



# Communications Report

October 2022

# Social Media - Key Findings



Facebook

This month our Facebook followers increased by 6 to 390 followers. Total reach and total post engagement numbers have returned to the norm after paid campaigns. Our most popular posts were about community involvement and educational tidbits.



Instagram

This month our Instagram followers increased by 8 to 498 followers. Accounts reached and Impressions have returned to the norm after paid campaigns. Our most popular posts were about cleanup and collection events, and playground updates.



LinkedIn

This month 8 updates were shared, and followers increased significantly by 22 to 188 followers. Search Appearances decreased slightly to 35. Total post impressions decreased slightly to 543.



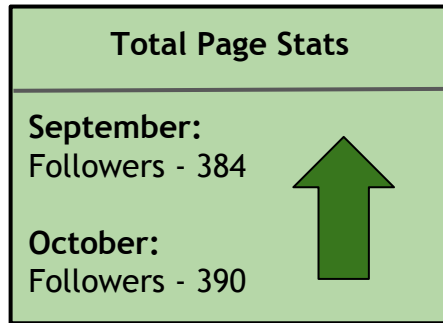
Twitter

Total followers increased by 2 to 467 followers. Profile visits decreased slightly to 173. The most popular post was about tire lacing and earned 142 impressions.



# Facebook Insights

*October 3 - October 31, 2022*



Total Page Followers (October): **390**

New Page Followers: **6**

# Posts (October): **12**

Reactions: **100**

Link Clicks: **10**

Total Reach: **1,657**

Total Post Engagements: **198**

# Facebook Insights



## Top 3 Facebook Posts - October 2022

October 17 - Collection event thank you

(Reach: 1,054, Engagements: 52)

October 24 - Tire lacing

(Reach: 159, Engagements: 25)

October 20 - Ladysmith playground update

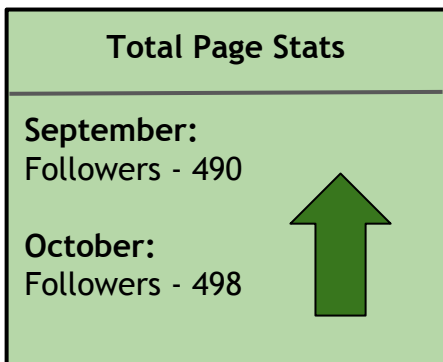
(Reach: 98, Engagements: 19)





# Instagram Insights

October 2 - October 31, 2022



Total Followers (October): **498**

New Followers: **8**

# Posts (October): **12**

# Stories (October): **13**

Accounts Reached: **731**

Impressions: **2,134**

# Instagram Insights



## Top 3 Instagram Posts - October 2022

**October 31** - Tire island cleanup

(Post Reach: 150)

**October 17** - Collection event thank you

(Post Reach: 125)

**October 20** - Playground update

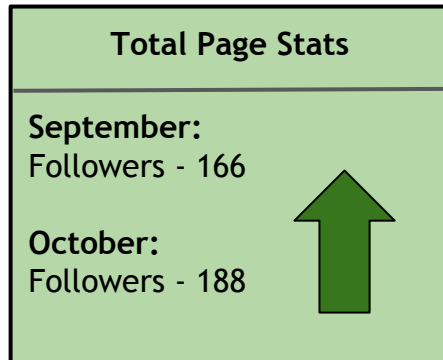
(Post Reach: 102)



# LinkedIn Insights



*October 2 - October 31, 2022*



Total Followers (October): **188**

New Followers: **22**

# Posts (October): **8**

Search Appearances: **35**

Page Views: **15**

Post Impressions: **543**

# LinkedIn Insights

## Top 3 LinkedIn Posts - October 2022

October 31 - Tire island cleanup

(Impressions: 288, CTR: 11.11%)

October 25 - Maffeo Sutton playground update

(Impressions: 89, CTR: 2.25%)

October 19 - Diving In art event

(Impressions: 70, CTR: 4.29%)

Note: CTR = Click Through Rate




The screenshot shows a LinkedIn post from the profile 'Tire Stewardship BC (TSBC)', which has 188 followers and was posted 1 day ago. The post features a green circular profile picture with a recycling symbol. The main text of the post reads: 'TIRE ISLAND IS NO MORE!' followed by a recycling icon. Below this, the text states: 'This weekend The Ocean Legacy Foundation, Let's Talk Trash, and Liberty Tire Recycling, LLC worked together to remove thousands of tires from a tiny island that had been used as a tire dumping ground for decades!'. A second paragraph explains: 'Those tires will now be recycled into new and useful products in BC like playground surfaces, athletic tracks, and horse mats, and the beautiful island will be free of harmful tire waste. Great work team!'. The post also includes a photo credit: 'Photos: Ingalisa Burns/Theo Angel' and two hashtags: '#TiresBC #tirerecycling'. At the bottom of the post, there are two side-by-side photographs. The left photo shows a large pile of discarded tires in a wooded area. The right photo shows a boat filled with tires, secured with green straps, floating on water.



# Twitter Insights



*October 3 - October 31, 2022*

Total Page Stats	
September: Followers: 465	
October: Followers: 467	

Total Followers (October): **467**

New Followers: **2**

# Tweets (October): **13**

Total Tweet Impressions: **1,463**

Profile Visits: **60**

# Twitter Insights

## *Top Tweets - October 2022*

Top Tweet: Tire lacing

(Impressions: 142)

Top Mention: Carol Hochu

(Earned 2 Engagements)

Top Media Tweet: Grant program playground project update

(Earned 139 impressions)



**Top Tweet** earned 142 impressions

DO YOU KNOW WHAT TIRE LACING IS? 🗑️

Lacing is a way of interlocking tires in order to maximize the amount of tires loaded. Using this method, approx 500-600 car tires can be loaded into one 28' trailer! ♻️

[#TheMoreYouKnow](#)

[#TireRecycling](#)

[#TiresBC](#)

[#ZeroWaste](#)

[#RecycleBC](#) [pic.twitter.com/IHXYqbFf4](https://pic.twitter.com/IHXYqbFf4)



🔄 1   ❤️ 5

# Key Learnings - October 2022



## Facebook:

- Our top performing posts shared about tire collection events, the method of tire lacing, and playground updates as a result of our grant program, 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 definitely generated an increase in impressions and accounts reached, proving that this is a valuable resource for spreading the message, and a natural decline in engagement when we don't do boosted posts/ads to increase reach.
- Community involvement continues to be of interest to our followers, as well as providing background on what we do.

## Twitter:

- Generally 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.
- Following and engagement seems to have tapered off a bit on this platform so we will find new ways to bring these numbers up in the upcoming months.