Social Media Report

October 2017

In October, the MDCA posted 12 different news items on our Facebook page, plus another 5 on Neighbourly, on topics ranging from promoting the “Upcoming Waimea Dam Consultation” to “Tell the TDC How You Want to be Represented” to the “New Aranui Road School Crossing Put to Tender.” Some of our posts had significant reach and views including: our post on “National Art Awards in Mapua Pulls A Crowd” which reached 786 people. The post “Working Bee to Complete New Picnic Tables for Waterfront Park” reached 1,134; while our post on the killing of a Naomi beloved cat reached 2,851 people, had 11 shares and 16 comments, obviously striking a sensitive nerve and generating outrage among many readers.

In total, our posts attracted 9419 total views on Facebook, slightly down from 9,887 in September – but still an average of 785 views per post.

~~And our two videos of the CPR/AED training and Constable Grant Heney’s safety presentation drew a total of 1,582 views. Quite good.~~

Interestingly enough, where we usually average about 50 visitors per month to our web site, in October our web host’s analytics report reported the number jumped to 294, an almost 500% increase. Looking a bit more deeply into the data, I’ve noticed some suspicious page views including 47 views of the page: “Respondents Of The Study Sample Thesis Papers” and 38 views of “My Favourite Shopping Essay” and 17 views of “Position Papers On Death Penalty”. It goes without saying that [www.OurMapua.org](http://www.OurMapua.org) does not have any web pages outlining our position on shopping or the death penalty, so we’ve been delivered some bogus data. I’ve asked our analytics guy to see if he can deliver a clean report to me and I’ll update those numbers for you next month.

And, after a 3 month run of front page Coastal News articles by the MDCA, our most recent article summarizing the October meeting was deemed boring and consequently buried on page 13 by the Coastal News editors, right after the article on why you can play croquet at any age. I’m personally crushed and can only hope the Waimea Dam discussion tonight takes us back to Page 1.

And that concludes all the facts that you didn’t need and never will use!

Remember, to check out our web site at: [www.ourmapua.org](http://www.ourmapua.org)