Social Media Report

November 2017

In November, the MDCA posted 13 different news items on our Facebook page, plus another 4 on Neighbourly, on topics ranging from announcing “Volunteers Needed for Waterfront Park Children’s Tunnel Construction” to “Waimea Dam Consultation Submissions Closing Date Approaching” to the “Draft Regional Pest Management Plan Open for Consultation.” Some of our posts had significant reach and views including: our post on “Picnic Tables Ready for Summer” which reached 903 people; while our top post this month, not surprisingly was “Council Turns Down Waterfront Park Boat Ramp” which had 1161 views. Our first Facebook Live Broadcast of last month’s Dam Consultation meeting reached over 1000 people and had 832 views and total viewing minutes of 1,100. So we hope to continue doing Facebook Live broadcasts for important presentations in the future.

In total, our posts attracted 7,129 total views on Facebook, down quite a bit from 9,419 in October – but still an average of 548 views per post.

In November, our web site [www.ourmapua.org](http://www.ourmapua.org) had 109 visits who viewed 212 pages and spent an average of 2 and ½ minutes on our web site. Those numbers are double what we usually receive. Our suspicious page views problems look to have been cleared up with only 5 visitors looking for the page called “Creating Your Own Reversible and Customized Practice Jerseys.” Of course, we don’t have a page on practice jerseys. The good news is that 85% of the visitors are “new” to the web site, so we keep getting discovered by more and more local residents.

And I’m happy to announce that our summary of the Dam Consultation meeting last month made front page news in the Coastal News. So we’re back on top again.

Remember, to check out our web site and like us on Facebook.