

SOCIAL MEDIA REPORT



2022 Year in Review

Constant Contact® 

FOLLOWERS

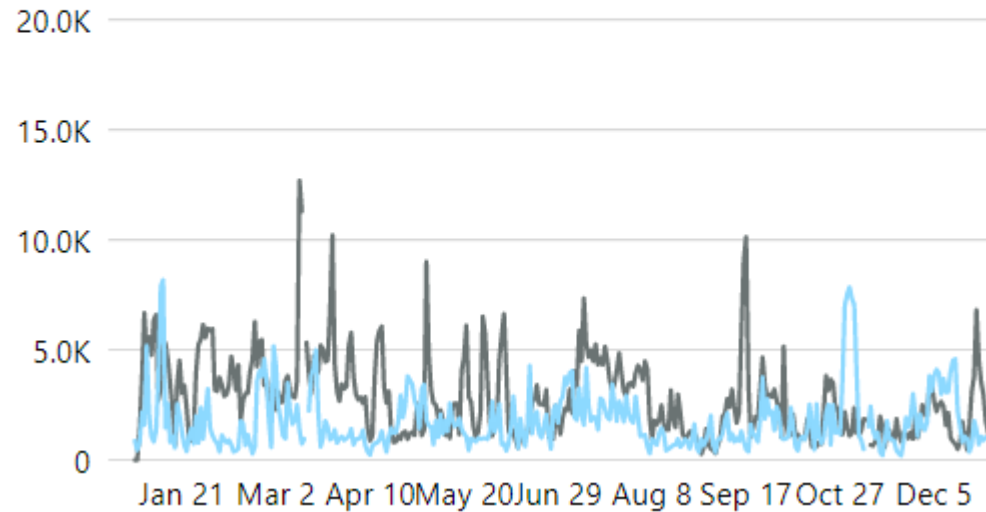
EoY '22 vs. EoY '21

- INSTAGRAM – 56,740 vs. 50,330
 - +6,410 followers, +12.74%
- FACEBOOK – 20,913 vs. 20,297
 - +616 followers, +3.04%
- CONSTANT CONTACT – 19,672 vs. 18,988
 - +684 followers, +3.60%
- TWITTER – 5,300 vs. 4,878
 - +422 followers, +8.65%
- LINKEDIN – 6,074 vs. 3,910
 - +2,164 followers, +55.35%

FACEBOOK REACH AND VISITS

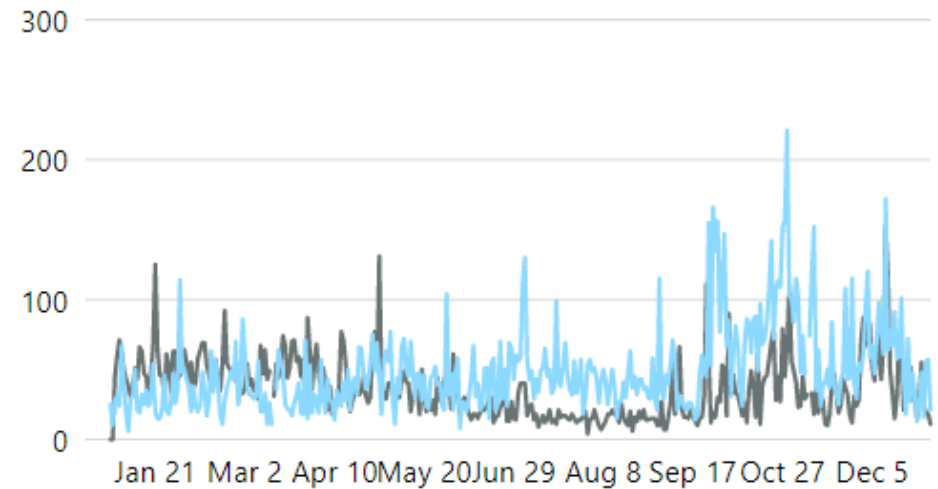
Facebook Page reach ⓘ

152,302 ↓ 52.6%



Facebook Page visits ⓘ

18,002 ↑ 35.3%



TOP POSTS BY REACH



[Boost again](#)

