

Facebook

	Likes (total)	New likes in report period	Unlikes in report period	Reach in report period	Reach per day	Page views in report period	Page views per day	Impressions in report period	Impressions per day	Total Number of posts
Baseline	2,410									
November										18
December	2,987	603	26	119,119	1,953	1,807	30	157,309	2,579	23
January										23
February										20
March	3,576	607	30	210,167	2,310	2,584	28	266,179	2,925	12
April	4,012	453	17	192,322	6,411	993	33			
May	4,088	87	11	44,851	1,447	360	12			No paid like ads running
June	4,077	4	15	12,413	414	59	2			No paid like ads running
April to June	4,077	544	43	249,586	2,743	1,412	16			
July	4,068	10	15	12,456	402	63	2			28 No paid like ads running
August	4,067	11	11	13,538	436.7096774	764	24.64516129	18,309	590.6129032	30 No paid like ads running

	Followers	Retweets in report period	Retweets p	Likes in report period	Likes per d	Impressions in report period	Impression Total	Number of tweets
Baseline								
November								13
December		98	2	80	1	20,459	335	15
January								21
February								15
March		95	1	122	1	28,198	310	12
April								
May								
June								
July	563	124	4.00	122	3.94	16,926	546	30
August	559	82	2.65	97	3.13	7,880	254.19	24

Like Ads

Month	Reach	Impressions	Cost per result	Result (page likes)
November 2019	7,918	27,883	£0.27	377
December 2019	8,738	27,057	£0.51	196
January 2020	10,082	34,554	£0.41	248
February 2020	9,330	27,384	£0.64	152
March 2020	10,756	27,287	£0.43	179

Link Ads

Month	Reach	Impressions	Cost per result	Result (link clicks)
November 2019	9,136	25,503	£0.28	363
December 2019	11,868	44,335	£0.40	251
January 2020	11,328	33,299	£0.40	253
February 2020	12,836	42,611	£0.43	233
March 2020	15,720	55,583	£0.18	404

	Followers	Reach in report period	Reach per day	Likes in report period	Likes per day	Impressions in report period	Impressions per day	Total Number of posts	Lifetime posts
Baseline									
November								9	
December		802	13	208	3	1,278	21	10	
January								13	
February								12	
March		1,506	17	255	3	1,696	19	7	
April									
May									
June									
July	130	999	32.23	163	5.26	784	25.29	34	
August	134	649	20.94	122	3.94	597	19.26	28	163

	Total site sessions	Site sessions per day	New users	New users per day	Pages per session	Average visit duration	Average bounce rate	
November								
December	1,216	19.93	983	16.11	2.30	1:29	61.43	
January								
February								
March	1,446	15.89	1,092	12.00	2.26	1:33	59.54	
April	967	32.23	775	25.83	2.04	1:22	70.73	Compost campaign & competition
May	748	24.13	602	19.42	1.63	1:19	77.14	Compost campaign & competition, no link ads running
June	336	11.20	247	8.23	1.68	0:54	81.55	No link ads running
Apr - Jun	2,051	22.54	1624	17.85	1.83	1:16	74.84	
July		296	9.55	230	7.42	1.40	0:27	88.51 No link ads running
August	167	5.39	123	3.97	1.63	0:33	81.44 No link ads running	