

APPENDIX A-2
SOCIAL MEDIA SUMMARY



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Based on the social media summary report of the Phase 1 engagement of the UVIC Cycling plan, it can be viewed that the social media campaigns were successful in serving information about the campaign to the existing and extended audiences of the University of Victoria and UVIC Campus Planning and Sustainability. It can be assumed that because Campus Planning content is generally of a more focused, narrow scope, greater engagement and click through percentages occurred on content featured on their social media channels, however the audience size is still only a fraction of that of the University. Future engagement should keep this in mind, potentially leveraging the habits of the respective audiences to share more or less detailed information based on what the audience will consume. An overview of the social media interactions that occurring during Phase 1 of the Campus Cycling Plan are summarized below.

FACEBOOK POST RESULTS:

- University of Victoria account had 7 posts between Oct 2 – Nov 7; for their 37,177 followers, organic (unpaid) reach was 18,710, resulting in 31,526 impressions, 533 unique engagements (likes, shares, comments) and 550 total clicks. For the three boosted (paid) posts, the added reach was 5,996, with 8,004 impressions.
- UVIC Campus Planning and Sustainability account had 18 posts between Oct 6 – Nov 24; for their 654 followers, organic (unpaid) reach was 2,505, resulting in 4929 impressions, 184 unique engagements (likes, shares, comments) and 185 total clicks. For the three boosted (paid) posts, the added reach was 1,263, with 1,580 impressions.

TWITTER POST RESULTS:

- University of Victoria account had 5 tweets between Oct 2 – Oct 25; for their 15,100 followers, organic (unpaid) impressions were 7,200, resulting in 100 engagements (likes, retweets, replies, etc.) and 27 URL clicks.
- UVIC Campus Planning and Sustainability account had 24 tweets between Oct 3 – Nov 24; for their 1,695 followers, organic (unpaid) impressions were 6,902, resulting in 142 engagements (likes, retweets, replies, etc.) and 27 URL clicks.

INSTAGRAM POST RESULTS:

- University of Victoria account had 3 posts between Oct 11 – Nov 21; for their 15,000 followers, the posts received 323 likes and 2 comments
- UVIC Campus Planning and Sustainability account had 5 posts between Oct 17 – Nov 24; for their 277 followers, the posts received 70 likes and 1 comment