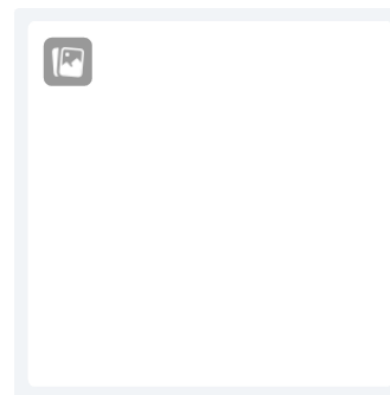
The City of Coral Gables' new website is currently live for BETA testing! Our g...
July 5, 2022 at 12:03 PM
ID: 413357344166166

Interactions

👍 250 reactions 💬 35 comments ➦ 25 shares

Performance

Reach ⓘ Total 11,978 Worst  Best This post reached more people than 100% of your 50 most recent Facebook posts and stories.	Reactions, comments and sh... ⓘ Total 310 Worst  Best This post received more reactions, comments and shares than 100% of your 50 most recent Facebook posts and stories.	Results ⓘ Total 302 Worst  Best This post received more link clicks than 98% of your 50 most recent Facebook posts and stories.
Reach 11,978	Reactions 250 Comments 35 Shares 25	Link clicks 302



[Boost again](#)

Be a lucky winner of \$100 for taking a quick, easy survey! The City of Coral G...
June 29, 2022 at 10:00 AM
ID: 409321661236401

Interactions

👍 40 reactions 💬 1 comment ➦ 6 shares

Performance

Reach ⓘ Total 9,084 Worst  Best This post reached more people than 100% of your 50 most recent Facebook posts and stories.	Reactions, comments and sh... ⓘ Total 47 Worst  Best This post received more reactions, comments and shares than 92% of your 50 most recent Facebook posts and stories.	Results ⓘ Total 367 Worst  Best This post received more link clicks than 98% of your 50 most recent Facebook posts and stories.
Reach 9,084	Reactions 40 Comments 1 Shares 6	Link clicks 367

MOST LIKED POSTS

1



Boost again

The City of Coral Gables' new website is currently live for BETA testing! Our g...
July 5, 2022 at 12:03 PM

ID: 413357344166166

Interactions

👍 250 reactions

💬 35 comments

➦ 25 shares



2



Boost post

What an amazing moment for all of us in the City Beautiful! Yesterday, FIFA ...
June 17, 2022 at 9:47 AM

ID: 400969365404964

Interactions

👍 214 reactions

💬 22 comments

➦ 13 shares

3



Boost post

The City Attorney's Office led by City Attorney Miriam Soler Ramos is now a f...
September 9, 2022 at 12:02 PM

