

WESTERN GROWERS SOCIAL MEDIA ANALYTICS

insights for June 2016

INCREASE IN FANS



+ **13%** increase in Facebook fans

WG garnered **167 new fans** in June.

There were only 113 new fans in May.

+ **4%** increase in Twitter followers

WG garnered **45 new followers** in June.

PEOPLE REACHED



+ **25,693** people reached on Facebook

Our posts on Facebook were seen by more than **25,000 people**.

POST INTERACTIONS



+ **5,305** interactions on Facebook

5,305 people clicked, liked, commented or shared our Facebook post. Only 3,044 interacted in May.

+ **69** interactions on Twitter

Nearly **70 people** re-tweeted or favorited our Twitter post.

TOP POSTS



- Video: Other stressors leading to Delta smelt decline. [post](#).
- Infographic: Declining resources, increasing population. [post](#).
- Image: T&A plant tape reducing ag labor. [tweet](#).