

Comparative Facebook Analytics - Top 4 South African Municipalities

Month of July 2019

About this document:

Have a look at the graphs in the next 7 slides and see if you can piece together the story



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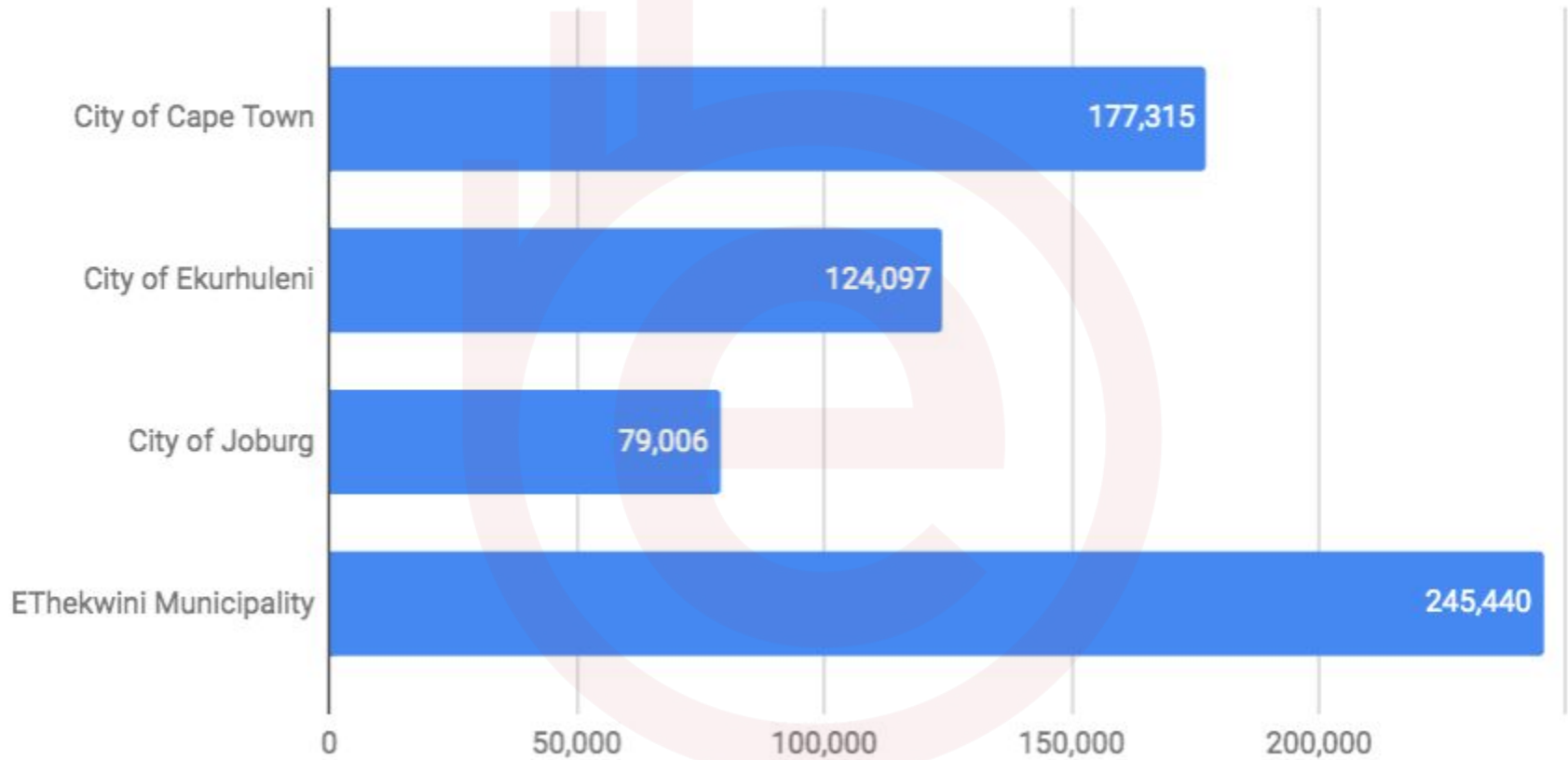