ID: 457363979765502

Interactions

👍 200 reactions

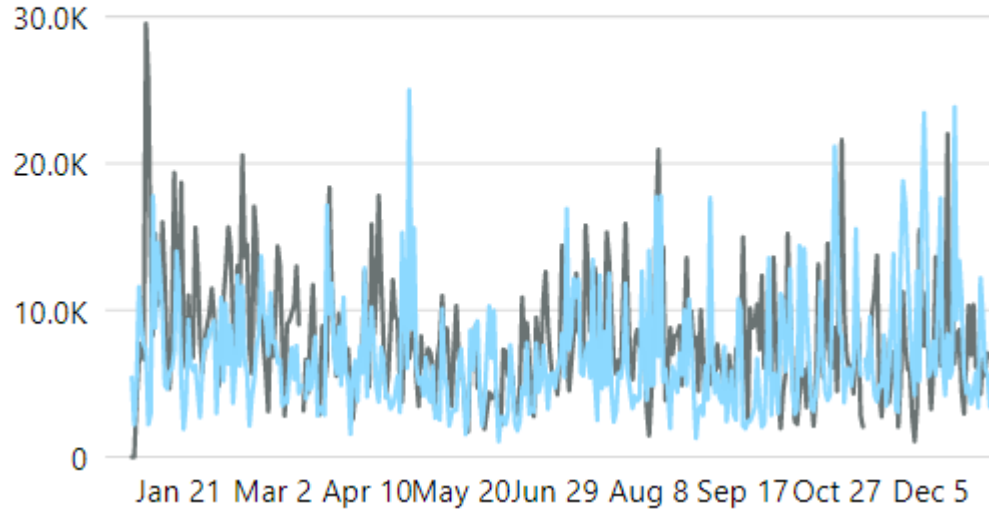
💬 42 comments

➦ 4 shares

INSTAGRAM REACH AND VISITS

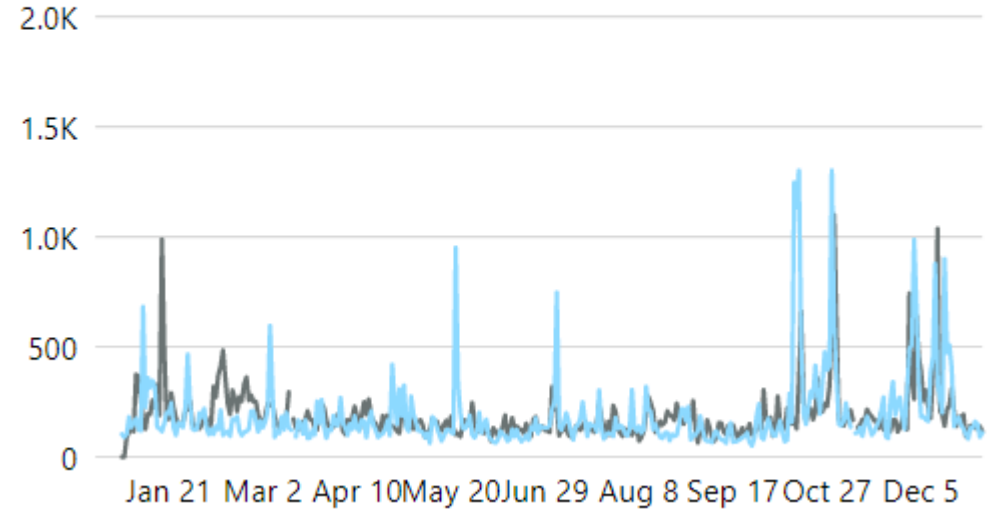
Instagram reach ⓘ

281,899 ↓ 28.9%



Instagram profile visits ⓘ

68,432 ↑ 0.9%



TOP POSTS BY REACH



Boost reel

It's blooming in Coral Gables. To give back to the community, @continentalflo...
August 13, 2022 at 10:52 AM
ID: 17918164808552180

Reach ⓘ ↓ Likes and reactio... ⓘ ↑↓ Comments ⓘ ↑↓

44,331

1,479

37



Boost reel

The holiday season has officially started in the #CityBeautiful! Come to Cora...
December 2, 2022 at 9:52 PM
ID: 18010652683500203

Reach ⓘ ↓ Likes and reactio... ⓘ ↑↓ Comments ⓘ ↑↓

30,152


1,926

44

MOST LIKED POSTS

1

Boost reel



The holiday season has officially started in the #CityBeautiful! Come to Cora...
December 2, 2022 at 9:52 PM
ID: 18010652683500203

Reach ⓘ ↓ Likes and reactio... ⓘ ↑↓ Comments ⓘ ↑↓


30,152

1,926

44

2

Boost unavailable



FALL IN LOVE with the #CityBeautiful! Nothing says "autumn" quite like the ...
October 13, 2022 at 9:58 AM
ID: 17974585780759801

Reach ⓘ ↑↓ Likes and reactio... ⓘ ↓ Comments ⓘ ↑↓


26,344

1,824

61

3

Boost reel



Wave to Santa Claus and his helpers as they ride on a fire truck through the st...
December 15, 2022 at 8:01 AM
ID: 17983751872759400

