

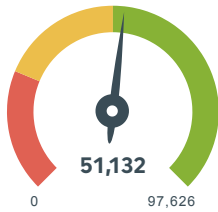


REPORT FOR 7 MAR, 2021 - 13 MAR, 2021

SOCIAL MEDIA REPORT FOR VACCINES

FACEBOOK - INSIGHTS

PAGE IMPRESSIONS



TOP POSTS BY IMPRESSIONS

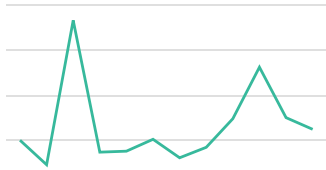
Post	Post Impressions
Residents across Waterloo Region will soon ha...	7,555
There has been a change to the time interval ...	5,755
This gentleman was so happy with the help he...	3,996
Flags have been lowered at all Regional buildi...	3,562
Today another vaccination clinic opens in Wat...	3,050
Two pop-up Indigenous clinics will open in Wa...	2,497
Hope grows for our entire community with ev...	2,461
These are familiar faces, even under the mask...	2,298
TransformWR, a community plan to reduce W...	2,199
With @grandriverca's warning of the potentia...	1,904

NEW FANS

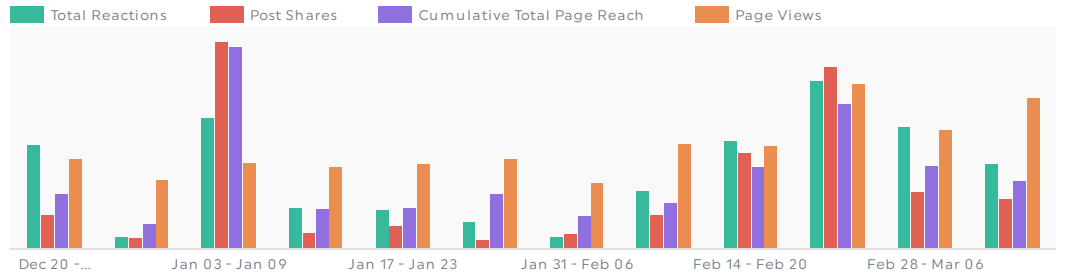
76

PAGE ORGANIC REACH

30,895



PAGE ENGAGEMENT



TWITTER

FOLLOWERS COUNT

75,694

MENTIONS

52

COMMENTS

Likes
910



On average, you earned 130 likes per day

Link clicks
2.2K



On average, you earned 310 link clicks per day

Retweets without comments
286



On average, you earned 41 Retweets without comments per day

INSTAGRAM

NEW FOLLOWERS

376

PROFILE VIEWS

264

LIKES

598

IMPRESSIONS

9,132



WEBSITE CLICKS

14

COMMENTS

22

INSTAGRAM COMMENTS

- katie_of_canada** 🍌🍌🍌🍌 Thank you!
8w 1 like Reply
- chefalakim** Thank you 🍌
8w 1 like Reply
- teresachevy** Love this!
8w 1 like Reply
- lindskalb** So 🍌exciting🍌
8w 2 likes Reply
- hilz_neuf** Great job!!! Thank you for helping to keep our community safe 😊
- jennifergaynor42** Thank you for the update! Much appreciated! 👍
2w Reply
- karengrekoff** That is welcoming news ,, thanks 🙏
- sandrasantos9778** Thank you 🍌
2w Reply
- hetindale** Way to go Waterloo Region!!! Thank you ❤️
7w 1 like Reply
- caro.vogel** Fantastic- brought tears to my eyes!! Can't wait to have mine. 😊
11w 1 like Reply

FACEBOOK COMMENTS

- Comment as Region of Waterloo 🗨️ 📷 📄 🗨️
 - Gillian Fife Rees** well done, love seeing that this has been the experience and not at all surprised, we know you are all working so hard to roll this out, thank you!
Like · Reply · Message · 4 d
 - Maria Batista** So happy it all went so well:)
Like · Reply · Message · 2 d
 - Maria DeVargas Gray** I took my mom yesterday to The Boardwalk for her 1st Covid 19 vaccine and I was very pleased with how friendly, efficient and organized everyone was. Thank you to all the staff and the many volunteers.
Like · Reply · Message · 5 d
 - Karen Marshall** I have only good things to say from the ease of the online registration, and appointment process, to how smoothly the Boardwalk Clinic ran. I was fortunate to have had my 94 year old Mom vaccinated last Saturday. Kudos, and Thank you Waterloo Region on a job well done!
Like · Reply · Message · 5 d · Edited
- Write a comment...

OTHER

- Kathy Ringwald** System worked well. Got my shot today after registering on Thursday . Thankful !
Like · Reply · Message · 1 w
- bskwaterloo** Thank you for keeping us all up to date! We appreciate it!
- flyykf** What a sweet gesture - so proud to be a part of the Region of Waterloo! ❤️
4d Reply