

Gladstone

MICHIGAN

Social Media Report

July 1, 2024 – June 30, 2025

Audience overview

Custom: Jul 1 - Jun 30

3,973 Total followers

+16.9% from previous 365 days



545

Net follows



133

Unfollows

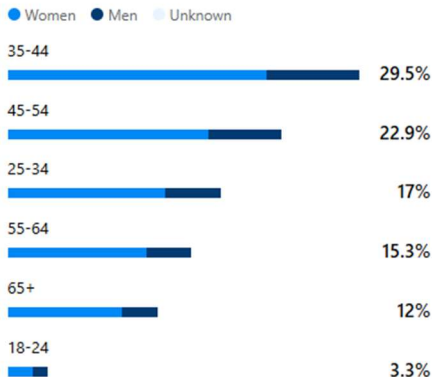
Net follows by content type

Lifetime



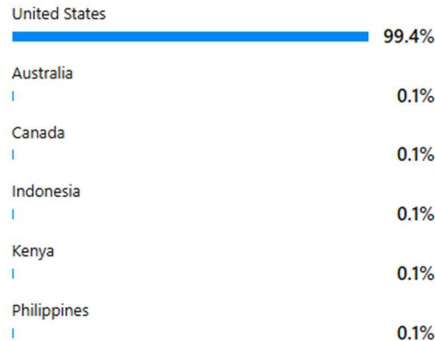
Age & gender

Lifetime



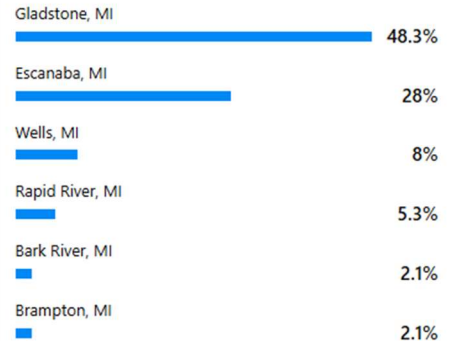
Country

Lifetime



Cities

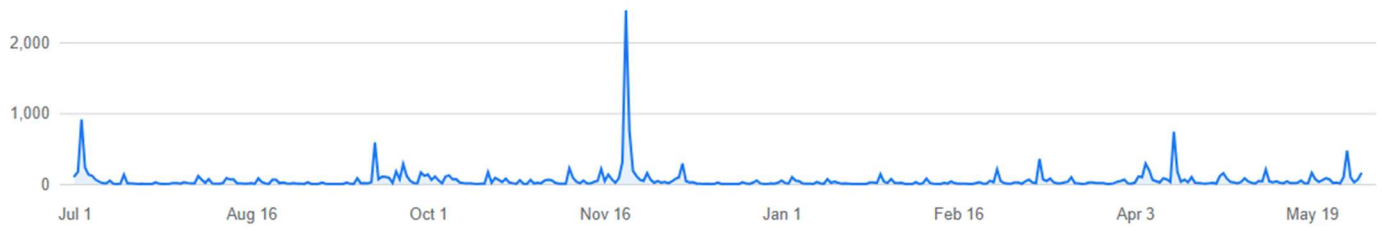
Lifetime



Interaction overview ?

Custom: Jul 1 - Jun 30 ▼

20,117 Interactions ?
+463.3% from previous 365 days

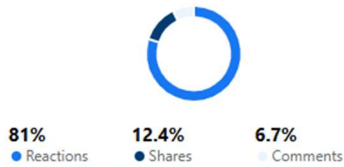


16,285
Reactions ?

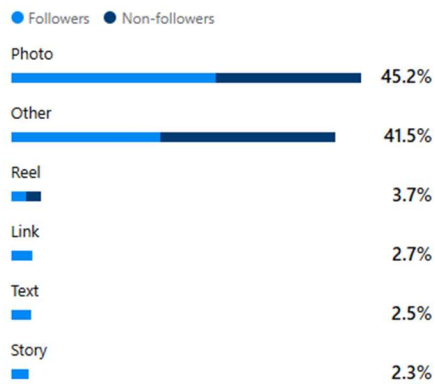
1,338
Comments ?

2,494
Shares ?

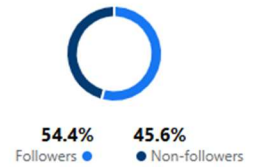
By interaction type ?



By content type ?



By followers vs non-followers ?



Top content

based on interactions

[See all](#)

<p>Wed Dec 4, 1:19pm 1,168 Interactions</p>	<p>Thu Jun 26, 10:50am 303 Interactions</p>	<p>Wed Oct 2, 2:15pm 298 Interactions</p>	<p>Thu May 8, 11:31am 206 Interactions</p>	<p>Mon Mar 31, 1:10pm 197 Interactions</p>	<p>Tue Dec 3, 9:48am 183 Interactions</p>	<p>Mon Apr 28, 1:19pm 162 Interactions</p>
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Top Content

Top content

Post insights

City of Gladstone
Published by Patricia West · December 4, 2024

Meet Ernie Talbert, a beloved member of the Gladstone community and the newest recipient of the "This is Gladstone" Residential Award. 🏆

Known for riding his three-wheeled bicycle around town to pick up trash and volunteering at Brampton Bike and Ski, Ernie was proudly recognized yesterday for his selfless contributions to our community.

Hugs and kisses, Ernie! This town wouldn't be the same without you. ❤️



👍❤️ 995 1 💬 170 ➦

👍 Like 💬 Comment ➦ Share

City of Gladstone allows profiles and Pages it mentions to comment on this post.

