

Appendix 2 Community Committee Areas	September		
	Reach	Number of Posts	Engagement
Outer West	13895	93	571
Inner West	4916	31	398
Outer North West	7890	45	290
Inner North West	1290	32	39
Inner North East	4694	28	71
Outer North East	1365	14	47
Inner East	2173	24	108
Outer South	5543	21	102
Outer East	15222	46	733
Inner South	3254	28	87
Total (monthly, citywide)	60242	362	2446
Total (yearly, citywide)	297386	2083	10882

October			November			
Reach	Number of Posts	Engagement	Reach	Number of Posts	Engagement	Reach
8613	103	395	11432	65	587	6868
2815	44	123	2105	40	188	5782
4949	49	137	5586	50	242	4392
1621	22	42	1301	35	51	729
2999	37	185	3190	41	168	4680
3225	32	110	348	24	21	430
1328	23	96	1818	23	75	1108
1913	17	45	4248	22	130	5854
9069	32	325	34209	58	1391	23030
3554	28	121	1524	29	60	1713
40086	387	1579	65761	387	2913	54586

December			January		
Number of Posts	Engagement	Reach	Number of Posts	Engagement	Reach
32	139	6560	62	170	7207
28	215	1542	28	36	1600
44	123	6063	33	95	2124
26	26	823	27	27	1647
53	155	1955	21	55	1024
27	20	840	21	33	495
23	48	2040	40	88	1947
27	203	2661	28	80	3000
37	819	19452	44	479	8709
21	93	3493	28	114	3529
318	1841	45429	332	1177	31282

Febuary		March			April	
Number of Posts	Engagement	Reach	Number of Posts	Engagement	Reach	Number of Posts
55	154					
20	43					
31	86					
24	55					
16	29					
19	15					
39	66					
31	100					
34	297					
28	81					
297	926	0	0	0	0	0

July		August		
Number of Posts	Engagement	Reach	Number of Posts	Engagement
	0	0	0	0

Twitter	September				
	Tweets	Tweet Impressions	Profile Visits	Mentions	New Followers
	140	61500	2283	148	94

October					
	Tweets	Tweet Impressions	Profile Visits	Mentions	New Followers
	117	45000	1465	139	56

November					
	Tweets	Tweet Impressions	Profile Visits	Mentions	New Followers
	138	70400	1742	142	70

December					
	Tweets	Tweet Impressions	Profile Visits	Mentions	New Followers
	84	41400	2234	107	49

January					
	Tweets	Tweet Impressions	Profile Visits	Mentions	New Followers
	114	67100	2343	202	75

February					
	Tweets	Tweet Impressions	Profile Visits	Mentions	New Followers
	42	36900	1109	162	26