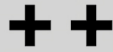


Stats pertaining to Instagram, Twitter,
Facebook, YouTube and City Council



Social Media Stats



FACEBOOK FOLLOWERS:
JAN (17) - MAY (2021)
2017: 892 + 4903 **SINCE 2017**
2018: 2,302 (FINISHED WITH)
2019: 3,420 **EXCEEDED GOALS**
2020: 5,232 (FINISHED WITH)
"EXCEEDED GOALS"
+ 1,766 SINCE 2019
2021: 5,795 (CURRENT) **+565**
GOALS FOR 2021 1K NEW FOLLOWERS
@CITY COUNCIL FOLLOWERS 2948 "N/A"



YOUTUBE (08) JAN 2017 - MAY 2021
LIFETIME TIME VIEWS
VIEWS: 2,011,712 = 2.0M
IMPRESSIONS: 9.4 MILLION
AVERAGE VIEW DURATION:
4:24 MIN (SINCE 2017)

SUBSCRIBERS: 2,529 + 1,999
SUBSCRIBERS (2017): 529
TOTAL VIDEOS: 4,086

TOP VIDEOS:
JOE BIDEN "CORN POP "1.2 MILLION

TOP PLAYLIST LIFETIME:
COVID19/VACCINATION UPDATES: 15.6%
POPULAR UPLOADS 16.2%

VIRTUAL REGULAR MEETING OF
WILMINGTON CITY COUNCIL 41.2%

WITN22 PUBLIC SERVICE
ANNOUNCEMENT: 16.8%

CITY COUNCIL FY22 BUDGET 13.3%

22 NEWS FEATURE 20.9%



INSTAGRAM: @WITN22
1,868 FOLLOWERS +(1787) FOLLOWERS
(+"1787" SINCE 2017)
1,847 POST | 65 POST ARCHIVED

FOLLOWER ADDED:

2013=22
2014=61
2015=0
2016=0
2017=216
2018=652 **(RECORD)**
2019=400
2020=530
2021=95



TWITTER ACCOUNTS:
@WITN22 = 2,083 TOTAL FOLLOWERS
7,272 TOTAL TWEETS
ADDED FOLLOWERS MAY (2017) =1,698
IMPRESSIONS RECORDS 28.2 MAY 2018
IMPRESSIONS RECORDS 28.1 AUG 2018

@WILMCITYCOUNCIL = 2,345 FOLLOWERS
3,320 TOTAL TWEETS **"N/A"**



KEY NOTES YOUTUBE GROWTH:
YOUTUBE SEARCH: **52.8.1%**
EXTERNAL: **29.7%**
"YOUTUBE RECOMMENDING YOUR CONTENT"
SUGGESTED VIDEOS: **12.9%**
GOOGLE SEARCH: **35.3%**
FACEBOOK SEARCH: **16.1%**
TWITTER SEARCH: **3.4%**
VIEWERS SEEKING YOUR CONTENT
52.8%