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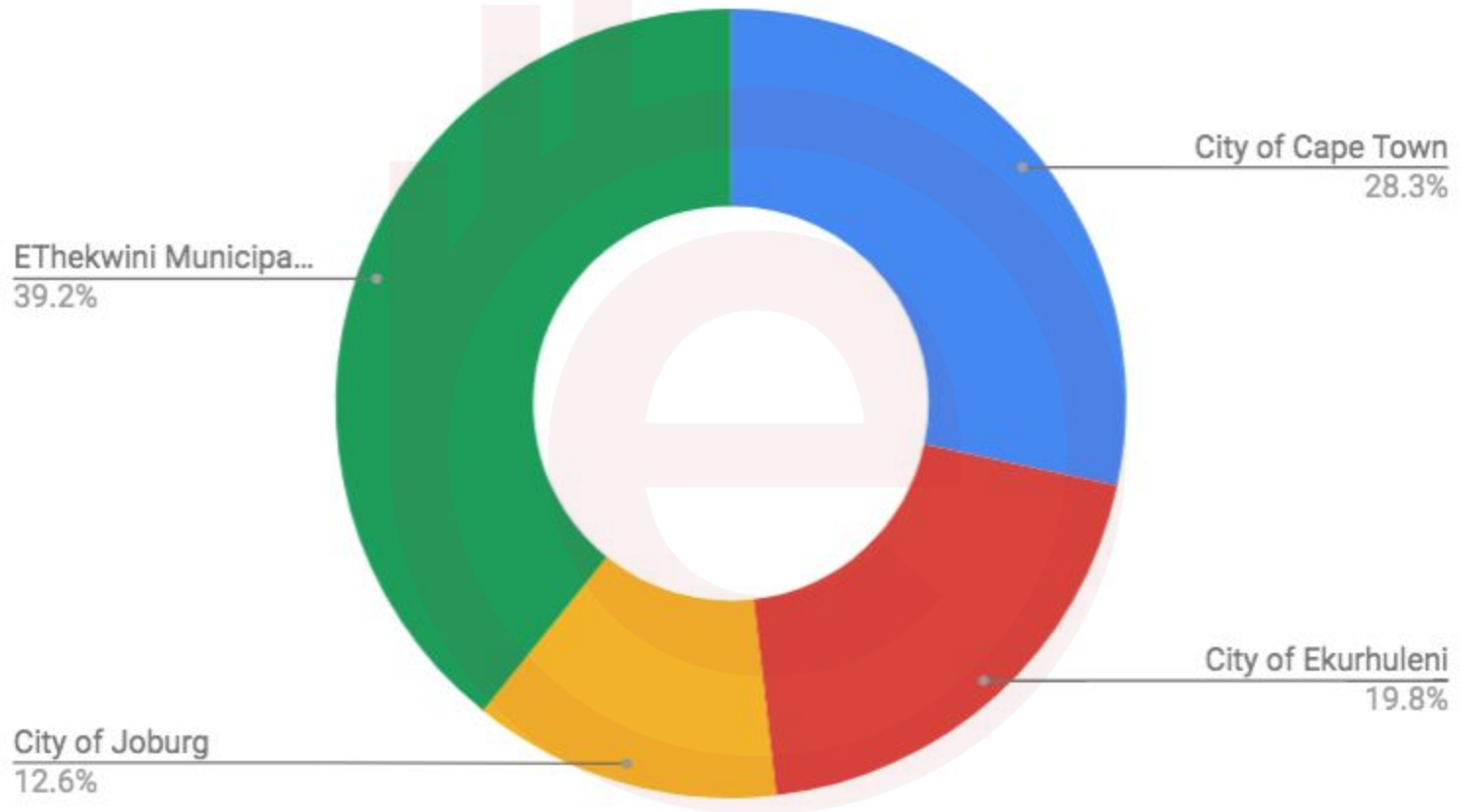


