




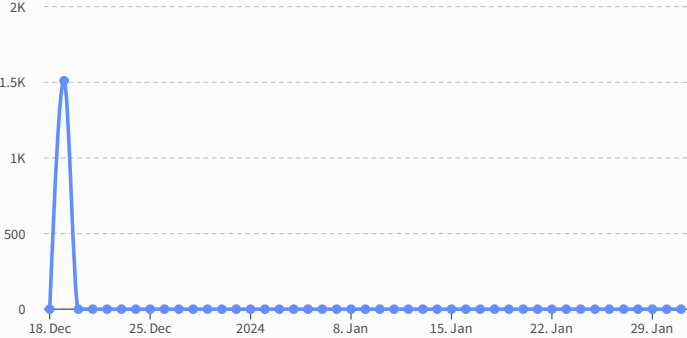
Appendix C - social media comments
(2 of 2)


IDEA Multi-Year Plan (Organic) - Social Media Report

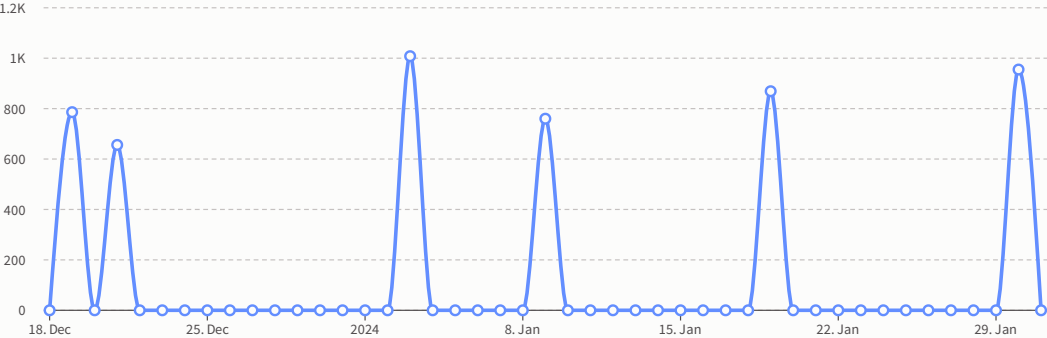
Dec 18, 2023 - Jan 31, 2024

<p>📌 Posts</p> <p>15 posts</p>	<p>📌 Post impressions</p> <p>13K impressions</p>	<p>📌 Post reach</p> <p>5.4K users</p>	<p>📌 Post shares</p> <p>12 shares</p>
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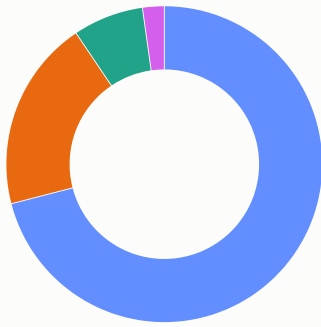
<p>📘 Post reach > Page</p> <p>Town of Oakville 4K</p>	<p>📘 Post impressions</p> <p>4.2K impressions</p>	<p>📘 Post shares</p> <p>7 shares</p>	<p>📘 Post reach > Post type</p> <p>● Photo</p> 
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<p>📷 Post reach > Account</p> <p>townofoakville 1.4K</p>	<p>📷 Post saves</p> <p>1 save</p>	<p>📷 Post impressions</p> 
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<p>📷 Post reach > Post type</p>  <p>100 % Photo post 1.4K</p>	
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<p>🐦 Post retweets > Account</p> <p>@townofoakville 4</p>	<p>🐦 Post impressions</p> 
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Post key interactions > Type



71 %	Likes	298
20 %	Retweets	82
7 %	Replies	30
2 %	Quote tweets	9

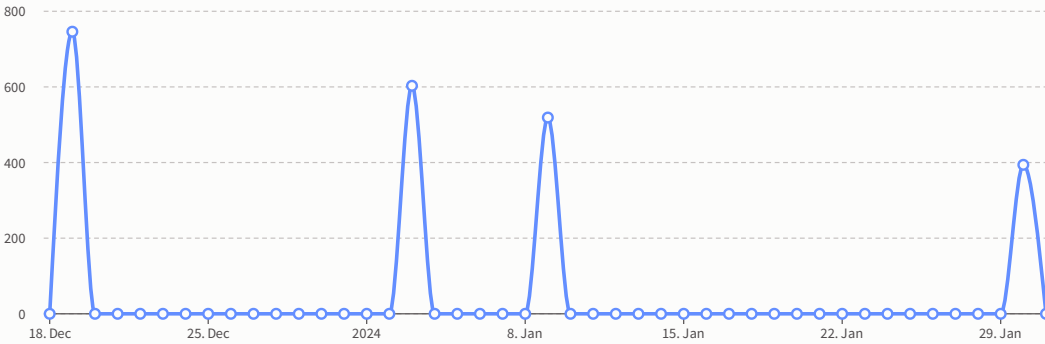
Post detail expands

17 expands

Post shared via email

0 shares

Post impressions



Post shares > Page

Town of Oakville

1

Post impressions > Post type



100 %	Photo	2.3K
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Post reactions

28 reactions

Post comments

0 comments

Post comments

6 comments

Post engaged fans

32 fans

Post engaged users

90 users

Post comments

0 comments

Average post engagem...

2.02% engagement rate

Post engagement rate

1.24% engagement rate

Post engagement rate

1.14% engagement rate

Post engagement rate

2.13% engagement rate