

# @NorthPortParksAndRec Facebook Page Social Report

## 2/1/22-2/28/22 Compared to Previous Period



### Page/Posts Performance



### Events Performance

Active Events During the Past Month



### Top Performing Post



### Key Takeaways:

- Despite a shorter month and dip in overall reach, content was engaged with more than the previous month.
- In part, this could be due to the livestreams and event videos posted due to our event-packed month and isn't surprising.