



Social Media Report

May 2023

Social Media - Key Findings



Facebook

This month our Facebook followers decreased slightly to 399 followers. Total post impressions and total engagement numbers have remained somewhat steady. Our most popular posts were about our ART school program partnership, tire tips, and tire collection event results.



Instagram

This month our Instagram followers increased by 9 to 563 followers. Accounts reached and Impressions have remained steady. Our most popular posts were about playground updates, partner profiles, and tire collection events.



LinkedIn

This month 8 updates were shared, and followers increased by 8 to 271 followers. Total post impressions increased significantly (125%), with the most popular posts on tire collection events, playground updates, and why to recycle tires.



Twitter

Total followers increased by 4 to 492 followers. The most popular post was about a playground project update which earned 146 impressions.



Facebook Insights

May 4 - June 2, 2023

Total Page Stats	
April: Followers - 403	
May: Followers - 399	

Total Page Followers (May): **399**

New Page Followers: **1**

Posts (May): **13**

Reactions: **117**

Link Clicks: **15**

Total Reach: **887**

Total Post Engagements: **209**

Facebook Insights



Top 3 Facebook Posts - May 2023

May 25 - ARTist Response Team school programs

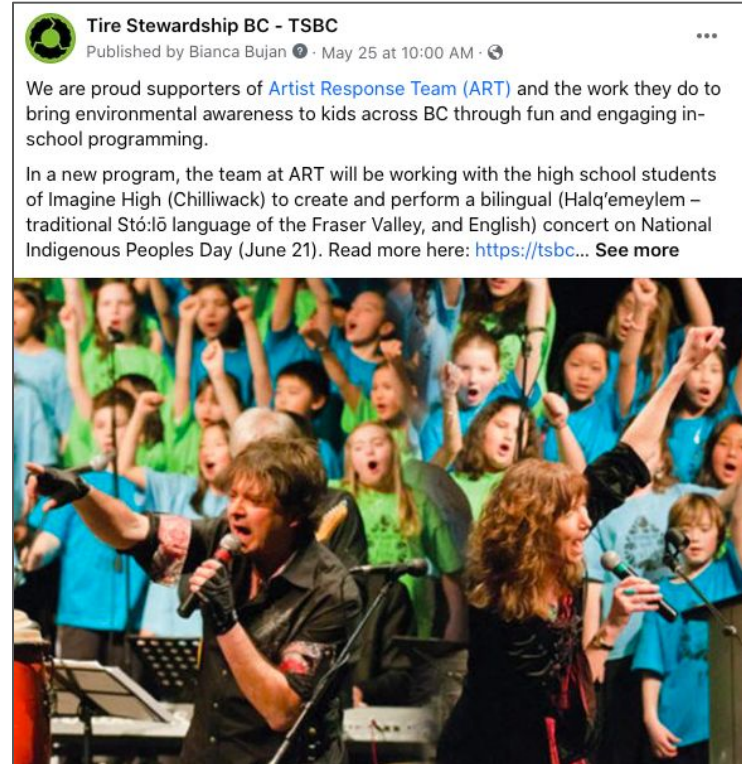
(Post Impressions: 474, Engagements: 77)

May 19 - Benefits of proper tire inflation

(Post Impressions: 193, Engagements: 9)

May 8 - Grand Forks collection event


(Post Impressions: 105, Engagements: 26)





