



Social Media Report

August 2023

Social Media - Key Findings



Facebook

This month our Facebook followers increased to 418 followers. We also saw significant increases in reach, engagement, and impressions due to paid ads/posts. Our most popular posts were about tire collection events, and our participation in the event in Australia.



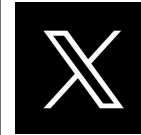
Instagram

This month our Instagram followers increased by 14 to 600 followers. Reach and engagement increased significantly. Our most popular posts were about community events, the OLF partnership, and a cancelled tire collection event.



LinkedIn

This month 10 updates were shared, and followers increased significantly by 44 to 371 followers. Unique visitors and search appearances increased this month. The most popular posts were on tire collection events and the tyre stewardships event in Australia.




X (Twitter)

Total followers increased by 5 to 512 followers. Impressions and profile visits were slightly lower this month. The most popular posts were about tire collection events, partner news, and the Australia tyre stewardship event.



Facebook Insights

August 7-September 3, 2023

Total Page Stats	
July: Followers - 411	
August: Followers - 418	

Total Page Followers (August): **418**

New Page Followers: **7**

Posts (August): **14**

Reach: **332,910***

Engagements: **2,730***

Page/Profile Visits: **1,665***

**Significant increase as a result of paid ads/posts*

Facebook Insights



Top 3 Facebook Posts - August 2023

August 16 - Tire collection event (Williams Lake)

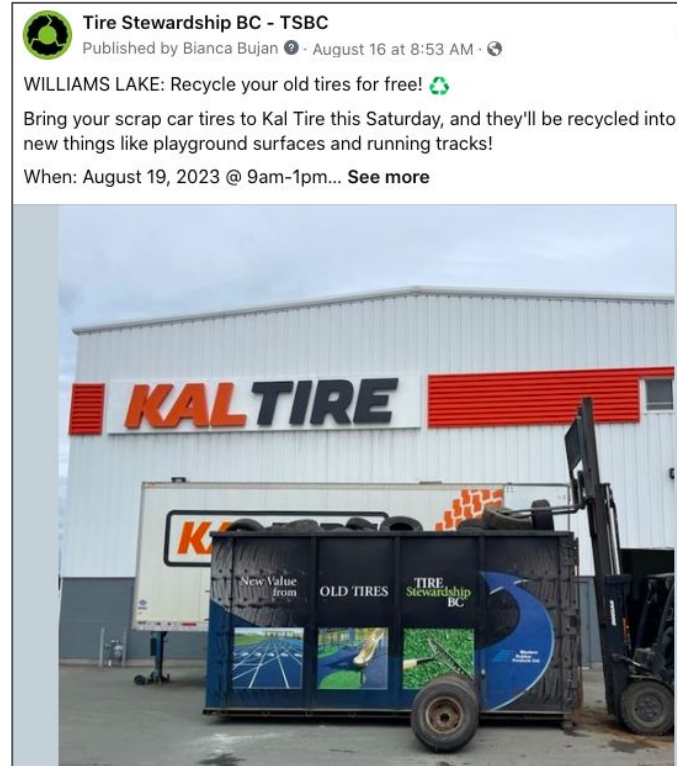
(Impressions: 1,143, Engagement: 42)

August 8 - Tire collection event (Terrace)

(Impressions: 492, Engagement: 76)

August 11 - Tyre Stewardship Australia

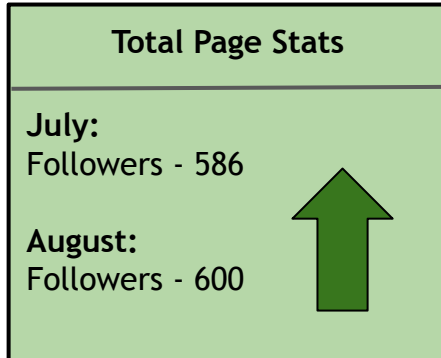
(Impressions: 294, Engagement: 47)



Instagram Insights



August 5-September 3, 2023



Total Followers (August): **600 (+)**

New Followers: **14 (+)**

Posts (August): **11**

Stories (August): **20**

Accounts Reached: **472K (+63.3%)**

Accounts Engaged: **449 (+77.4%)**

Instagram Insights



Top 3 Instagram Content - August 2023

August 6 - Ambassador event

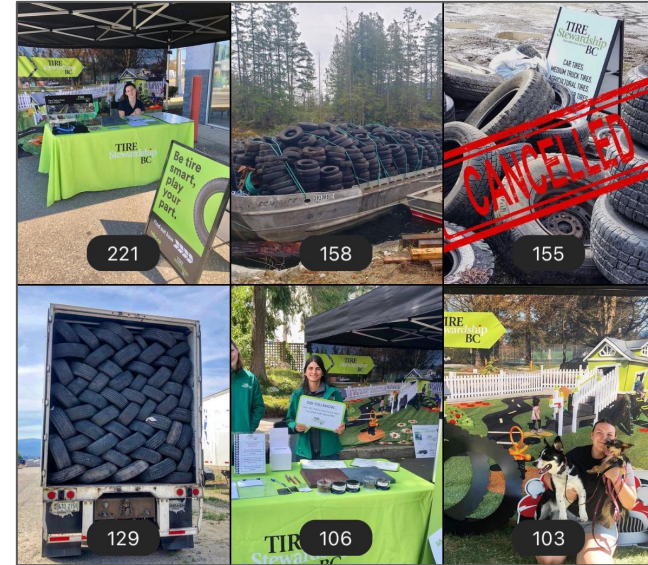
(Impressions: 232, Engagement: 13)