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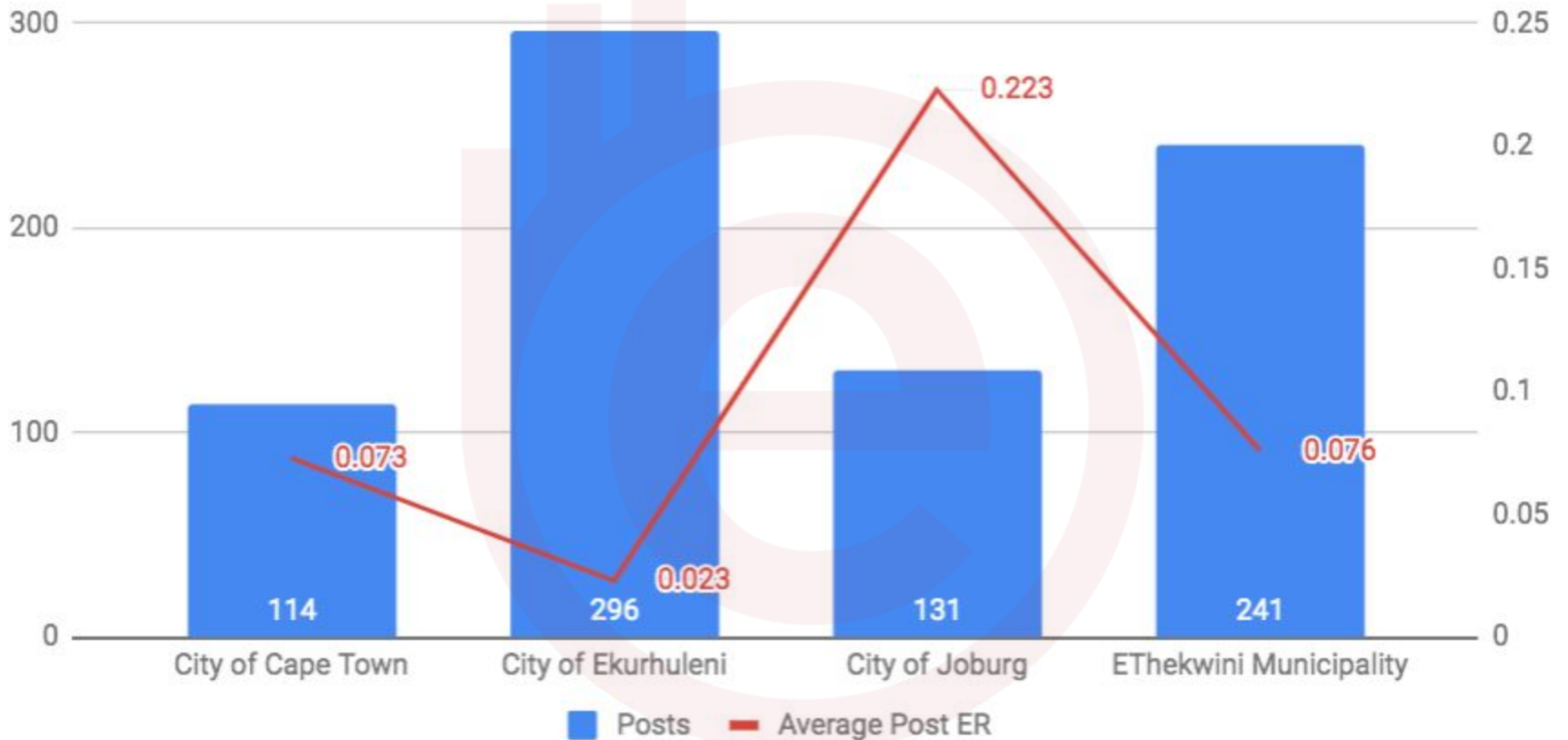
Municipality FB Followers - Jul 2019