Instagram Insights

May 3 - June 1, 2023

Total Page Stats	
April: Followers - 554	
May: Followers - 563	

Total Followers (May): **563**

New Followers: **9 (+)**

Posts (May): **11 (+)**

Stories (May): **14**

Accounts Reached: **296**

Accounts Engaged: **44**

Instagram Insights



Top 3 Instagram Content - May 2023

May 24 - Playground update

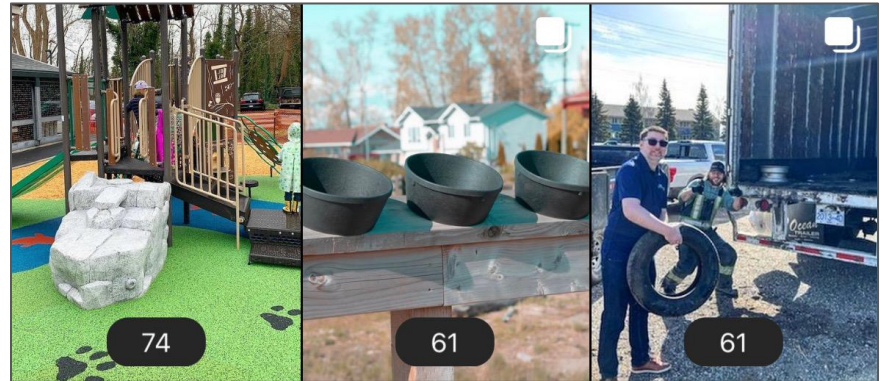
(Post Reach: 74, Engagements: 13)

May 29 - Plascon profile

(Post Reach: 61, Engagements: 7)

May 5 - Tire collection event (Prince George)

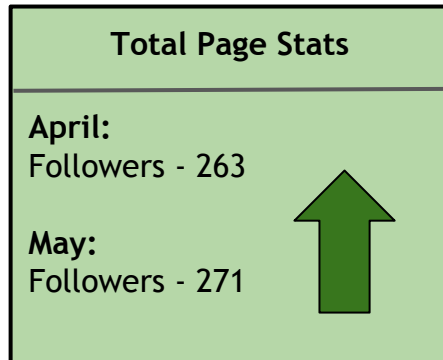
(Post Reach: 61, Engagements: 12)



LinkedIn Insights



May 3 - June 1, 2023



Total Followers (May): **271**

New Followers: **8 (+)**

Posts (May): **8**

Search Appearances: **68**

Unique Visitors: **37**

Post Impressions: **1,200 (+)**

LinkedIn Insights



Top 3 LinkedIn Posts - May 2023

May 8 - Grand Forks collection event

(Impressions: 200, Engagement Rate: 1.5%)

May 15 - Playground update how many tires

(Impressions: 127, Engagement Rate: 4.72%)

May 24 - Why recycle tires


(Impressions: 127, Engagement Rate: 2.36%)

Tire Stewardship BC (TSBC) 271 followers 3w • 🌱 + Follow ...

THANK YOU GRAND FORKS, BC! 🌱

Despite the weather conditions, the community of Grand Forks came out and dropped off their scrap tires! As a result, 509 tires were collected for recycling. What happens to those scrap tires once dropped off? Find out here: <https://lnkd.in/g4VRcrGG>


A huge thank you to our friends at [Liberty Tire Recycling, LLC](#) for being on site and making this possible. And if you missed the event, or have tires to toss in another city in BC, you can recycle them for free anytime at a return-to-retailer near you. Find your closest location here: <https://lnkd.in/gK84czFC>



Twitter Insights



May 4 - June 2, 2023

Total Page Stats	
April: Followers: 492	
May: Followers: 496	

Total Followers (May): **496**

New Followers: **4 (+)**

Tweets (May): **13**

Total Tweet Impressions: **1,093**

Profile Visits: **88**

Twitter Insights



Top Tweets - May 2023

May 10 - Tire backpack in Japan

(Impressions: 152, Engagements: 5)

May 8 - Grand Forks tire collection event thank you

(Impressions: 133, Engagements: 5)

May 25 - ART school programs

(Impressions: 68, Engagements: 3)



Key Learnings - May 2023



Facebook:

- Our number of followers decreased slightly this month - a first for us.
- Our top performing posts this month shared about school and community initiatives, showing that our followers enjoy seeing the feel-good work that we do (beyond tire recycling).
- Our highest number of reactions were on these posts, showing that our followers like to engage with what's happening behind the scenes and the benefits of what we do.

Instagram:

- Unlike Facebook, our number of followers increased greatly this month.
- Our top performing content was on a playground update, a partner profile, and a tire collection event.
- Community involvement continues to be of interest to our followers, as well as providing background on what we do.

LinkedIn:

- Our most popular posts on LinkedIn focused on collection events, playground updates, and tire tips.
- We continue to see an increase in followers and engagement, showing that our network is interested in hearing about all that we do in the community and seeing visuals to support this.

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.