

Social Media Analytics 2017 vs 2018 Comparison

Statistics are comparing the periods of 1 January 2017 - 16 March 2017 and 1 January 2018 - 16 March 2018

Twitter Followers	Twitter Impressions	Engagement rate	Facebook Likes	Facebook Post Reach	Inbound Messages	Users Engaged	% positive Messages	% Negative Messages	% neutral messages
12293	229,100	1.80%	4,037	286,310	3,603	1,637	35.9%	20.2%	43.9%
11333	145,800	1.70%	2,451	78,198	1,127	424	27.1%	26.7%	40.2%
960	~83,300	0.10%	1,586	208,112	2,476	1,213	8.8%	-6.5%	-3.69%
8.47%	57.13%	5.88%	64.71%	266.13%	219.70%	286.08%	32.47%	-24.34%	-9.18%