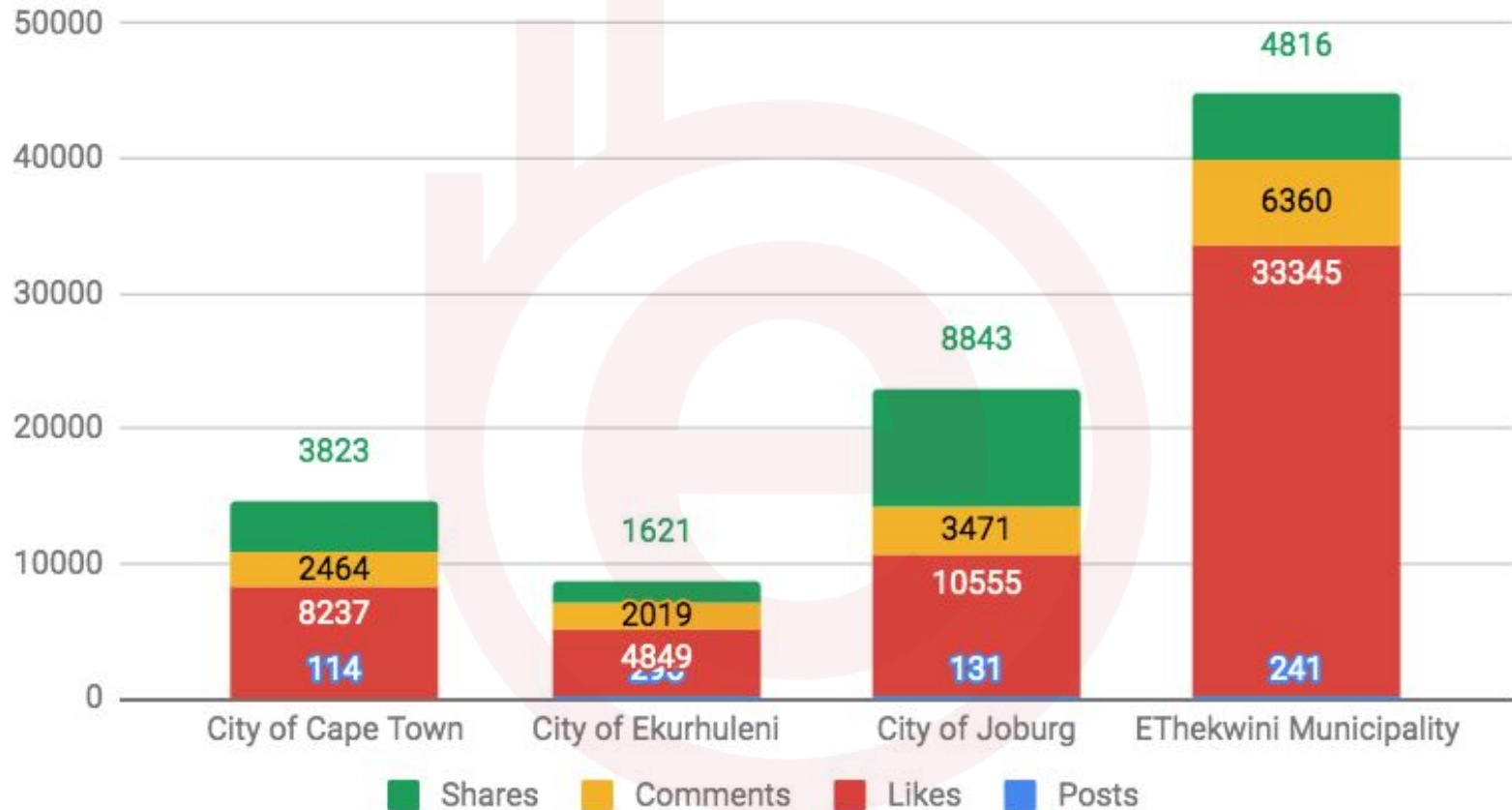
Municipality FB Follower Contributions - Jul 2019