Most relevant ▾

Views 1

86,146



82% Non-followers 18% Followers

Net follows 1

0
Net follows

Who viewed your content 1

Age and gender Top countries

● Women ● Men ● Unknown

25-34

35-44

65+

55-64

18-24

45-54

26.9%

18.7%

17.7%

13.4%

12.9%

10.5%

Interactions 1

3,060



1,815



1,069



0



0



2



0



1



Reactions

2,887



Comments

1



Shares

171



Saves

1

Link clicks 1

0
Link clicks

Post insights

City of Gladstone is with Gladstone Volunteer Fire Department and 2 others.
 Published by Patricia West · December 3, 2024 ·

Gladstone's Candy Cane & Canned Food Drive is spreading holiday cheer while supporting the Gladstone St. Vincent de Paul food pantry!

Sunday, December 15, 2024
 5:00 PM – 8:00 PM

Firefighters and volunteers will make their way around town with festively decorated firetrucks, collecting non-perishable food donations and handing out candy canes as a thank-you.

👉 Leave your porch light on if you have a donation ready, and enjoy the joy of giving back this holiday season!



Sun, Dec 15, 2024
Gladstone's Candy Cane & Canned Food Drive
 📍 Happening all around Gladstone!
 5 Went · 18 Interested

88 🍊 92 ➦

Views

31,245



80% Non-followers 20% Followers

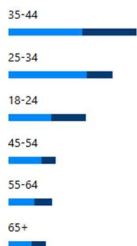
Net follows

0 Net follows

Who viewed your content

Age and gender Top countries

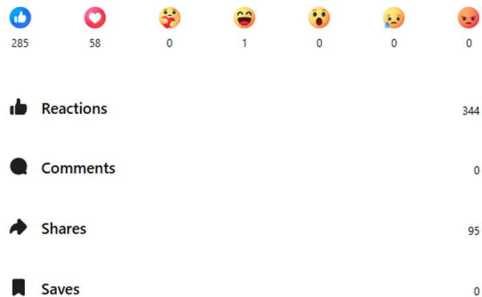
Women Men Unknown



29.3%
23.8%
17.6%
10.7%
10%
8.5%

Interactions

439



Link clicks

297 Link clicks

Top content
Post insights

City of Gladstone is with The Saloon and First Bank in Gladstone. Published by Patricia West · October 2, 2024 ·

The sunrise this morning was absolutely stunning and the perfect way to start the day. Nothing beats fall mornings in our beautiful little town! 🌅



👍❤️🔥 280 21 ➦

Like Comment Share

City of Gladstone allows profiles and Pages it mentions to comment on this post.

Comment as City of Gladstone

Views ⓘ

29,341

90% Non-followers 10% Followers

Net follows ⓘ

0 Net follows

Who viewed your content ⓘ

Age and gender Top countries

Women Men Unknown

25-34	26.4%
35-44	25%
65+	17.4%
55-64	15.2%
18-24	11.4%
45-54	4.6%

Interactions ⓘ

369

👍	248
❤️	77
😂	0
😄	1
😮	24
😏	1
😬	0

Reactions: 351
 Comments: 0
 Shares: 17
 Saves: 1

Link clicks ⓘ

0 Link clicks

Top content
Post insights

City of Gladstone is with Gladstone Public Safety Department and Gladstone Area Schools. Published by Patricia West · May 8 ·

We are so excited to share the next recipient of the "This is Gladstone" award!

Second grader Paislee Menard is making a big impact at her school. After noticing conflicts on the playground, she started a student-led initiative called the Playground Peacemakers — helping classmates resolve small problems before they become big ones.

With support from Officer Mallory Nelsen, Paislee created strategies for peer conflict resolution and shared her vision with the entire school at a recent assembly. The program has grown so popular, she now manages a rotating schedule of Peacemakers from her locker!

Paislee's leadership, empathy, and problem-solving inspire not just other kids, but adults too. Her simple yet powerful approach reminds us all that even the youngest among us can lead the way in building a stronger, kinder community. 💜



👍❤️🔥 175 1 30 ➦

Like Comment Share

City of Gladstone allows profiles and Pages it mentions to comment on this post.

Views ⓘ

27,904

64% Non-followers 36% Followers

Net follows ⓘ

0 Net follows

Who viewed your content ⓘ

Age and gender Top countries

Women Men Unknown

25-34	31.4%
35-44	24.3%
45-54	15.9%
55-64	11.1%
65+	9.3%
18-24	8.1%

Interactions ⓘ

798

👍	399
❤️	367
😂	0
😄	0
😮	1
😏	0
😬	0

Reactions: 767
 Comments: 1
 Shares: 30
 Saves: 0

Link clicks ⓘ

0 Link clicks

Top content

Post insights

City of Gladstone
Published by Patricia West · June 26 · 🌐

Meet Gladstone's newest resident! If you've been by the waterfront this week, you may have spotted a crew hard at work helping this guy settle into his new home.

Thanks to [Visit Escanaba](#) and the incredible talent of the [Martinez Studio](#) team, Gladstone has a new photo-worthy landmark you won't want to miss!

Curious how he came to life? Check out the full story linked in the comments! 📌



👍❤️ 266 1 🗨️ 33 ➦


👍 Like 🗨️ Comment ➦ Share

City of Gladstone allows profiles and Pages it mentions to comment on this post.

Most relevant ▾

Views

22,830



80% Non-followers 20% Followers

Net follows

0
Net follows

Who viewed your content

Age and gender Top countries

● Women ● Men ● Unknown

Age Group	Percentage
35-44	22.2%
65+	20.5%
25-34	18.9%
45-54	16.9%
55-64	16.3%
18-24	5.2%

Interactions

448

Interaction Type	Count
👍 Reactions	411
💬 Comments	1
➦ Shares	35
🔖 Saves	1

Link clicks

0
Link clicks