



Communications Report

August 2022

Social Media - Key Findings



Facebook

This month our Facebook Followers increased by 15 to 377 Followers. Paid Facebook ads to promote upcoming collection events resulted in a huge increase in Total Reach and Total Post Engagement. Our most popular posts were all related to the Powell River collection event.



Instagram

This month our Instagram Followers increased by 11 to 481 Followers. Paid Instagram ads to promote upcoming collection events resulted in 9.8% increase in Accounts Reached and 70% increase in Impressions. Our most popular posts were related to the Powell River collection event.



LinkedIn

This month the TSBC LinkedIn page was reactivated. 4 Posts were shared, and Engagement increased by 9.6%. Followers increased by 40 to 161 Followers. Search Appearances increased by 25% to 45. Total Page Views increased by 440%.



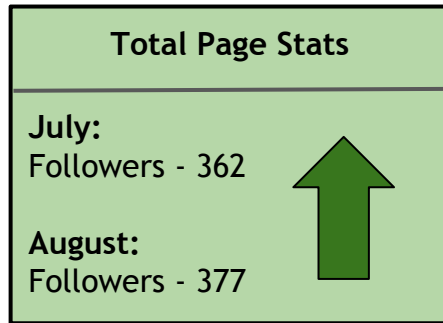
Twitter

This month our Twitter Followers increased by 10 to 467 Followers. Total Impressions increased by 28.4% and Profile Visits increased by 358.9%. The most popular post shared a photo of the TSBC busses which earned 347 Impressions.



Facebook Insights

August 4 - September 1, 2022



Total Page Followers (August): **377**

New Page Followers: **15**

Posts (August): **14**

Reactions: **148**

Link Clicks: **1,176**

Total Reach: **326,870***

Total Post Engagements: **6,019***

** Increase due to paid social media ads to promote collection events*

Facebook Insights



Top 3 Facebook Posts - August 2022

August 23 - Powell River collection event*

(Post Reach: 5,400, Engagements: 421)

August 19 - PR collection event (one week)*

(Post Reach: 967, Engagements: 13)

August 29 - PR post-event thank you

(Post Reach: 252, Engagements: 55)


* *Paid campaign*





Instagram Insights

August 3 - September 1, 2022

Total Page Stats	
July: Followers - 472	
August: Followers - 481	

Total Followers (August): **481**

New Followers: **9**

Posts (August): **11**

Accounts Reached: **80,100*** (+9.8%)

Impressions: **375,788*** (+70%)

** Increase due to paid social media ads to promote collection event*

Instagram Insights



Top 3 Instagram Posts - August 2022

August 23 - Powell River Collection Event*

(Post Reach: 1,725)

August 10 - Powell River Collection Event (Two Weeks)

(Post Reach: 84)

August 19 - Powell River Collection Event (One Week)

(Post Reach: 72)

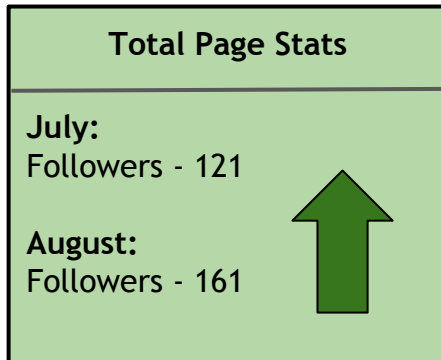
** Increase due to paid social media ads to promote collection event*



LinkedIn Insights



August 1 - August 30, 2022



Total Followers (August): **161**

New Followers: **40**

Posts (August): **4**

Search Appearances: **45 (+25%)**

Page Views: **27 (+440%)**

Engagement Rate: **9.6%**

LinkedIn Insights



Top 3 LinkedIn Posts - August 2022

August 23 - Plastic Recycling Pioneers (Rosemary)

