Social Media 2018-19 Annual Report - Submitted by: Tim Hawthorne

From July 2018 through June 2019, the MDCA posted 171 notices on our Facebook page which were viewed 88,143 times. On average, each post was viewed by 516 unique people. Our posts had an aggregate “lifetime” impressions of 166,680. In addition, 11 of our posts were reposted on Neighbourly for potentially thousands of more views.

In addition, we posted 8 videos throughout the year, 7 of which were our “Facebook Live” video casts of presentations at our monthly meetings. All videos combined received 3789 views.

Our two most viewed posts were: “Annual ‘Mapua Car Show’ to Debut Sunday” from November 25th, 2018 with 3108 views, 86 likes, 66 comments and 30 shares. And our largest viewed post was “Our awesome Māpua Kai Collective whānau would like to let everyone know that there are meals available” from August 14, 2018 with 5345 views, 347 likes, 82 comments and 34 shares. The numbers of people who “like” our Facebook page grew from 812 to 950 in the past year, a growth of 17%. And we’re now followed by 1024 people.

Our website continues to draw small but increasing numbers. Digital activity for our web site www.ourmapua.org moved from an average of about 60 visitors and 120 page views to 140 visitors with over 300 page views. Average time on our site grew to a bit over 2 minutes - a good 33% boost over last year’s 1 and 1 minutes. The monthly article we write summing up our meetings for for the Coastal News is always posted on the websites front page -- for those allergic to the paper version. Additionally, all of our Facebook posts continue to post to the web site’s front page – for those of you allergic to Facebook. A reminder that the website also serves as the repository for all the Association’s monthly meeting notes, agendas, minutes, and correspondence, under the “Archives” drop down menu heading.

And lastly, we’re excited to have begun using Mailchimp in April, the web based email program that allows for logos, photos and hyperlinks to be included. Since May, we’ve been averaging 2 Mailchimp emails per month to our 92 subscribers and running approximately a 75% open rate.