Social Media Report

Decembe 2017 – January 2018

Up until the Super Blue Blood Moon on February first, it had been a calm and pleasant holiday season for MDCA social media. In December, the MDCA posted 9 different news items on our Facebook page, and 5 in January, on topics ranging from announcing “Carols at Waterfront Park” to “Pat Perry Honoured with Lifetime Membership” to “2017 MDCA Events Remembered by the Numbers.” Some of our posts had significant reach and views including: our post announcing the last meeting of 2017 and the Aquarium Art dedication each reaching 959 people; our post showing photos of the dedication of the Mapua School’s Aquarium Art at Waterfront park reached 1,015 people while our top post for December and January was about the two new AED’s placed in Mapua Village with 2,022 people reached. As a preview of February social media thus far, Naomi’s post on February first updating the floods in Mapua and Ruby Bay, scored our highest numbers ever with 13,368 people reached, 32 comments and 145 shares, blowing out all MDCA social media records so far. Thanks for posting that Naomi!

In total, our posts in December and January attracted 8,867 total views, or 4434 per month, down quite a bit from 7,129 views in the one month of November – but still an average of 633 views per post compared with an average 548 views per post in November.

In December, our web site [www.ourmapua.org](http://www.ourmapua.org) had 82 visits who viewed 117 pages (vs. 109 visits and 212 pages viewed in November) and spent an average of 2 minutes 45 seconds on our web site. In January, numbers jumped to their highest ever: 200 visits with 245 page views and average time spent of 1 minute and 17 seconds. 96% of all visitors were new to the web site which means that we continue to attract new readers.

Our battle to lead the Coastal News front page continues, but with a setback for February – our article on “Art in the Park/AED’s in the Village” landed on page 4. Devastating… If anyone has seen the new Meryl Streep film about the Washington Post newspaper battles with Nixon, you can sympathize about what it means for us newsies to be on the front page. Fingers crossed our report on tomorrow night’s Flood meeting might do the trick!

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