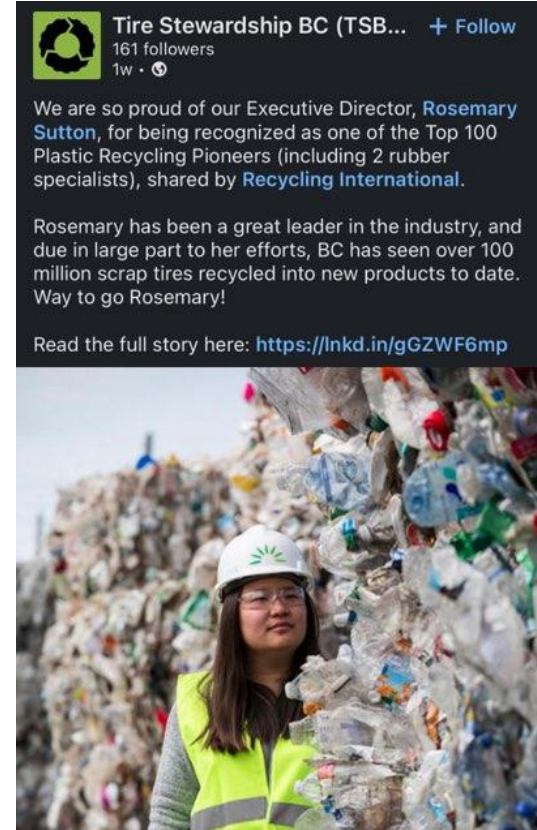
(Impressions: 391, Engagement Rate: 11%)

August 26 - Kin Duck Pond Update

(Impressions: 66, Engagement Rate: 4.5%)

August 29 - Powell River Collection Post-Event

(Impressions: 44, Engagement Rate: 4.55%)

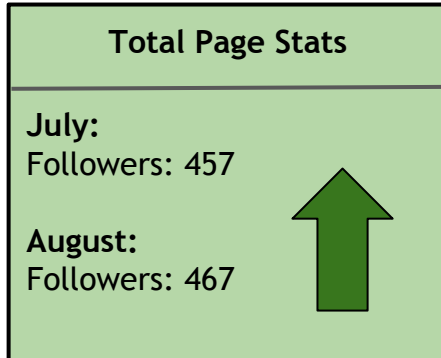


The image is a screenshot of a LinkedIn post. At the top left is the profile picture of Tire Stewardship BC (TSB...), a green circular logo with a white recycling symbol. To the right of the profile picture is the name 'Tire Stewardship BC (TSB...' followed by a '+ Follow' button. Below the name are '161 followers' and '1w · 🌐'. The main text of the post reads: 'We are so proud of our Executive Director, [Rosemary Sutton](#), for being recognized as one of the Top 100 Plastic Recycling Pioneers (including 2 rubber specialists), shared by [Recycling International](#).' Below this is a paragraph: 'Rosemary has been a great leader in the industry, and due in large part to her efforts, BC has seen over 100 million scrap tires recycled into new products to date. Way to go Rosemary!' At the bottom of the text is a link: 'Read the full story here: <https://lnkd.in/gGZWF6mp>'. Below the text is a photograph of a woman wearing a white hard hat with a green logo and a yellow safety vest, standing in front of a large pile of plastic waste.

Twitter Insights



August 4 - September 1, 2022



Total Followers (August): **467**

New Followers: **10**

Tweets (August): **12**

Total Tweet Impressions: **2,043 (+28.4%)**

Profile Visits: **748 (+358.9%)**

Twitter Insights



Top Tweets - August 2022

Top Tweet: TSBC Bus Spotted

(Impressions: 347)

Top Follower: Kamscan

(15,000 Followers)

Top Media Tweet: Why Recycle Tires?

(Earned 249 impressions)

Top Tweet earned 347 impressions

SPOTTED: A TSBC bus out in the wild! 🚌

Have you seen one of our new bus wraps yet?

[#TiresBC](#) [#TireRecycling](#) [#RecycleBC](#)
pic.twitter.com/DnSWWSXmYj



← 1 ❤️ 5

Key Learnings - August 2022



Facebook:

- Our top performing posts shared about tire collection events, showing us that engagement is highest when we educate, entertain, intrigue.
- Followers enjoy seeing TSBC succeed, so we will continue to share photos and stories around our successes, community support and partnership initiatives.

Instagram:

- Paid campaigns to promote upcoming collection events generated a huge increase in Impressions and Accounts Reached, proving that this is a valuable resource for spreading the message about our events.
- The posts that were shared about completed community grant projects seemed to gain the most interest so we will do more of these next month.
- Community involvement continues to be of interest to our followers, as well as providing background on what we do.

Twitter:

- This continues to be a strong social media channel, with a steady increase in followers month over month.
- We are seeing an increase in engagement on this channel, with a boost in profile visits, as more companies and followers are liking, sharing, and retweeting our content. Our media outreach efforts are also helping with this.
- We also see more engagement when we reshare content from other companies.
- We will continue to share (and tag) content with and by our partners to increase engagement.