

Stories of Lynn Social Media Data for 17.4.20 – 21.9.20

Meeting Date	17/04/2020	21/05/2020	18/06/2020	20/08/2020	21/09/2020	Commentary (brief)
Facebook - SOL						
Likes	148	173	180	198	209	Highest in September
Page Views	42	263	75	159	76	Peak in August with holiday activities
Reach	418	564	475	2347	175	Peak with posts for Summer/VJ Day
Engagement with Posts	131	226	234	297	103	Engagement higher holiday activities
Twitter - SOL						
Tweets Posted	22	48	25	35	12	Lowest number of tweets but not lowest number of impressions.
Tweet Impressions	25,400	38,000	19,900	31,500	10,400	
Profile Visits	212	298	76	132	111	
Mentions	33	104	13	42	43	
Total Followers	548	587	592	614	624	13.86% increase April to September 2020
Website - SOL						
Sessions	553	2600	222	1115	721	
Individual Users	447	1847	210	859	557	
Page Views	959	6103	375	2647	1735	
Bounce Rate	69.08	61.08	71.17	52.29	46.19	Average rate, better to be lower.
Organic Searches	78	372	80	416	344	People actually searching for SOL
Length of time on site	1.1	2.22	0.45	2.06	1.3	(good average time on site is 2 secs)

REW 21.09.20