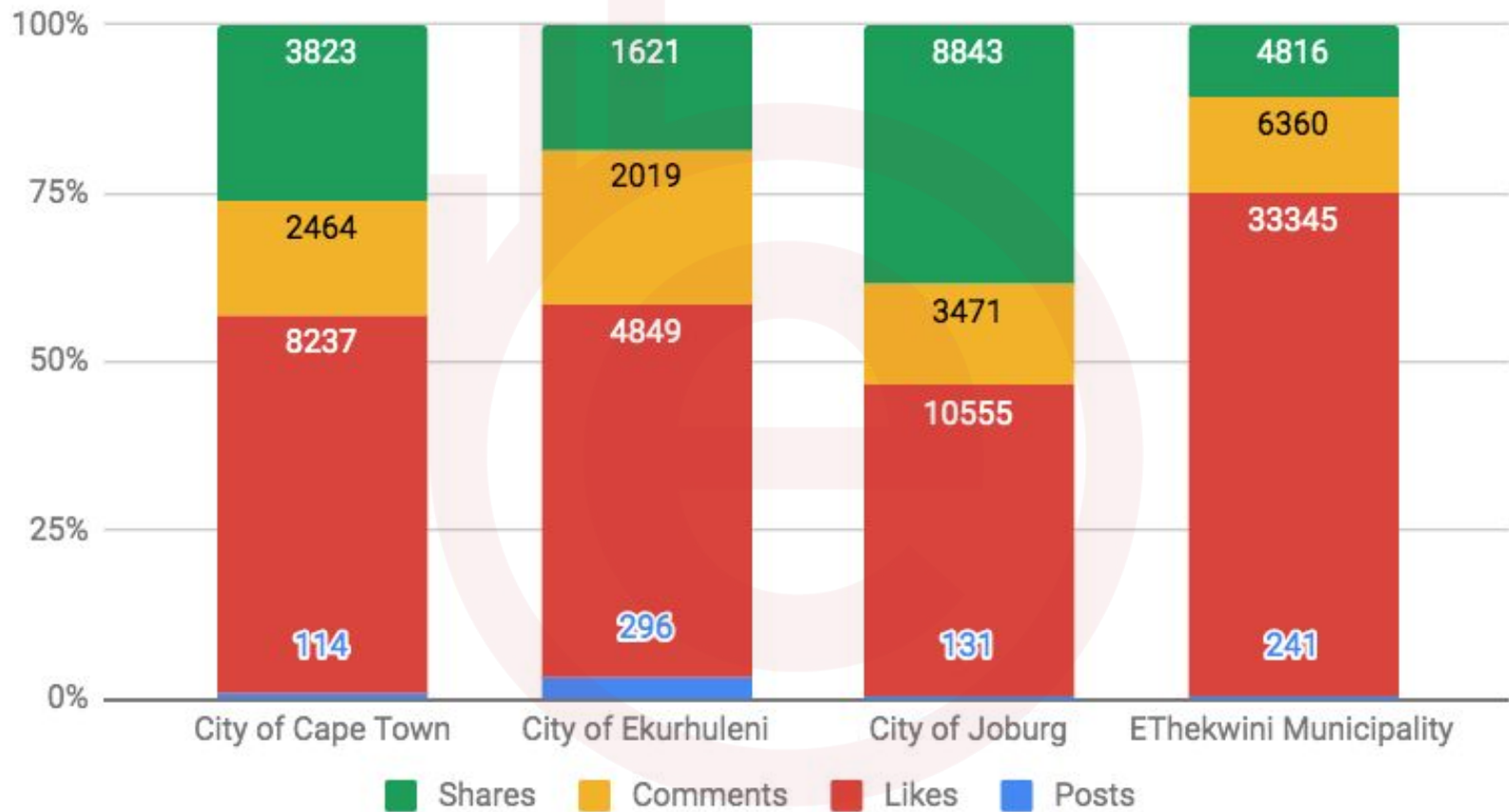
Municipality Activity and Post Engagement Rates - Jul 2019



