

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



## Social Media Stats



### FACEBOOK FOLLOWERS:

JAN (17) - JAN (2021)

2017: 892 + 5,515 **SINCE 2017**

2018: 2,302 (FINISHED WITH)

2019: 3,420 **EXCEEDED GOALS**

2020: 5,232 (FINISHED WITH)

**"EXCEEDED GOALS"**

**+ 1,766 SINCE 2019**

2021: 5,515 (CURRENT) **+285**

GOALS FOR 2021 1K NEW FOLLOWERS



### YOUTUBE (08) JAN2017 — JAN 2021

LIFETIME TIME VIEWS

VIEWS: 1,849,976 = **1.9M**

IMPRESSIONS: **8.1 MILLION**

AVERAGE VIEW DURATION:

4:23MIN (SINCE 2017)

SUBSCRIBERS: 2,350+ 1,821

**SUBSCRIBERS (2017): 529**

TOTAL VIDEOS: 3,950

TOP VIDEOS:

JOE BIDEN "CORN POP" **1.1MILLION**

TOP PLAYLIST:

COVID19 DELAWARE UPDATES: **20.5%**

POPULAR UPLOADS **17.9%**

VIRTUAL REGULAR MEETING OF  
WILMINGTON CITY COUNCIL **14.8%**

WITN22 PUBLIC SERVICE  
ANNOUNCEMENT: **11.8%**

WILMINGTON DELAWARE  
CITY COUNCIL MEMBERS **4.8%**



### INSTAGRAM: @WITN22

1,822 FOLLOWERS + (1739) FOLLOWERS

**(+"1739" SINCE 2017)**

1,714 POST

FOLLOWER ADDED:

2013=22

2014=61

2015=0

2016=0

2017=216

2018=652 **(RECORD)**

2019=400

2020=530

2021=48



### TWITTER ACCOUNTS:

@WITN22 = 2,056 TOTAL FOLLOWERS

6,797 TOTAL TWEETS

**ADDED FOLLOWERS MAY (2017) = 1,698**

**IMPRESSIONS RECORDS 28.2 MAY 2018**

**IMPRESSIONS RECORDS 28.1 AUG 2018**

@WILMCITYCOUNCIL = 2,235 FOLLOWERS

3,036 TOTAL TWEETS



### KEY NOTES YOUTUBE GROWTH:

YOUTUBE SEARCH: **38.9%**

EXTERNAL: **29.9%**

**"YOUTUBE RECOMMENDING YOUR CONTENT"**

SUGGESTED VIDEOS: **13.1%**

GOOGLE SEARCH: **22.6%**

FACEBOOK SEARCH: **16.4%**

**VIEWERS SEEKING YOUR CONTENT**

**70.5%**

**YOUR CHANNEL'S VIEWS ARE UP 145%**

**AS MORE VIEWERS ARE FINDING ONE OF**

**YOUR OLDER VIDEOS FROM SEARCH RESULTS.**



SOCIAL

MEDIA

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