

March 2024 — @NorthPortParksAndRec Facebook Page Social Media Performance Report

Top Performing Post

Reach: 30,464
Impressions: 34,103
Interactions: 277
Links Click: 23

North Port Parks & Rec
Published by Loomly · March 18 at 11:43 AM ·

🕒 It's official! The #NorthPortAquaticCenter starts Spring Operation Hours today that will run through May 24, which means the waterpark will be now be open on Sat. & Sun., from 10 a.m.-5 p.m. For information about our hours, visit NorthPortFL.gov/Pool

⚠️ REMINDER: NPAC will be open on Friday, Mar. 29, full facility, but will be closed on Sunday, Mar. 31 to observe the Easter Holiday. We will see you on Tuesday Apr. 2 when we return to our normal operating hours.

🌿 Come tr... See more



See insights and ads Boost

👍❤️ 142 51 💬 73 ➦

Followers

15,130
+1%

Total Reach

99,836
↑18.9%

Total Posts

67
+26.4%

Video Watched

(Mins.)

2,370 mins
15.7K Reach

Events Ad Performance

Events that received boosted posts

Movie on the Green	Summer Camps	Aloha NPAC Luau
Reach: 2,793	2,594	6,972
Spent: \$40.00	\$75.00	\$50.00
Interactions: 107	269	531
Cost Per Msg: \$0.37	\$0.28	\$0.09

Insights: The excitement of Spring Break at NPAC, along coupled with engaging activities such as BINGLO and Egg Hunts sparked a significant amount of interaction on our page this month. The shares allowed me to invite a number of fresh members to the page, assisting in gaining new members to the page. We boosted two posts and one event, which aids in our reach.



February 2024 — @NorthPortParksAndRec Facebook Page

Social Media Performance Report

Top Performing Post

Reach: 32,474
 Impressions: 34,800
 Interactions: 175
 Links Click: 46

Followers

14,968
 +.8%

Total Reach

81,915
 ↑87.5%

Total Posts

49
 -31%

Video Watched

(Mins.)

310 mins
3.1K Reach

Events Ad Performance

Events that received boosted posts

Flashlight Egg Hunt	Eggnormous Egg Hung	Movie on the Green
Reach: 8,733	7,287	4,479
Spent: \$50.00	\$50.00	\$50.00
Interactions: 293	347	73
Cost Per Msg: \$.17	\$0.14	\$.68

Insights: Alligators at WMSP always brings high our page attention, however this month, the added boosts of the Egg Hunts and MOG has brought in some significant reach and interactions, making up for the drop in posts. This would indicate that boosting posts does assist with reaching audience, but next month would help prove that theory better.



January 2024 — @NorthPortParksAndRec Facebook Page Social Media Performance Report

Top Performing Post

8,889 Reach
13,848 Impressions
72 Interactions
106 Link Clicks

Followers

14,847
+1%

Total Reach

45,241
-60.5%

Total Posts

71
-5.3%

Video Watched

(Mins.)

909 mins
8.6K Reach

Events Ad Performance

Events that received boosted posts

Kids Night Out
Reach: 3,365
Spent: \$50.00
Interactions: 7
Cost Per Msg: \$7.14

Insights

There has been a change in total reach on our and The City page which has been drastic and unexplainable. While our habits have not changed, something within Facebook has and we have not figured out what that is just yet. Activity within these pages have not changed as followers and interacts has been steady. Could be something within an algorithm and is being watched. Introduced a new video, "Hey North Port Community," which reached 2.5k, however we still need to figure out a way to showcase all our offerings in a shorter, creative way.



December 2023 — @NorthPortParksAndRec Facebook Page Social Media Performance Report

Top Performing Post

Reach: 25,999
Impressions: 26,370
Interactions: 1,679

North Port Parks & Rec
Published by Madison Lynne · December 2 at 7:41 PM · 🌐

Thank you to all who came out to enjoy the Poinsettia Parade & Festival. A big shout-out goes to our sponsors and vendors to make this event a spirit-filled success!

More pictures are to come 📷

Join us to congratulate the gingerbread house and the parade float contest winners!

The winners of the gingerbread house contest are:

Petra Chamard
Rudy Bury
Robin Smith
Caitlin Prilt

The winners of the parade floats are:

Snowflake Award – Coldwell Banker
Poinsettia Award – Bowersox Air Conditioning & Heating
Kris Kringle Award - Lighthouse Baptist Church
Elfin Award – North Port High School Orchestra

#Poinsettia2023



Followers

14,740
+1%

Total Reach

114,578
+24.8%

Total Posts

73
+18%

Video Watched

(Mins.)

