



## CITY HALL FACEBOOK/INSTAGRAM

	June 21-Sept. 18, 2023	March 23-June 20, 2023
Facebook total reach	459,704	638,143
FB/IG page visits	47,393	29,710
Facebook new page likes	816	807
Instagram total reach	1,351	1,262
Instagram new followers	176	126

# 2023 comparison

June 21-Sept. 18, 2023 vs. March 23-June 20,  
2023

Facebook new likes

↑ 1.1%

Facebook page visits

↑ 58.7%

Total Facebook reach

↓ 28%

# Top posts

June 21-Sept. 18, 2023

---

CSX closing 119 crossing to smooth paving

June 26    Reach: 219,100    Reactions: 299

New Michaels coming to Promenade

June 26    Reach: 82,300    Reactions: 3,400

Patriots Park almost complete

July 5    Reach: 74,400    Reactions: 994

Governor announces I-65 widening

Aug. 31    Reach: 34,300    Reactions: 811

Highway 31 repaving officially complete

Aug. 28    Reach: 34,200    Reactions: 352