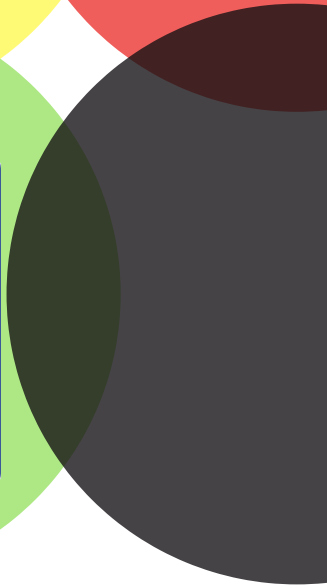


Wicklow County Council
Analytics - August 2018



SOCIAL MEDIA



W I C K L O W

ENDLESS OPPORTUNITIES



Facebook Analytics for August 2018

Page: Wicklow County Council

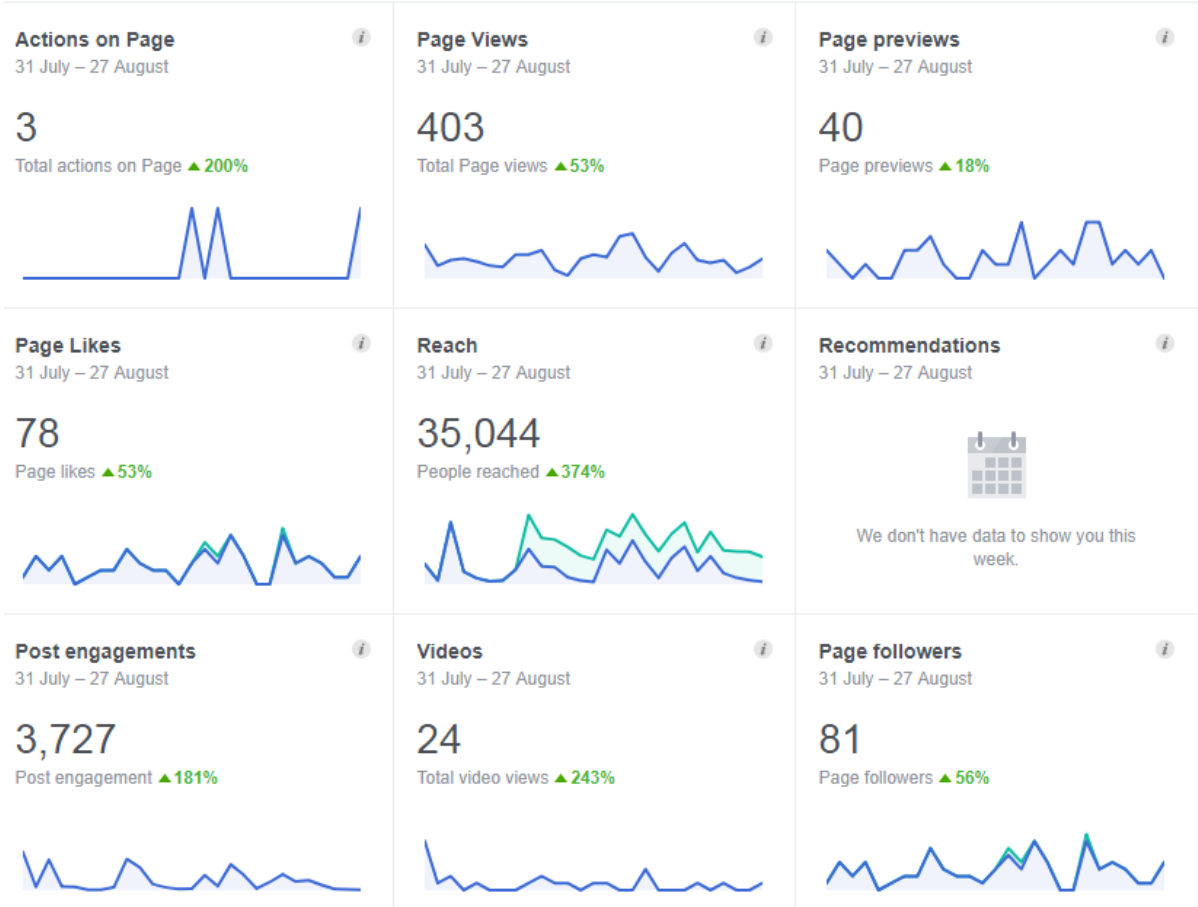
Page summary Last 28 days ▾

Export Data 

Results from 1 August 2018-28 August 2018

Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

■ Organic ■ Paid



Daily data is recorded in the Pacific time zone.