2,542 mins
32.8K Reach

Events Ad Performance

Events that received boosted posts

Winter Camp
Reach: 2,237
Spent: \$25.00
Interactions: 45
Cost Per Msg: \$0.56

Insights

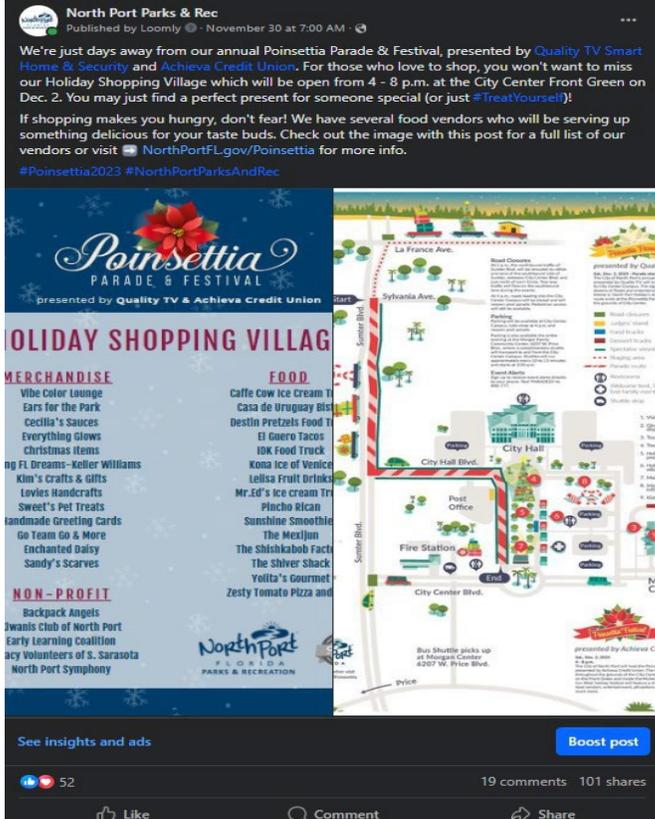
Not surprised to see our engagement and thrilled to see that we are still gaining followers. The community loves Poinsettia Parade & Festival and seeks out the information we provide, followed by Swim with Santa. We had a strong number of engagements and shares on these posts specifically, and our video views were high due to the live stream of the event. We boosted one event this month, Winter Camp. We also introduced a video series that ran throughout the month called "Meet your instructor," which received a total of 7k reach!

November 2023 — @NorthPortParksAndRec Facebook Page

Social Media Performance Report

Top Performing Post

Reach: 19,383
 Impressions: 20,887
 Interactions: 2,558



Followers

14,713
 +1%

Total Reach

88,222
 -44.6%

Total Posts

62
 +7

Video Watched

(Mins.)

1525 mins
 12.4K Reach

Events Ad Performance

Events that received boosted posts

Swim with Santa (x2)	Kids Night Out	Poinsettia P&F
Reach: 13,199	2,365	1,591
Spent: \$100.00	\$34.00	\$11.84
Interactions: 550	17	66
Cost Per Msg: \$0.18	\$2.00	\$0.18

Insights

November is a relative quiet month, especially coming off of a packed October. With that in mind, we still kept our audience engaged with videos and posts regarding upcoming December events and holiday messages, leading to an increase in followers and video watched minutes and reach. The reporting of the total reach seems to have stabilized a little, however losing 44% of our reach still seems a bit excessive.



October 2023 — @NorthPortParksAndRec Facebook Page Social Media Performance Report

Top Performing Post

Reach: 99,596
Impressions: 107,637
Interactions: 5,304

 North Port Parks & Rec
Published by Kimberly Becker Lencki · October 6 · 🌐

10/6/2023 UPDATE: Warm Mineral Springs Park Closed

📍 Warm Mineral Springs Park (12200 San Servando Ave.) is temporarily closed this morning due to an alligator. Florida Fish and Wildlife has been contacted to help trap and remove our visitor. We will let you know when this situation is resolved and the park is re-opened. For questions about the park, please call (941) 426-1692.

Since we have your attention, now is a good time to share the FWC's "Living with Alligators" gui...
[See more](#)



Followers

14,702
+20

Total Reach

159,363
+199.2%

Total Posts

58
+93.3%

Video

1337 mins
11.6K Reach

Events Ad Performance

Events that received boosted posts

Sweetheart Ball
Reach: 2753
Spent: \$25.00
Interactions: 57
Cost Per Msg: \$.44

Insights

Reporting total reach has gone askew and we do not know why. That said, the community had a lot to say about the alligator in Warm Mineral Spring Park as well as Trick or Treat at City Hall being back in full capacity. Having a new face on video also sparked a lot of curiosity as we had a spike in video reach. Only one boosted event this month — Sweetheart Ball, to bring in the last few attendees we were looking for, which helped us reach our goal.

