

Social media analytics July – Sept 2020

Healthwatch Gateshead

Twitter

Followers: 1,710

Impressions: 57.3K

compared with 17.8K impressions for same period in July – Sept 2019 (105% increase)

Facebook

Page followers: 437

compared with 196 page followers for July – Sept 2019 (76% increase)

Post impressions 23,409

compared with 4,733 impressions for same period in July – Sept 2019 (132.5% increase)

Instagram

NB: Instagram analytics only provides data for the 7-day period (will need to purchase a third party tool for longer timespans)

Followers: 299

Impressions 17 – 23 Sep: 440

LinkedIn

NB: business page was set up by North East Social Media during the summer

Followers: 16

Page views: 59