

@NorthPortParksAndRec Facebook Page Social Report

12/1/21-12/31/21 Compared to Previous Period



Page/Posts Performance

Followers

10,275
+96%

Post Engagements

18,944
-8%

Organic Post Reach

159,001
+11%

of Posts

53
+4

Video Views

6,879
+96%

Insights

- Increase in views and reach was expected due to the signature Poinsettia events.
- Engagement was slightly down despite reach being high, indicating users saw our content but didn't interact with it as much.

Events Performance

2,655 Event Reach

101 Engagement

Top Performing Post

North Port Parks & Rec
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We can't wait for all of the holly jolly fun happening this Saturday at the Poinsettia Festival, presented by Achieva Credit Union! Check out the fantastic entertainment schedule in the attached image or visit www.CityOfNorthPort.com/Poinsettia for more information - including the traffic and parking plan.

Prefer to watch from home? We've partnered with our friends at WKDW 97.5 FM to livestream the Poinsettia Parade, presented by Quality TV Sales & Service. You can tune ... See more

ENTERTAINMENT SCHEDULE

4:00 p.m.	Poinsettia Festival Begins
4:15 p.m.	60 West Band
5:00 p.m.	Poinsettia Parade Begins
5:15 p.m.	The Rock Box
6:20 p.m.	Imagine School of Young Marines Presentation of Colors Accompanied by Linda Zick Performing the National Anthem
6:25 p.m.	North Port City Commissioners and Mayor Opening Remarks and Holiday Message
6:35 p.m.	Tree Lighting
6:40 p.m.	Announcement of Gingerbread House Winners
6:50 p.m.	Announcement of Parade Winners
7:00 p.m.	Universal Dance Academy
7:15 p.m.	North Port High School Theatre
7:45 p.m.	60 West Band
8:30 p.m.	Poinsettia Festival Ends

Entertainment Schedule subject to change