



Social Media Report

February 2023

Social Media - Key Findings



Facebook

This month our Facebook followers increased by 2 to 400 followers. Total post impressions and total engagement numbers have increased. Our most popular posts were about projects we've completed, media coverage, and industry-related stories shared through other accounts.



Instagram

This month our Instagram followers increased by 11 to 537 followers. Accounts reached and Impressions have decreased slightly compared to last month. Our most popular posts were about where to recycle tires, spotted bus ads, and Maffeo Park in Tracker Magazine.



LinkedIn

This month 7 updates were shared, and followers increased by 11 to 224 followers. Total post impressions remain consistent, with the most popular posts covering our work with HBM, an event we sponsored, and where to take tires for recycling.



Twitter

Total followers increased by 1 to 481 followers. Profile visits increased greatly to 171, and total impressions decreased slightly to 1,171. The most popular post was about recycling bike tires which earned 167 impressions.



Facebook Insights

February 2 - March 2, 2023

Total Page Stats	
January: Followers - 398	
February: Followers - 400	

Total Page Followers (February): **400**

New Page Followers: **2**

Posts (February): **12**

Reactions: **67**

Link Clicks: **17 (+)**

Total Reach: **585 (+)**

Total Post Engagements: **139 (+)**

Facebook Insights



Top 3 Facebook Posts - February 2023

February 22 - Maffeo Park in Tracker Magazine (2nd share)

(Post Impressions: 253, Engagements: 57)

February 17 - Michelin airless tires test (VIDEO)

(Post Impressions: 118, Engagements: 12)

February 10 - Maffeo Park in Tracker Magazine

(Post Impressions: 118, Engagements: 10)



Tire Stewardship BC - TSBC

Published by Bianca Bujan · February 22 at 12:20 PM · 🌐



Did you catch our story in Tracker Magazine?

The ultimate goal of the Maffeo Park playground project was to create an inclusive and accessible space for children of all ages and abilities, and we think the [City of Nanaimo Local Government](#), [Habitat Systems Inc.](#) and everyone else involved did a fantastic job of meeting this goal!

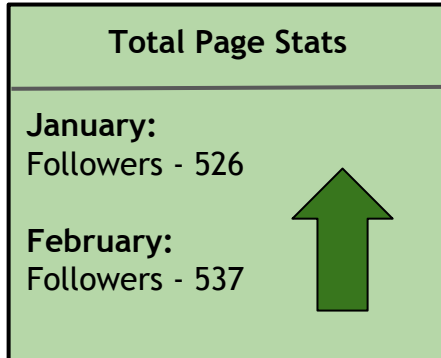
Read the full story here: <https://tsbc.ca/tsbc-featured-in-tracker-magazine-cover.../>



Instagram Insights



January 31 - March 1, 2023



Total Followers (February): **537**

New Followers: **11**

Posts (February): **13**

Stories (February): **16**

Accounts Reached: **407**

Accounts Engaged: **57**

Instagram Insights



Top 3 Instagram Content - February 2023

February 6 - Bus ads

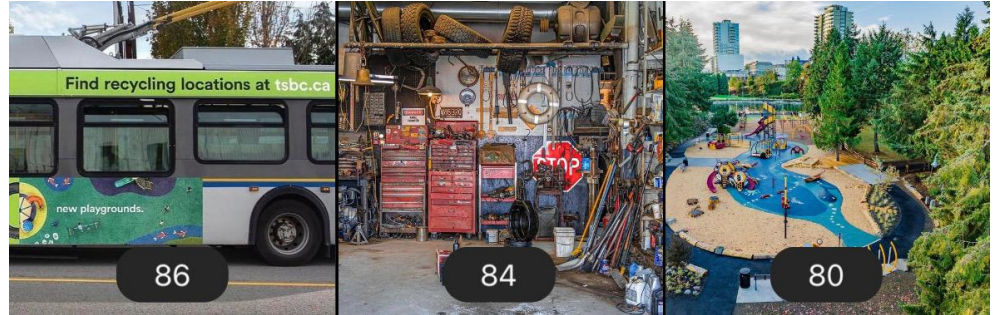
(Post Reach: 86, Engagements: 16)

February 8 - Recycle tires

(Post Reach: 84, Engagements: 7)

February 22 - Maffeo Park Tracker Magazine

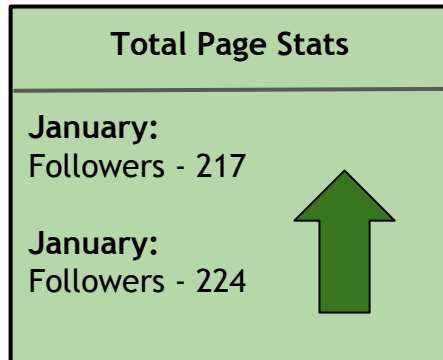
(Post Reach: 80, Engagements: 12)



LinkedIn Insights



January 31 - March 2, 2023



Total Followers (February): **224**

New Followers: **7**

Posts (January): **7**

Search Appearances: **37**

Unique Visitors: **2**

Post Impressions: **964**

LinkedIn Insights



Top 3 LinkedIn Posts - February 2023

February 6 - Our work with HBM

(Impressions: 257, Engagement Rate: 4.67%)

February 1 - Diving In event sponsorship

(Impressions: 106, Engagement Rate: 6.60%)

February 8 - Where to recycle old tires

(Impressions: 101, Engagement Rate: 4.95%)

Tire Stewardship BC (TSBC)
224 followers
3w • 🌐

A big part of our job at TSBC is to make sure that consumers know where to recycle old tires, and what happens to those tires once they're returned.


...see more

👍 Tony Hird and 6 others

Twitter Insights



February 1 - February 28, 2023

Total Page Stats	
January: Followers: 480	
February: Followers: 481	

Total Followers (February): **481**

New Followers: 1

Tweets (January): 13

Total Tweet Impressions: **1,171**

Profile Visits: **171 (+)**

Twitter Insights



Top Tweets - February 2023

Top Tweet: Bike tire recycling

(Impressions: 167)

Top Mention: Research Money

(Earned 1 engagement)

Top Media Tweet: Tracker Magazine article

(Earned 141 impressions)

Top Tweet earned 167 impressions

PSA: Bike tires don't belong in the trash! 🚲



Drop off your old tires and tubes at a participating retailer, and they'll be recycled into new things!

Find a bike tire recycling location near you here: tsbc.ca/tire-recycling... #TiresBC
pic.twitter.com/bi8c03E6WW



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Key Learnings - February 2023



Facebook:

- Our top performing posts shared about the Maffeo Park project and our story for Tracker Magazine. Followers also enjoyed a video shared on a Michelin airless tire test.
- Our highest impressions were on a post that was reshared, showing that reposting content is a great way to increase engagement and catch followers who may have missed the information the first time it was shared.

Instagram:

- Our top performing posts focused on where to recycle tires, spotted bus ads, and the Maffeo Park story in Tracker Magazine.
- Community involvement continues to be of interest to our followers, as well as providing background on what we do. When tire collection events and playground projects start up again I anticipate bigger numbers.

LinkedIn:

- Our most popular posts on LinkedIn focused on our work with HBM, highlights from the Diving In event we sponsored, and where to take tires for recycling, showing that our followers are interested in the business side of what we do, as well as recycling information.
- Will continue to increase number of posts per month keeping this content in mind.

Twitter:

- We continue to see a gradual increase in engagement on this channel. Our media outreach efforts definitely impact the reach on this channel, as the numbers are greater when we've shared a new release. Anticipate greater growth when we start in-person events.