1W 1M 1Q

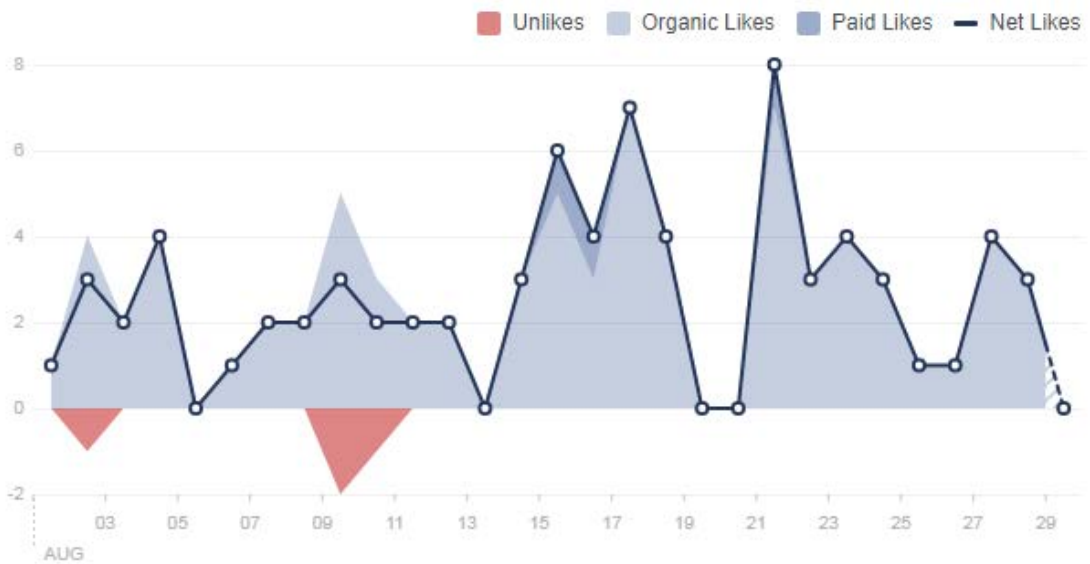


Total Page Likes as of Today: 2,528



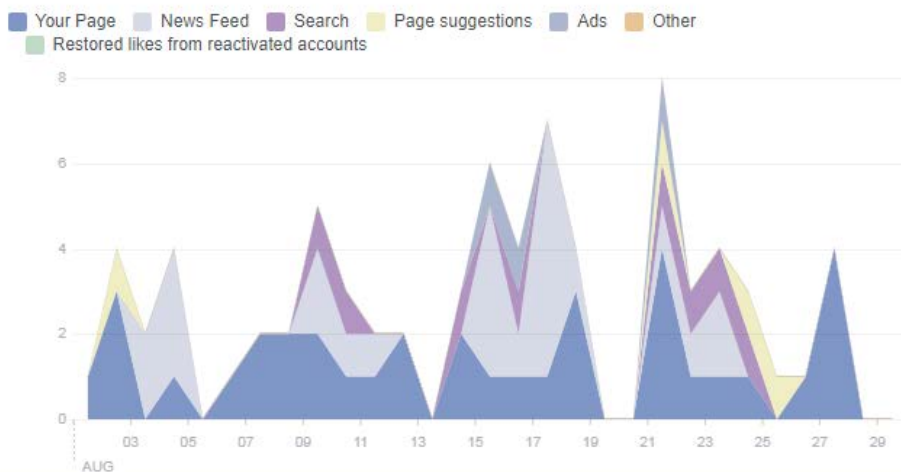
Net Likes

Net likes shows the number of new likes minus the number of unlikes.



Where Your Page Likes Happened

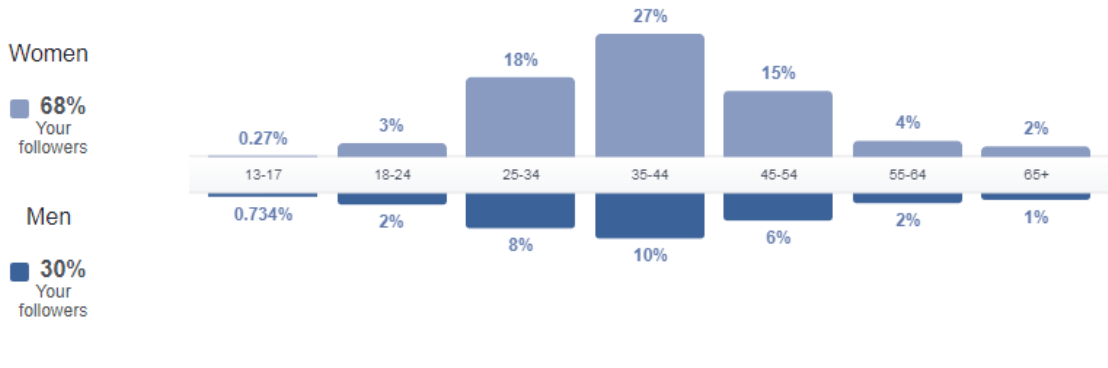
The number of times your Page was liked, broken down by where it happened.



