Social Media Report 2016

# Facebook Likes

**Fig.1** Facebook Likes by Account 2016-2017

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **2016/2017** | **Merthyr Tydfil Libraries** | **Aberfan Community Library** | **Dowlais Library** | **Treharris Library** | **Merthyr Central Library** | **Llyfrgelloedd Cyhoeddus** |
| Apr-16 | 755 | 122 | 61 | 63 | 50 |   |
| May-16 | 791 | 124 | 63 | 65 | 54 |   |
| Jun-16 | 820 | 128 | 71 | 68 | 55 |   |
| Jul-16 | 878 | 137 | 78 | 72 | 58 |   |
| Aug-16 | 935 | 139 | 81 | 73 | 60 | 1 |
| Sep-16 | 961 | 143 | 83 | 81 | 64 | 3 |
| Oct-16 | 981 | 148 | 88 | 81 | 65 | 3 |
| Nov-16 |   |   |   |   |   |   |
| Dec-16 |   |   |   |   |   |   |
| Jan-17 |   |   |   |   |   |   |
| Feb-17 |   |   |   |   |   |   |
| Mar-17 |   |   |   |   |   |   |

**Fig.2** Facebook Likes by Account 2016-2017: Data

**Fig.3** Facebook Likes by Account 2015-2016

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **2015/2016** | **Merthyr Tydfil Libraries** | **Aberfan Community Library** | **Dowlais Library** | **Treharris Library** | **Merthyr Central Library** | **Llyfrgelloedd Cyhoeddus** |
| Apr-15 | 250 |   |   |   |   |   |
| May-15 | 276 |   |   |   |   |   |
| Jun-15 | 323 | 26 |   | 1 |   |   |
| Jul-15 | 356 | 55 | 4 | 8 |   |   |
| Aug-15 | 385 | 66 | 11 | 11 |   |   |
| Sep-15 | 424 | 70 | 14 | 24 | 11 |   |
| Oct-15 | 458 | 95 | 29 | 42 | 15 |   |
| Nov-15 | 477 | 99 | 32 | 48 | 18 |   |
| Dec-15 | 502 | 102 | 38 | 53 | 24 |   |
| Jan-16 | 529 | 108 | 47 | 55 | 35 |   |
| Feb-16 | 645 | 115 | 52 | 56 | 43 |   |
| Mar-16 | 704 | 118 | 59 | 60 | 46 |   |

**Fig.4** Facebook Likes by Account 2016-2017: Data

# Facebook: New Likes, Reach & Engagement

**Fig.5** Facebook: New Likes. People Reached & Engagement 2016-2017

|  |  |  |  |
| --- | --- | --- | --- |
| **2016/2017** | **New Likes** | **Average People Reached** | **Average Engagement** |
| Apr-16 | 51 | 4101 | 1228 |
| May-16 | 36 | 3148 | 1285 |
| Jun-16 | 29 | 3826 | 893 |
| Jul-16 | 58 | 4593 | 1507 |
| Aug-16 | 57 | 8092 | 1657 |
| Sep-16 | 26 | 7363 | 1598 |
| Oct-16 | 20 | 6462 | 1162 |
| Nov-16 |   |   |   |
| Dec-16 |   |   |   |
| Jan-17 |   |   |   |
| Feb-17 |   |   |   |
| Mar-17 |   |   |   |

**Fig.6** Facebook: New Likes. People Reached & Engagement 2016-2017 - Data

**Fig.7** Facebook: New Likes. People Reached & Engagement 2015-2016

|  |  |  |  |
| --- | --- | --- | --- |
| **2015/2016** | **New Likes** | **People Reached** | **Engagement** |
| Apr-15 | 14 | 1034 |   |
| May-15 | 26 | 1003 |   |
| Jun-15 | 47 | 1861 | 122 |
| Jul-15 | 33 | 1363 | 105 |
| Aug-15 | 29 | 1292 | 108 |
| Sep-15 | 39 | 2436 | 239 |
| Oct-15 | 34 | 2457 | 169 |
| Nov-15 | 19 | 2455 | 228 |
| Dec-15 | 25 | 1260 | 89 |
| Jan-16 | 27 | 2016 | 145 |
| Feb-16 | 116 | 5913 | 877 |
| Mar-16 | 59 | 5428 | 678 |

**Fig.8** Facebook: New Likes. People Reached & Engagement 2015-2016 - Data

# Twitter 2016-2017

**Fig.9** Twitter Analytics 2016-2017

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **2016/2017** | **Followers** | **Impressions Per Day** | **Engagement Rate** | **Link Clicks** | **Retweets** | **Likes** | **Replies**  |
| Apr-16 | 696 | 1600 | 0.5% | 34 | 63 | 53 | 17 |
| May-16 | 730 | 1400 | 0.4% | 18 | 49 | 55 | 8 |
| Jun-16 | 752 | 812 | 0.6% | 24 | 28 | 43 | 10 |
| Jul-16 | 785 | 904 | 0.7% | 26 | 56 | 63 | 11 |
| Aug-16 | 815 | 1400 | 0.6% | 33 | 77 | 74 | 10 |
| Sep-16 | 848 | 1900 | 0.6% | 34 | 104 | 79 | 15 |
| Oct-16 | 871 | 2300 | 0.6% | 32 | 95 | 107 | 10 |
| Nov-16 |   |   |   |   |   |  |   |
| Dec-16 |   |   |   |   |   |   |   |
| Jan-17 |   |   |   |   |   |   |   |
| Feb-17 |   |   |   |   |   |   |   |
| Mar-17 |   |   |   |   |   |   |   |

**Fig.10** Twitter Analytics 2016-2017: Data

**Fig.11** Twitter Analytics 2015-2016

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **2015/2016** | **Followers** | **Impressions Per Day** | **Engagement Rate** | **Link Clicks** | **Retweets** | **Likes** | **Replies**  |
| Apr-15 | 444 |   |   |   |   |   |   |
| May-15 | 458 |   |   |   |   |   |   |
| Jun-15 | 477 |   |   |   |   |   |   |
| Jul-15 | 495 |   |   |   |   |   |   |
| Aug-15 | 507 |   |   |   |   |   |   |
| Sep-15 | 504 | 76 | 0.6% | 2 | 1 | 0 | 4 |
| Oct-15 | 537 | 169 | 0.7% | 6 | 12 | 5 | 2 |
| Nov-15 | 566 | 543 | 1.2% | 29 | 65 | 31 | 10 |
| Dec-15 | 574 | 231 | 0.5% | 4 | 11 | 9 | 2 |
| Jan-16 | 601 | 1100 | 0.7% | 23 | 35 | 22 | 10 |
| Feb-16 | 636 | 1300 | 0.6% | 29 | 61 | 47 | 10 |
| Mar-16 | 672 | 1200 | 0.8% | 46 | 66 | 54 | 9 |

**Fig.12** Twitter Analytics 2015-2016: Data