






Social Media Report

Comparison between **Apr 01, 2020 - Mar 31, 2021** and **Apr 01, 2019 - Mar 31, 2020**

 @NorthHertsDC

 northhertsdc

 North Hertfordshire District Council

<p>f Fans</p> <p>5.1K fans</p> <p>↗ 1.6K from 3.5K</p>	<p>t Followers</p> <p>12K followers</p> <p>↗ 617 from 11K</p>	<p>@ Followers</p> <p>1.7K followers</p> <p>↗ 453 from 1.2K</p>
<p>f Fans</p>	<p>t Followers</p>	<p>@ Followers</p>
<p>f Posts</p> <p>1.3K posts</p> <p>↗ 187 from 1.1K</p>	<p>t Tweets</p> <p>1.4K tweets</p> <p>↘ 2 from 1.4K</p>	<p>@ Posts</p> <p>31 posts</p> <p>↘ 22 from 53</p>
<p>f Engagement</p> <p>37K engagements</p> <p>↗ 7.7K from 30K</p>	<p>t Engagement</p> <p>5.4K engagements</p> <p>↗ 934 from 4.5K</p>	<p>@ Engagement</p> <p>855 engagements</p> <p>↘ 396 from 1.3K</p>
<p>f Engagement > Type</p> <p>Reactions ↗ 4.4K 22K</p>	<p>t Engagement > Type</p> <p>Likes ↗ 308 2.7K</p>	<p>@ Engagement > Type</p> <p>Photo ↘ 467 784</p>
<p>Shares ↗ 2.7K 8K</p>	<p>Retweets ↗ 560 2.3K</p>	<p>Carousel album 51</p>
<p>Comments ↗ 618 7.3K</p>	<p>Replies ↗ 66 425</p>	<p>Video 20</p>

<p>Received PMs</p> <p>858 PMs</p> <p>↘ 204 from 1.1K</p>	<p>Received DMs</p> <p>591 DMs</p> <p>↘ 24 from 615</p>	<p>Inbound Messages</p> <p>3.1K messages</p> <p>↘ 349 from 3.4K</p>
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<p>Post Organic Reach</p> <p>2.6M users</p> <p>↗ 786K from 1.8M</p>	<p>Mentions</p> <p>2.5K mentions</p> <p>↘ 325 from 2.8K</p>	<p>Inbound Messages > Topics</p> <table border="1"> <tr> <td>Council 21.14%</td> <td>bins 10.46%</td> <td>open 9.26%</td> <td>collected 8.65%</td> </tr> <tr> <td></td> <td></td> <td>Hertfordshire 8.11%</td> <td>garden 7.5%</td> </tr> <tr> <td></td> <td>waste 10.13%</td> <td>North 7.83%</td> <td>Letchworth 5.91%</td> </tr> <tr> <td>park 11.01%</td> <td></td> <td></td> <td></td> </tr> </table>	Council 21.14%	bins 10.46%	open 9.26%	collected 8.65%			Hertfordshire 8.11%	garden 7.5%		waste 10.13%	North 7.83%	Letchworth 5.91%	park 11.01%			
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