

Social Media Report

March 2019 - Nutrition Month Posts

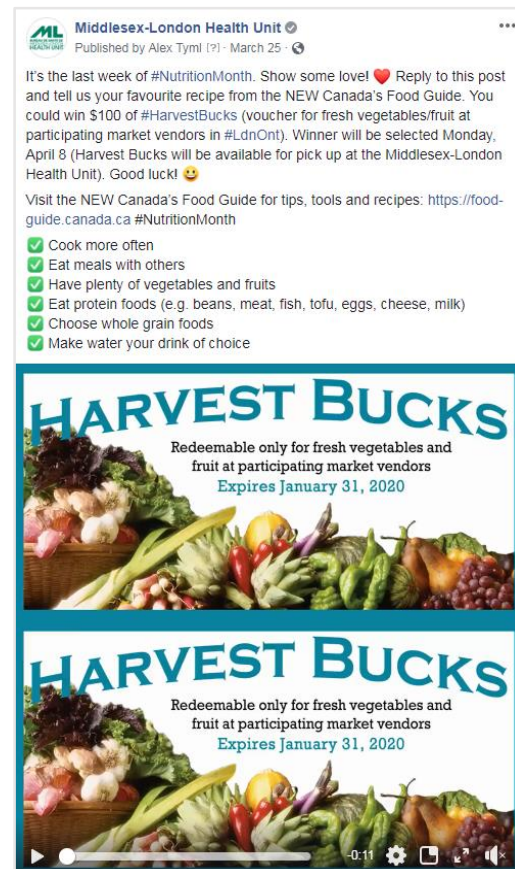
Facebook Post Summary

- 6 posts
- 65,275 impressions
- 3,592 engagements (reactions, comments, shares, clicks)

Top Facebook Posts



- 28,776 people reached
- 50,809 impressions
- 3,043 engagements
(likes, comments, shares, clicks)
- 10.5% engagement rate
(engagements/people reached)



- 2,656 people reached
- 3,750 impressions
- 244 engagements
(likes, comments, shares, clicks)
- 9.2% engagement rate
(engagements/people reached)

Twitter Summary

- 12 tweets
- 34,102 impressions
- 976 engagements (retweets, likes, replies, clicks)

Top Tweets

 MLHealthUnit
@MLHealthUnit

Celebrate healthy eating in March! Enter the #MLHU Nutrition Month Giveaway. LIKE and RETWEET this post for your chance to win 1 of 3 Instant Pots (6 quart, 10-in-1) to help you make quick, easy and healthy meals. Winners will be selected Monday, April 1. Good luck! /1



0:00 2.6K views

- 17,879 impressions
- 738 engagements
(retweets, likes, replies, clicks)
- 4.1% engagement rate
(engagements/impressions)

 MLHealthUnit
@MLHealthUnit

#MLHU Public Health Dietitian Ginette Blake tried the “Pineapple Ginger Chicken” recipe from the NEW Canada’s Food Guide. Her son couldn’t believe that something with pineapple could taste so good! 😊 Find the recipe here: bit.ly/2UVpjog #NutritionMonth



Ginette Blake, Public Health Dietitian



- 2,879 impressions
- 57 engagements
(retweets, likes, replies, clicks)
- 2.0% engagement rate
(engagements/impressions)

Instagram Summary

- 6 posts
- 4,814 impressions
- 353 engagements (likes and comments)

Top Instagram Posts



mlhealthunit Celebrate healthy eating in March! Enter the #MLHU Nutrition Month giveaway. LIKE and TAG A FRIEND in the comments of this post for your chance to win 1 of 3 Instant Pots (6 quart, 10-in-1) to help you make quick, easy and healthy meals. Winners will be selected Monday, April 1 (Instant Pots will be available for pick up at the Middlesex-London Health Unit). Good luck! ☐

- 699 people reached
- 1,062 impressions
- 138 engagements (likes and comments)
- 19.7% engagement rate (engagements/people reached)



mlhealthunit It's the first day of spring and #DietitiansDay! THANK YOU to all the passionate and caring Registered Dietitians in Canada for their dedication to help Canadians unlock the potential of food. You make our days' shine bright! ☐☐

What is a Dietitian? Learn here: <http://www.unlockfood.ca/aboutdietitians>

- 529 people reached
- 672 impressions
- 56 engagements (likes and comments)
- 10.6% engagement rate (engagements/people reached)