Reach ⓘ ↓ Likes and reactio... ⓘ ↑↓ Comments ⓘ ↑↓

28,425

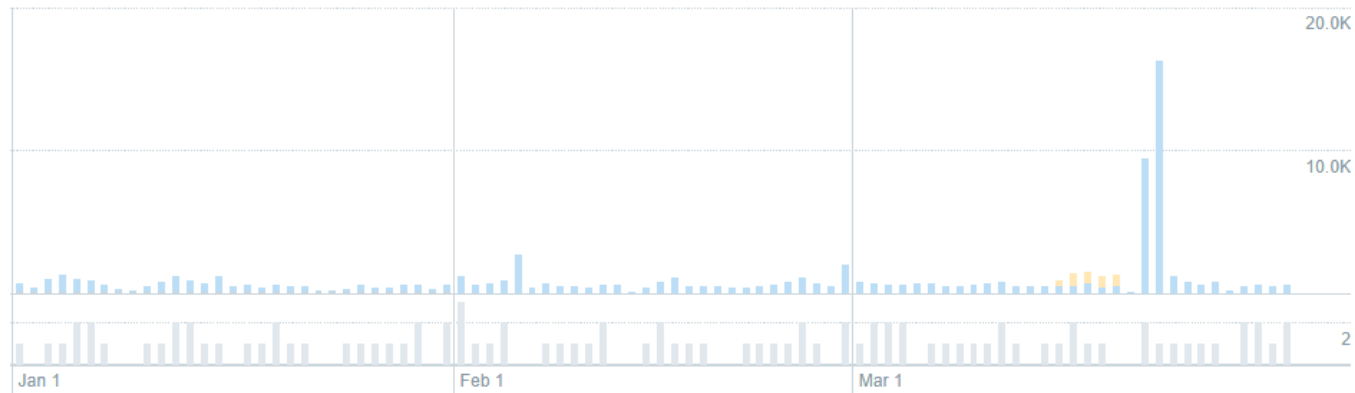
1,744

30

TWITTER OVERVIEW (Q1 + Q2)

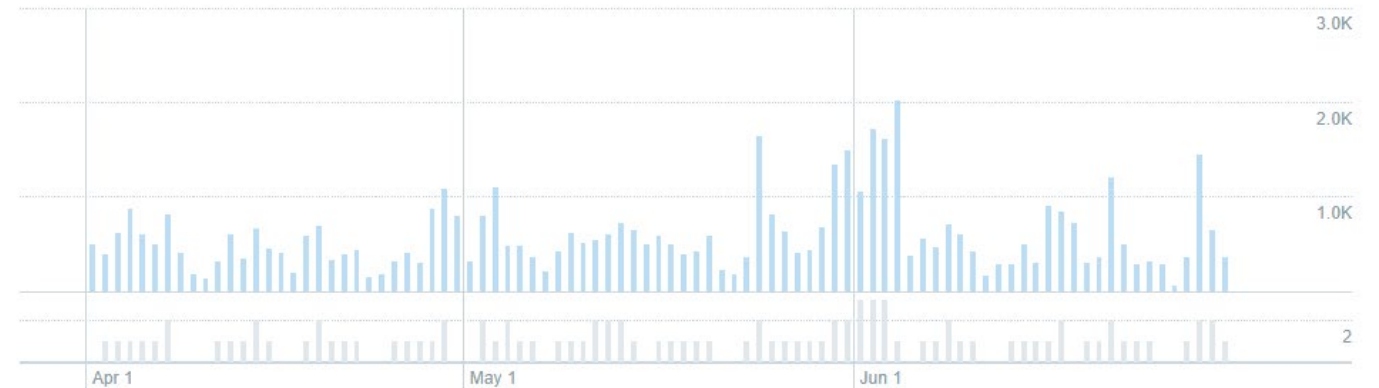
Your Tweets earned **88.3K impressions** over this **90 day period**