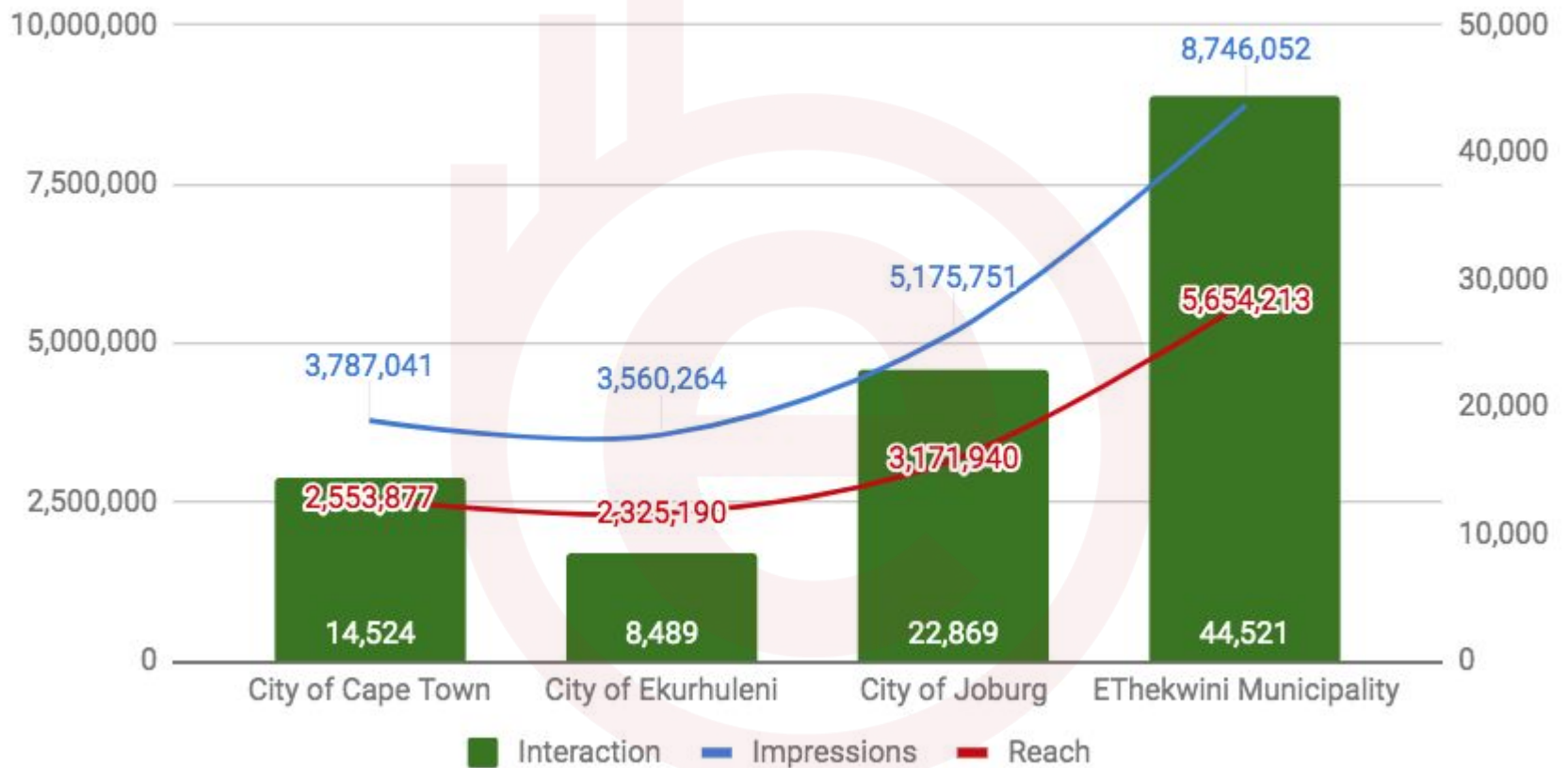
Municipality FB Interactions - Jul 2019



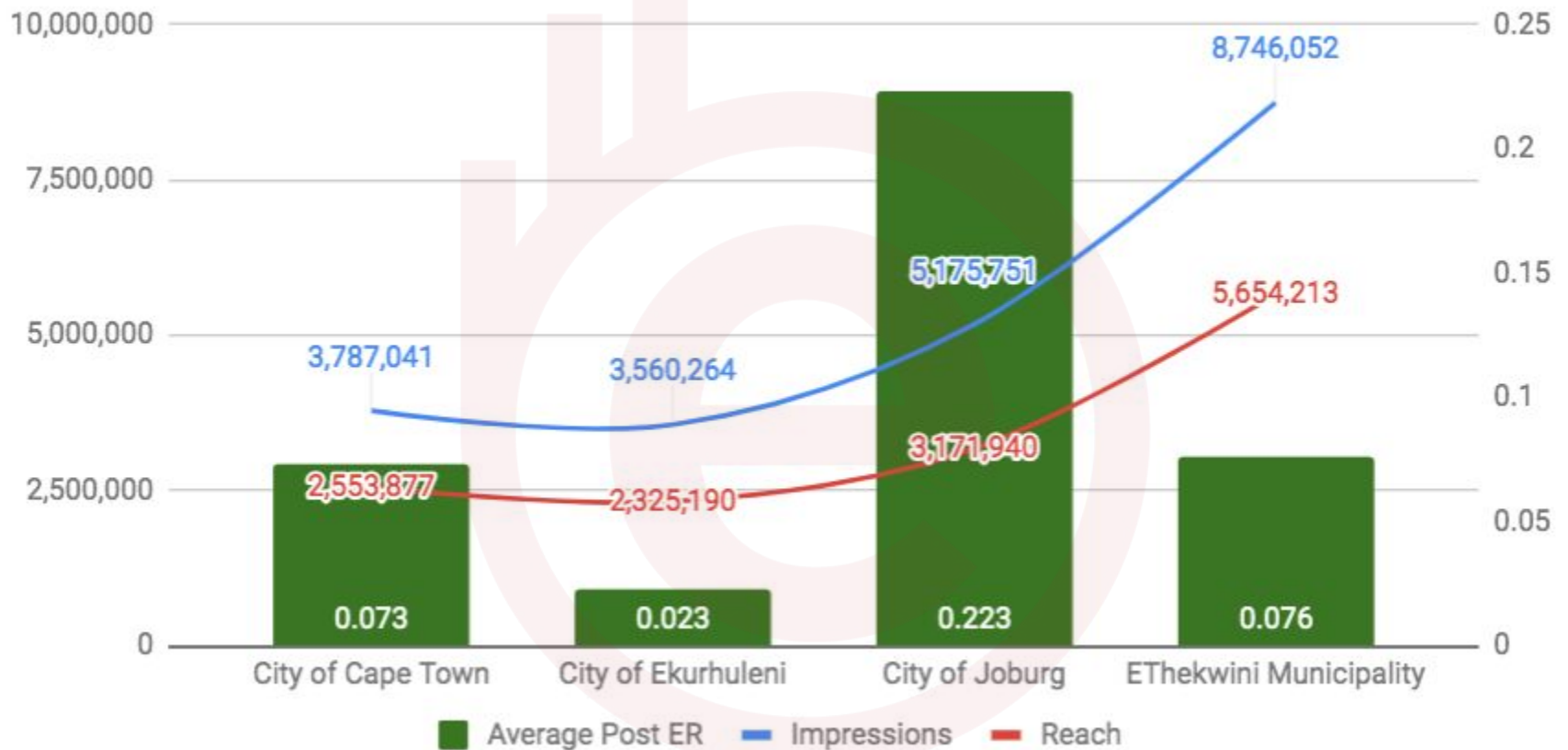
Municipality FB Interaction Contributions - Jul 2019



Municipality FB Interactions, Impressions and Reach - Jul 2019



Municipality Post ER, vs Reach and Impressions - Jul 2019



The story?

There is no direct correlation between size of social network community, posting activity, reach, impressions and engagement.