



MONMOUTH COUNTY PARK SYSTEM SOCIAL MEDIA STATS - 2021

FACEBOOK

Total Number of Followers

- January 1: 22,344
- December 31: 23,588 (*an increase of approximately 5%*)

Total number of visits to our website from Facebook: 52,658

Posts throughout the year that engaged visitors the most:

- Manasquan Reservoir Eagles Incubating (reached 15,927 people, 1,103 reactions)
- Throwback Thursday of Holmdel Park Sled Hill in 1977 (reached 20,013 people, 1,202 reactions)
- Monmouth County Fair is Coming Back! (reached 14,162 people, 566 reactions)
- Monmouth County Fair Two Days Away (reached 8,961, 177 reactions)
- Wildlife Wednesday - Chipmunks (reached 8,448 people, 274 reactions)
- Throwback Thursday of Manasquan Reservoir being built (reached 8,898 people, 268 reactions)
- Bat Appreciation Month - 7 Facts About Bats (reached 8,611 people, 295 reactions)

Number of people reached by our event postings (all events and drop-in programs): 331,575

Paid advertisements through Facebook (which also post to Instagram):

- Creative Arts & Music Festival: paid \$300, reached 34,645 people, 2,563 clicks
- Walnford Day: paid \$250, reached 24,578 people, 2,291 clicks
- Monmouth County Fair: paid \$750, reached 78,612 people, 5,544 clicks
- Wind & Sea Festival: paid \$250, reached 26,422 people, 1,396 clicks
- Thompson Park Day: paid \$350, reached 43,536 people, 3,077 clicks
- Fall Craft Show: paid \$300, reached 36,572 people, 2,804 clicks
- Creative Arts Student & Instructor Exhibit: paid \$300, reached 16,651 people, 780 clicks

INSTAGRAM

Total number of followers: 6,952

Total number of visits to our website from Instagram: 776

Top posts in 2021 were about nature quotes, shared visitors photos, rainbow over Sunnyside Recreation Center, Never Forget 9/11, Monmouth County Fair, National Simplicity Day - spend at a historic site, two new eaglets at Manasquan Reservoir, and flowers in bloom at Deep Cut Gardens.

TWITTER

Total number of followers: 2,856

Total number of visits to our website from Twitter: 512

Top tweets in 2021 were about: the arrival of winter, Veterans Day, shared visitor photos, shared nature and scenic shots in the parks, Monmouth County Fair information, and posts about winter activities in the parks.