Q1



Your Tweets earned **53.4K impressions** over this **91 day period**

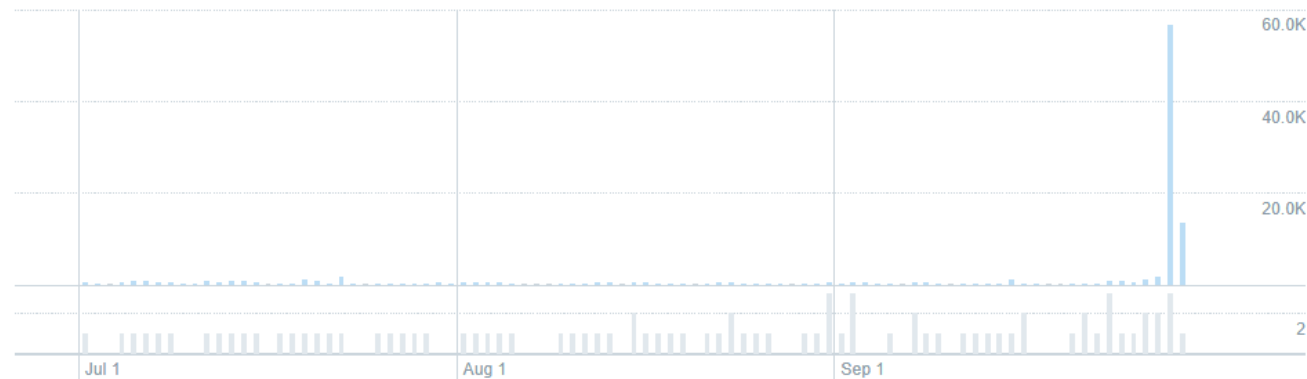
Q2



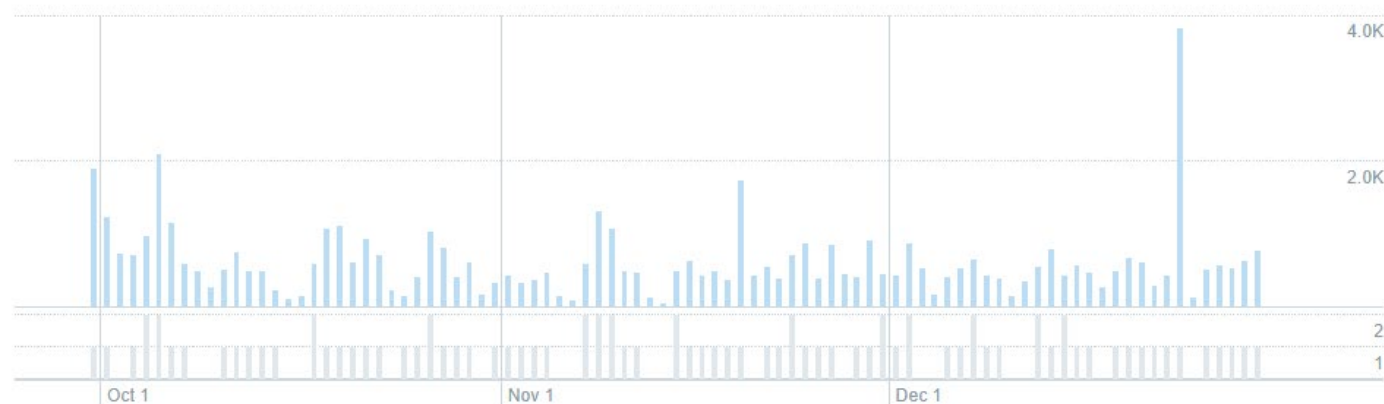
TWITTER OVERVIEW (Q3 + Q4)

Q3

Your Tweets earned **115.5K impressions** over this **91 day** period



Your Tweets earned **55.6K impressions** over this **91 day** period



Q4

TWITTER ENGAGEMENT (Q1 + Q2)

