Appendix A – Social Media Metrics

Who follows the Middlesex-London Health Unit?
Parents, educators, young adults, physicians, media, government and social service agencies, health organizations, businesses, etc.

Audience Location - Twitter (January 2016)
8,563 (total number of followers)
4,110 (48%) followers from London and Middlesex County

Audience Location – Facebook (January 2016)
4,372 (total number of fans)
2,937 (67%) fans from London, Ontario

Audience Location – MLHU Website (January 1, 2015 – December 31, 2015)
228,543 (58%) sessions from London, Ontario

A session is a group of interactions that take place on a website within a given time frame. A single session can contain multiple page views. For more information about how a session is defined in Google Analytics, please visit:
https://support.google.com/analytics/answer/2731565?hl=en.

Total Number of Twitter Followers
Average number of new Twitter followers per year = 1,682

December 31, 2013 = 4,803 (news followers = 1,474)
December 31, 2014 = 6,626 (new followers = 1,823)
December 31, 2015 = 8,376 (new followers = 1,750)

Total Number of Facebook Fans
Average number of new Facebook fans per year = 1,449

December 31, 2013 = 1,450 (news fans = 1,450)
December 31, 2014 = 2,618 (news fans = 1,168)
December 31, 2015 = 4,347 (new fans = 1,729)

Percentage of mobile website sessions (phones and tablets)
2012 = 0%
2013 = 24.45%
2014 = 34.73%
2015 = 46.33%