August 30 - OLF partnership (media coverage)

(Impressions: 165, Engagement: 11)

August 21 - Cancelled tire collection event

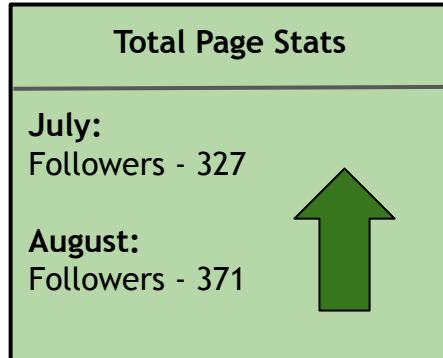
(Impressions: 176, Engagement: 6)



LinkedIn Insights



August 5-September 3, 2023



Total Followers (August): **371**

New Followers: **44**

Posts (August): **10 (+)**

Search Appearances: **37**

Unique Visitors: **38**

Post Impressions: **3,000 (+)**

LinkedIn Insights



Top 3 LinkedIn Posts - August 2023

August 16 - Tire collection event (Williams Lake)

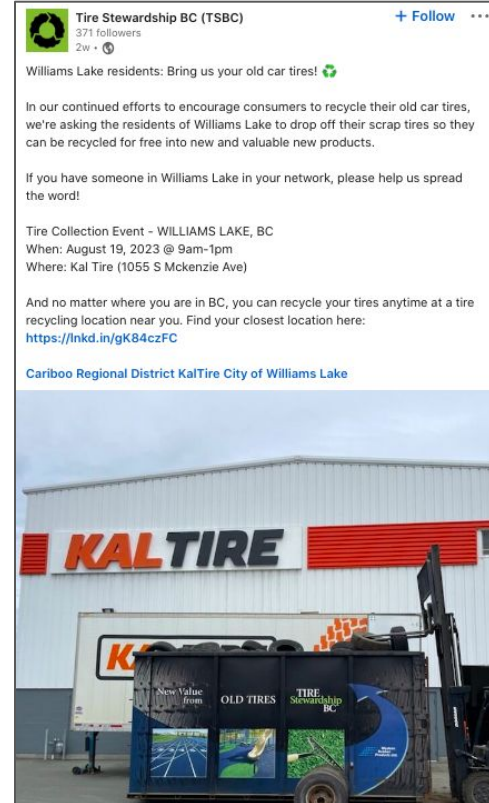
(Impressions: 725, Engagement Rate: 4.97%)

August 25 - Liberty Tire Sustainability

(Impressions: 528, Engagement Rate: 6.44%)

August 11 - Tyre Stewardship Australia


(Impressions: 522, Engagement Rate: 11.11%)



X (Twitter) Insights



August 7-September 3, 2023

Total Page Stats	
July: Followers: 507	
August: Followers: 512	

Total Followers (August): **512**

New Followers: **5**

Tweets (August): **9**

Total Tweet Impressions: **1,014 (+)**

Profile Visits: **78 (+)**

X (Twitter) Insights



Top Tweets - August 2023

August 21 - Cancelled tire collection event (Kamloops)

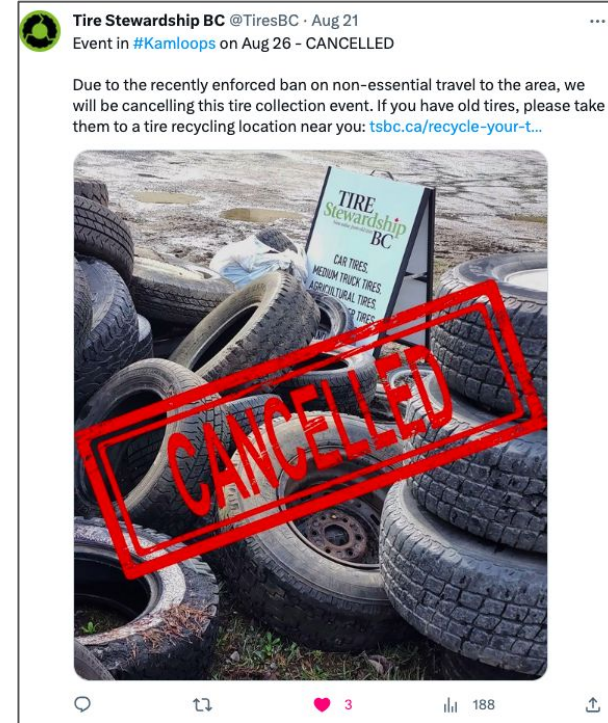
(Impressions: 188, Engagements: 5)

August 11 - Tyre Stewardship event Australia

(Impressions: 126, Engagements: 10)

August 25 - Liberty Tire ESG report results

(Impressions: 123, Engagements: 12)



Key Learnings - August 2023



Facebook:

- Our number of followers continues to increase due to our community events (tire collection, and ambassador events).
- Impressions and engagements are up significantly, mostly due to the paid ad campaigns that are currently running.
- Our top performing posts this month shared about tire collection events, showing that our followers enjoy hearing about when we're in their communities to collect old tires.

Instagram:

- Our number of followers continue to increase on this channel as well due to our ongoing community events.
- Impressions and engagements are up significantly, mostly due to the paid ad campaigns that are currently running.
- Community involvement continues to be of interest to our followers.

LinkedIn:

- Our most popular posts on LinkedIn were focused on community events, as well as our partnership with Ocean Legacy.
- 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.

X (Twitter):

- We continue to see a gradual increase in engagement on this channel.
- As anticipated, we are seeing greater growth as a result of our community events.
- Our top posts were about community involvement so we will continue to share this type of content.