Engagements

Showing 90 days with daily frequency

Engagement rate

2.1%

Mar 31
5.0% engagement rate



Link clicks

238

Mar 31
6 link clicks



On average, you earned **3 link clicks** per day

Retweets without comments

155

Mar 31
3 Retweets without comments



On average, you earned **2 Retweets without comments** per day

Likes

465

Mar 31
7 likes



On average, you earned **5 likes** per day

Replies

23

Mar 31
0 replies



On average, you earned **0 replies** per day

Q1 ↑

Q2 ↓

Engagements

Showing 91 days with daily frequency

Engagement rate

3.2%

Jun 30
2.2% engagement rate



Link clicks

227

Jun 30
2 link clicks



On average, you earned **2 link clicks** per day

Retweets without comments

140

Jun 30
0 Retweets without comments



On average, you earned **2 Retweets without comments** per day

Likes

335

Jun 30
2 likes

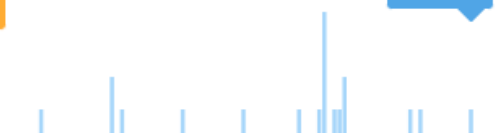


On average, you earned **4 likes** per day

Replies

19

Jun 30
0 replies



On average, you earned **0 replies** per day

TWITTER ENGAGEMENT (Q3 + Q4)

Engagements

Showing 91 days with daily frequency

Engagement rate

3.4%

Sep 29
0.7% engagement rate



Link clicks

330



On average, you earned **4 link clicks** per day

Sep 29
1 link click

Retweets without comments

131



On average, you earned **1 Retweets without comments** per day

Sep 29
5 Retweets without comments

Likes
340



On average, you earned **4 likes** per day

Sep 29
14 likes

Replies

38



On average, you earned **0 replies** per day

Sep 29
0 replies

Q3 ↑

Q4 ↓

Engagements

Showing 91 days with daily frequency

Engagement rate

3.2%

Dec 29
1.4% engagement rate



Link clicks

172



On average, you earned **2 link clicks** per day

Dec 29
4 link clicks

Retweets without comments

169



On average, you earned **2 Retweets without comments** per day

Dec 29
1 Retweet without comments

Likes
399



On average, you earned **4 likes** per day

Dec 29
3 likes

Replies




16



On average, you earned **0 replies** per day

Dec 29
0 replies

TOP 3 TWEETS

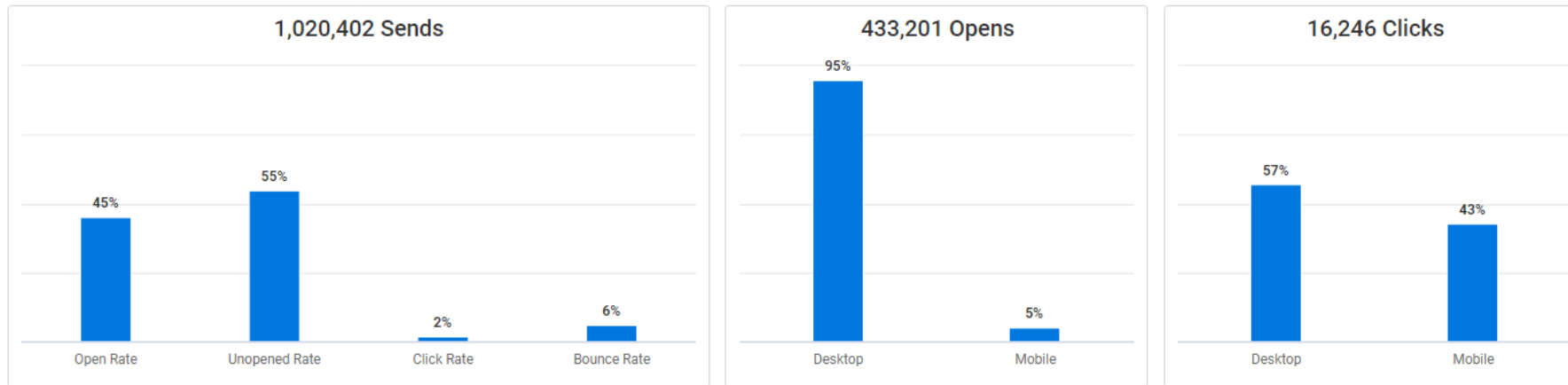
Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
	City of Coral Gables @CityCoralGables · Sep 28 Mayor Vince Lago visited the city's Emergency Operations Center today which has been activated to address any issues resulting from #Hurricanelan. The team would like to thank the mayor for ordering lunch! pic.twitter.com/7M6bYBTaiZ View Tweet activity			69,643	496	0.7%
	City of Coral Gables @CityCoralGables · Mar 21 Go Canes! Your hometown is rooting for you! #MarchMadness twitter.com/CanesHoops/sta... View Tweet activity			26,711	363	1.4%
	City of Coral Gables @CityCoralGables · Feb 3 The Coral Gables Farmers Market opens every Saturday through March 26 from 8 a.m. to 2 p.m. at 405 Biltmore Way. Find fresh fruits and vegetables, baked goods, plants, and more. For more information or to participate as a vendor, email specialevents@coralgables.com . pic.twitter.com/VcY5iJku9A			3,438	25	0.7%

