

WESTERN GROWERS SOCIAL MEDIA ANALYTICS

insights for March 2016

INCREASE IN FANS



+ **44%** increase in Facebook fans

318 new fans in March. There were only 36 new fans in February.

+ **10%** increase in Twitter followers

82 new followers in March. Only 67 new followers in February.

PEOPLE REACHED



+ **22,025** people reached on Facebook

Our posts on Facebook were seen by more than 22,000 people. Only 9,800 saw our posts in February.

POST INTERACTIONS



+ **2,079** interactions on Facebook

2,079 people clicked, liked, commented or shared our Facebook post. Only 1,200 interacted in February.

+ **181** interactions on Twitter

181 people re-tweeted or favorited our Twitter post. Only 38 interacted in February.

TOP POSTS



- Video: [#lostCAwater. post.](#)
- Infographic: [where water is supplied v. needed in CA. tweet.](#)
- Infographic: [\\$15 minimum wage. post.](#)