

Platform Engagement

The City tracks a range of engagement metrics to evaluate performance across platforms. The table below provides a snapshot of 2024 engagement outcomes across X, Facebook and Instagram.

Definitions:

Impressions:	The number of times a post is seen
Shares:	How often people repost the City's content
Comments:	How often people respond to a post
Engagement Rate:	A measure of how many people interact with a post, based on likes, shares, comments etc.
Sentiment per cent:	The tone of public reaction (positive, neutral or negative) based on how AI software from the City's social media management platform, Hootsuite, interprets comments and replies

(source: Hootsuite)

Platform	Followers	Impressions	Shares	Comments	Engagement Rate
X 2024	272.4 K	10.2 M	9.4 K	6.9 K	1.81 %
change from 2023	↑ 5.7 %	↓ 50.8 %	↓ 50.8 %	↓ 50.8 %	-
Facebook 2024	137.5 K	31.7 M	38.8 K	40.6 K	3.97 %
change from 2023	↑ 10.4 %	↑ 37.6 %	↑ 105 %	↑ 39.2 %	-
Instagram 2024	96.1 K	3.7 M	3.7 M	8 K	4.18 %
change from 2023	↑ 28.6 %	↓ 19.5 %	↑ 451 %	↑ 162 %	-

Attachment 1

Platform	2024 Sentiment %		
	Positive	Neutral	Negative
X	26	45	29
Facebook	16	76	8
Instagram	22	41	37