CONSTANT CONTACT OVERVIEW

Overview

A look at some of your top emailing stats during the selected time range.

[Download As](#) ▾



Trends

Compare your stats over time and across your industry during the selected time range.

Your open rate:	45%	Your click rate:	2%
vs. previous 364 days	+15% ↗	vs. previous 364 days	+0% —
vs. industry average	+8% ↗	vs. industry average	+0% —

TOP EDITIONS BY OPENS

<input type="checkbox"/>	Time Sent	Campaign Name	Sends	Opens ↓	Clicks	Bounces	Unsubscribes
<input type="checkbox"/>	Wed, Aug 10, 2022, 12:08 PM	August 10 ENEWS	19,723	8,718 47%	210 1%	1,336 7%	17 1%
<input type="checkbox"/>	Wed, Aug 17, 2022, 12:05 PM	August 17 ENEWS Updated	19,698	8,709 47%	164 1%	1,335 7%	18 1%
<input type="checkbox"/>	Wed, Jun 22, 2022, 12:03 PM	E-NEWS June 22, 2022 Citywide- support copy	18,744	8,678 49%	292 2%	1,166 6%	18 1%
<input type="checkbox"/>	Wed, Jun 29, 2022, 1:52 PM	June 29 ENEWS	18,722	8,670 49%	301 2%	1,173 6%	11 1%
<input type="checkbox"/>	Wed, Jul 27, 2022, 12:08 PM	July 27 ENEWS Updated	19,751	8,609 47%	227 1%	1,320 7%	14 1%

