

# March 2024 — @NorthPortParksAndRec Facebook Page

## Social Media Performance Report

### Top Performing Post

Reach: 30,464

Impressions: 34,103

Interactions: 277

Links Click: 23

### 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 aides in our reach.



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](https://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

# February 2024 — @NorthPortParksAndRec Facebook Page

## Social Media Performance Report

### Top Performing Post

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



UPDATE 02/12/24 - Warm Mineral Springs Park (12200 San Servando Ave.) has re-opened to the public! Thank you for your patience and understanding.

ORIGINAL - 02/11/24 - Warm Mineral Springs Park (12200 San Servando Ave.) is temporarily closed 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 abo... See more



[See insights and ads](#)

[Boost post](#)

91

26 58

### 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.



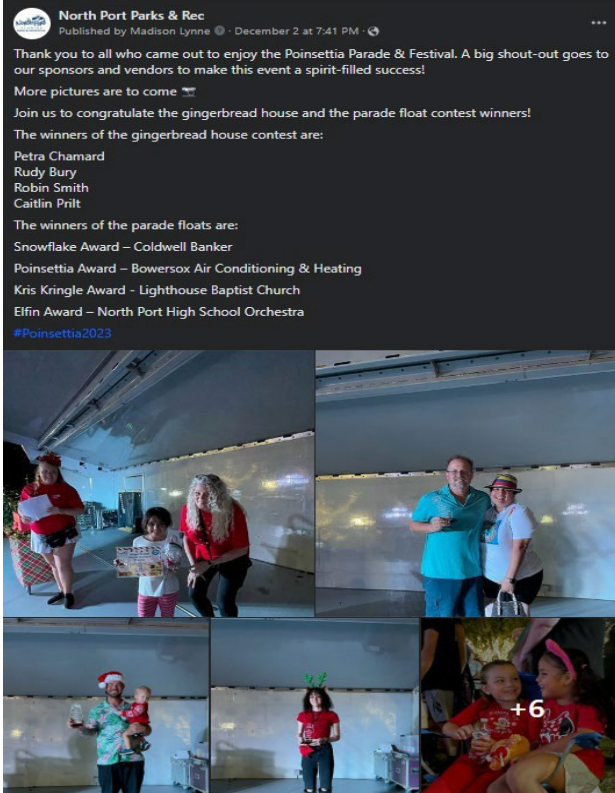


# December 2023 — @NorthPortParksAndRec Facebook Page

## Social Media Performance Report

### Top Performing Post

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



### 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

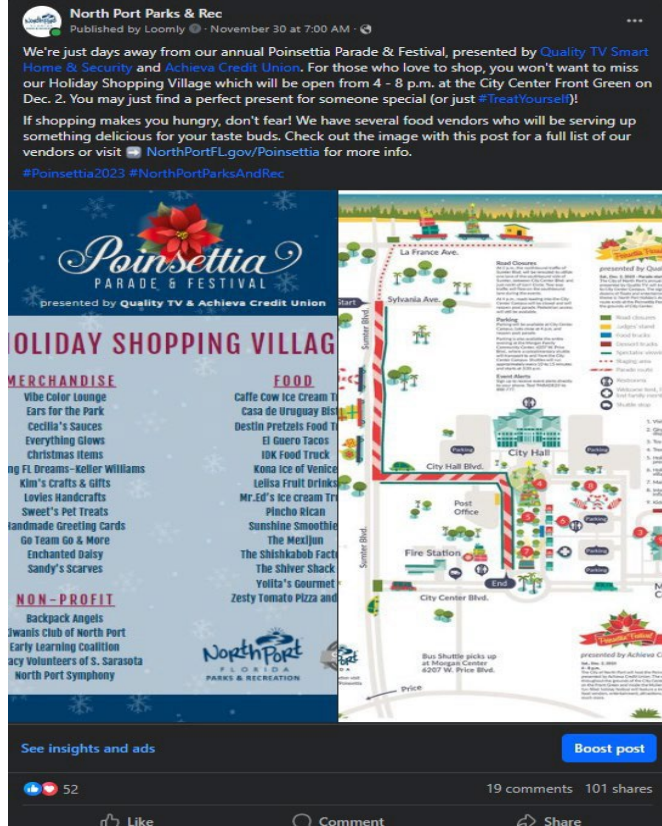
Not surprised to see our engagement and thrilled to see that we are still gaining followers. The community loves Poinsettia Parade & Festival and seeks out the information we provide, followed by Swim with Santa. We had a strong number of engagements and shares on these posts specifically, and our video 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

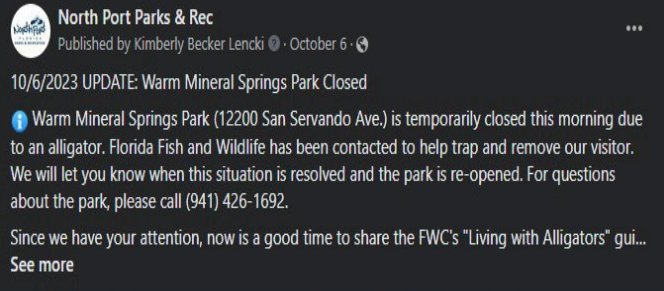
## Social Media Performance Report

### Top Performing Post

Reach: 99,596

Impressions: 107,637

Interactions: 5,304



### 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.

