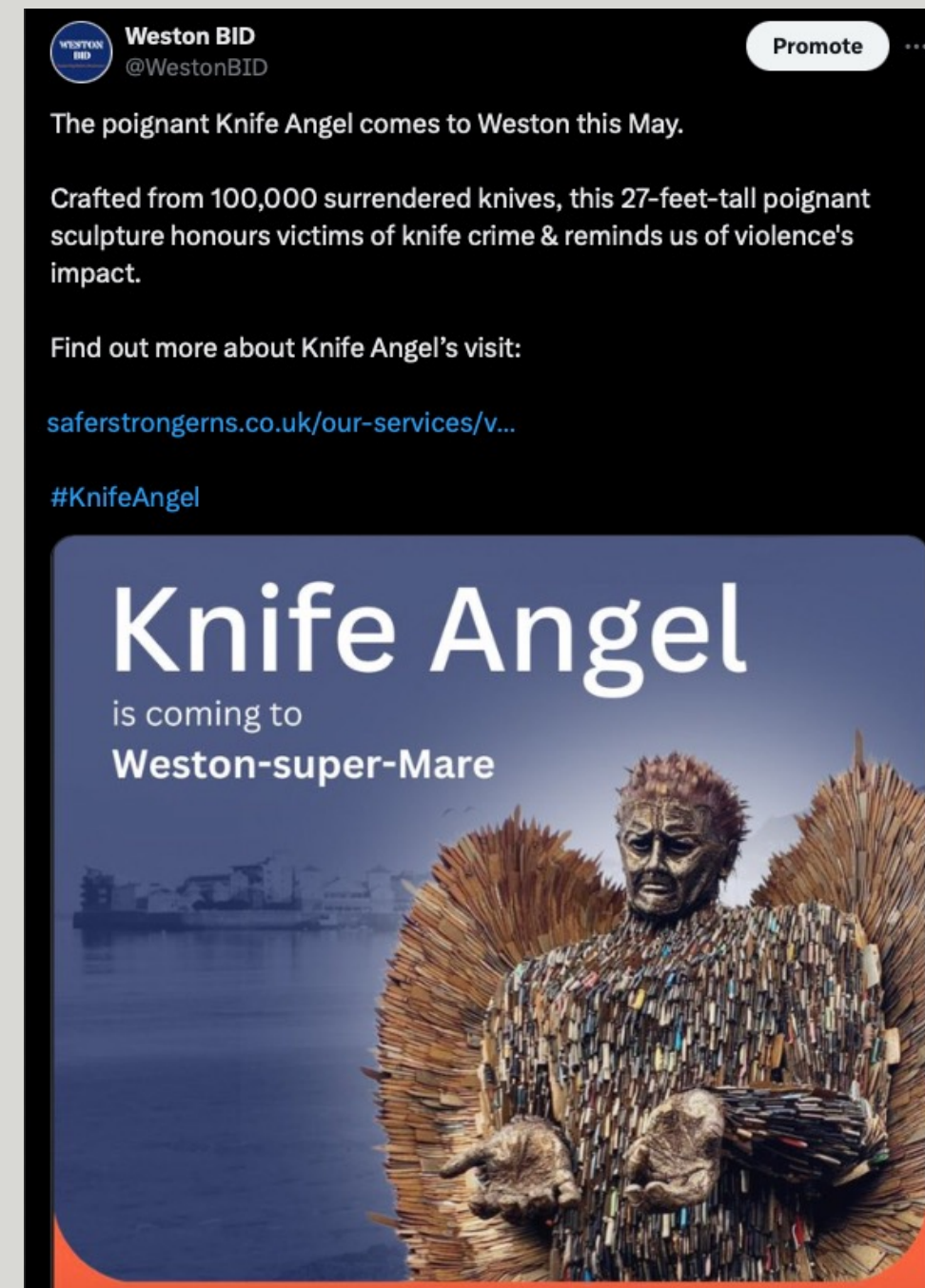


07

At the top

Top Impressions Tweet:
191 Impressions

Most Engaged Tweet:
16 Engagements









Summary

This month we have seen the continued dip in impressions that Twitter/X is experiencing as a platform.

However, despite a reduction in posting we are seeing similar levels of engagement month-on-month demonstrating a more engaged audience then last month.

	TWEETS 	IMPRESSIONS 	ENGAGEMENT 	CLICKS 
January	9	615	17	0
February	5	574	16	0
Diff	-4	-41	-1	0

February has seen the continue dip in metrics month-on-month, however much like the other channels we can attribute this to the volume of posts going out. Although the hard numbers are down, our Engagement Rate continues to increase which demonstrates how our audience is becoming more engaged.

Despite this, we do see our Engagement rate continue to climb.

February Engagement Rate: 2.78%
January Engagement Rate: 2.76%