LINKEDIN OVERVIEW

Highlights

Data for 1/4/2022 - 12/31/2022

8,700

Reactions

▲ 1,218.2%

501

Comments

▲ 922.4%

381

Reposts

▲ 2,281.3%

Impressions ▾



✓ Organic

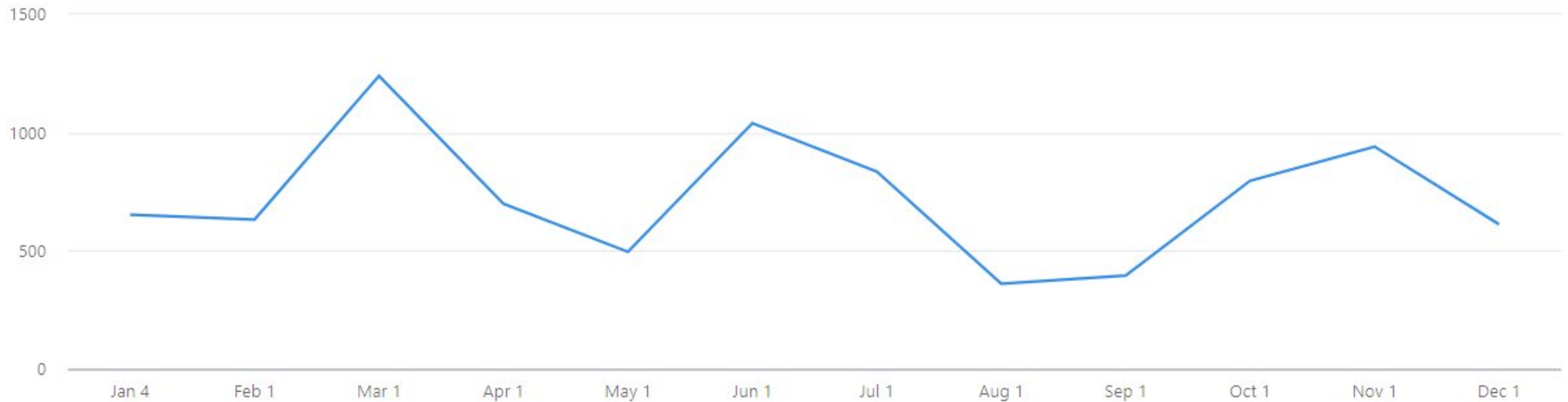
331,298

✓ Sponsored

169,493

LINKEDIN OVERVIEW

Reactions ▾



✓ Organic

8,698

TOP POSTS BY IMPRESSIONS

166,005

CORAL GABLES City of Coral Gables
6,089 followers
3mo • 🌐

This morning, Mayor Vincent Lago delivered his second State of the City address at the Good Morning Coral Gables event hosted by the Coral Gables Chamber of Commerce. During his presentation, Mayor Lago urged the #CoralGables business community to continue to move forward in bold, new directions with an emphasis on innovation and the utilization of new technologies.

Mayor Lago also premiered the Why Coral Gables? business campaign, a video series highlighting some of the largest and most influential companies that call the #CityBeautiful home.



WHY CORAL GABLES PROMO
youtube.com

👤👤👤 You and 51 others
2 comments • 4 reposts

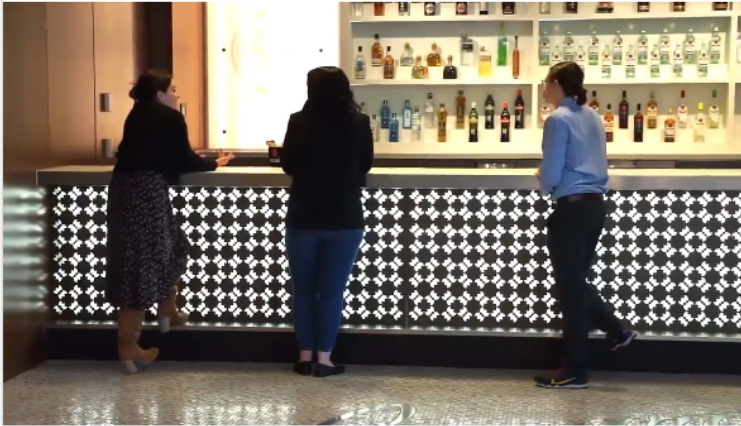
25,637

CORAL GABLES City of Coral Gables
6,089 followers
2mo • Edited • 🌐

Building off of the momentum of Mayor Lago's State of the City address, today we premiere the Why Coral Gables? campaign. This video series was created to showcase some of the largest and most influential companies that are right here in the #CityBeautiful.

A #CoralGables thank you to Bacardi North America and Eddie Cutillas for participating in our campaign and sharing with the community how this incredible brand continues to make moments for their customers.

<https://loom.ly/vtCDvOM>



Why Coral Gables? showcases some of the largest and most influential c...

👤👤👤 Farides (Fari) Garcia and 190 others
7 comments • 6 reposts