BENCHMARK
Compare your average performance over time.

- Your Page [i](#)
- News Feed [i](#)
- Search [i](#)
- Page suggestions [i](#)
- Ads [i](#)
- Other
- Restored likes from reactivated accounts [i](#)

The people who follow your Page



Country	Your followers	City	Your followers
Ireland	2,445	Dublin, Dublin	541
United Kingdom	49	Wicklow, Wicklow	455
United States of America	20	Arklow, Wicklow	184
Australia	8	Bray, Wicklow	180
Canada	7	Greystones, Wicklow	115
Poland	5	Tinahely, Wicklow	63
Italy	5	Kilcoole, Wicklow	59
Germany	4	Blessington, Wicklow	54
Spain	4	Rathdrum, Wicklow	51
Brazil	3	Gorey, Wexford	49

Paid Facebook Campaign

Spend: €30

Promotion: Heritage Week

Heritage Week is here! - 18th - 26th August

Will you be attending one of our events scheduled to take place at 60 locations across Co. Wicklow? Why not share your pictures with us and they might make an appearance in our Autumn Countywise newsletter.

<https://www.heritageweek.ie/whats-on/events.....> See more

**NATIONAL
HERITAGE
WEEK** 

An Chomhairle Oidhreachta
The Heritage Council



#HeritageWeek
#EuropeForCulture

Charts for Ad set: Heritage Week

This month: 1 August 2018 - 29 August 2018



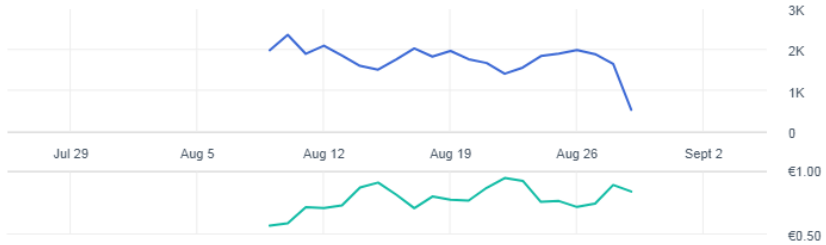
Performance

Demographics

Placement

20,571
Results: Reach
20,571
People Reached
€28.83
Amount spent
Custom

20,571 Results: Reach €1.40 Cost per result 54.49% Result Rate

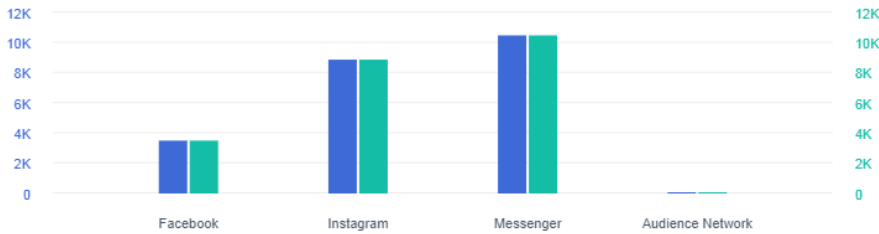


Performance

Demographics

Placement

20,571 Reach 20,571 Results: Reach €28.83 Amount spent



Device type

Mobile and desktop

About placement results

Ad delivery is optimised to allocate your budget to the placements likely to perform best with your audience, based on your targeting and bid amount.

Learn more

* You may see low delivery of ads to the Facebook Stories placement until it's available to everyone who uses Facebook Stories. A more accurate metric is cost per result.

Performance

Demographics

Placement

20,571 Results: Reach 20,571 Reach

All Women
59% (12,141)
59% (12,141)
€1.42
Cost per Result



All Men
40% (8,274)
40% (8,274)
€1.38
Cost per Result

Organic Facebook Post

Spend: €0

Promotion: Local Adjustment Factor LPT

Wicklow County Council
Published by Karen Boyle [?] · 21 August at 10:01 · 🌐

Have your say in the setting a local adjustment factor for the Local Property Tax.
[https://www.wicklow.ie/.../notice-of-consideration-of-setting... ..](https://www.wicklow.ie/.../notice-of-consideration-of-setting...)

Submissions by 12 noon on 24th August 2018

Performance for your post

4,754 People Reached

42 Likes, Comments & Shares 👤

18 Likes	4 On Post	14 On Shares
6 Comments	1 On Post	5 On Shares
18 Shares	18 On Post	0 On Shares

371 Post Clicks

19 Photo views	73 Link clicks	279 Other Clicks 👤
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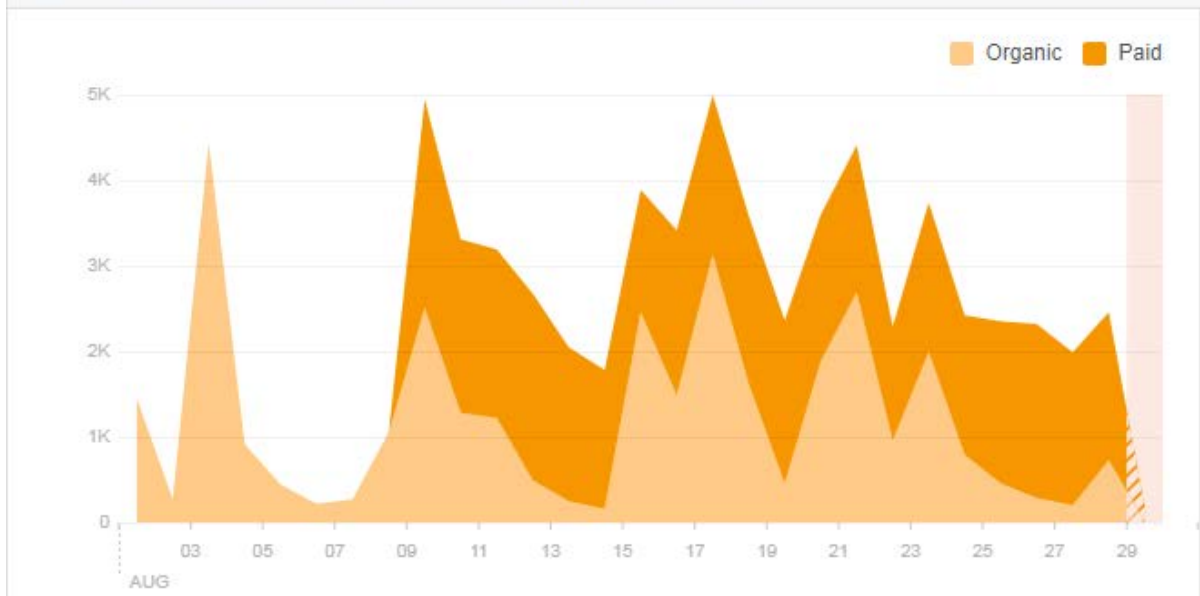
NEGATIVE FEEDBACK

0 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Post Reach

The number of people who had any posts from your Page enter their screen.



Twitter Analytics August 2018

 **Account home**
Wicklow Co Co @wicklowcoco

28 day summary with change over previous period



AUG 2018 SUMMARY

Tweets	22	Tweet impressions	38.8K
Profile visits	1,346	Mentions	154
New followers	16		

TWEET HIGHLIGHTS

Top Tweet earned 6,641 impressions

The Vikings have invaded Wicklow Town
[#Vikings](#) [#Wicklow](#)
pic.twitter.com/6jFLEFUOMW



8 replies 23 retweets 82 likes

[View Tweet activity](#)

[View all Tweet activity](#)

Top Follower followed by 281K people



Top Follower followed by 281K people



Jason Houck

[@MJasonHouck](#) [FOLLOWS YOU](#)

I help you grow your business using Social Media Marketing. I love my family, travel and am passionate about helping you succeed. How can I help?

[View profile](#)

[View followers dashboard](#)

Top mention earned 1,210 engagements



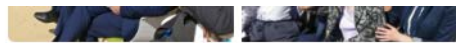
Simon Harris TD

[@SimonHarrisTD](#) · Aug 10

Just opened a brilliant new dementia friendly community garden in Arklow. This garden was seen by thousands at Bloom & will now be permanently located here. Well done to designers, architects, [@alzheimersocirl](#) & [@wicklowcoco](#) [#UnderstandTogether](#)
pic.twitter.com/OeXNuA4gh2



15 replies 38 retweets 219 likes



15 replies 38 retweets 219 likes

[View Tweet](#)

Top media Tweet earned 1,943 impressions

Spot the new additions on Wicklow Roads! Chief Executive, Frank Curran welcomes delivery of six new 7.5 tonne Crew Cab Pick Up Tipper Trucks to replace ageing vehicles currently in use by the Machinery Yard to be used in Arklow, Blessington, Greystones and Wicklow MD's [#wicklow](#)
pic.twitter.com/wW8SfuDJWM



3 replies 14 likes

[View Tweet activity](#)

[View all Tweet activity](#)