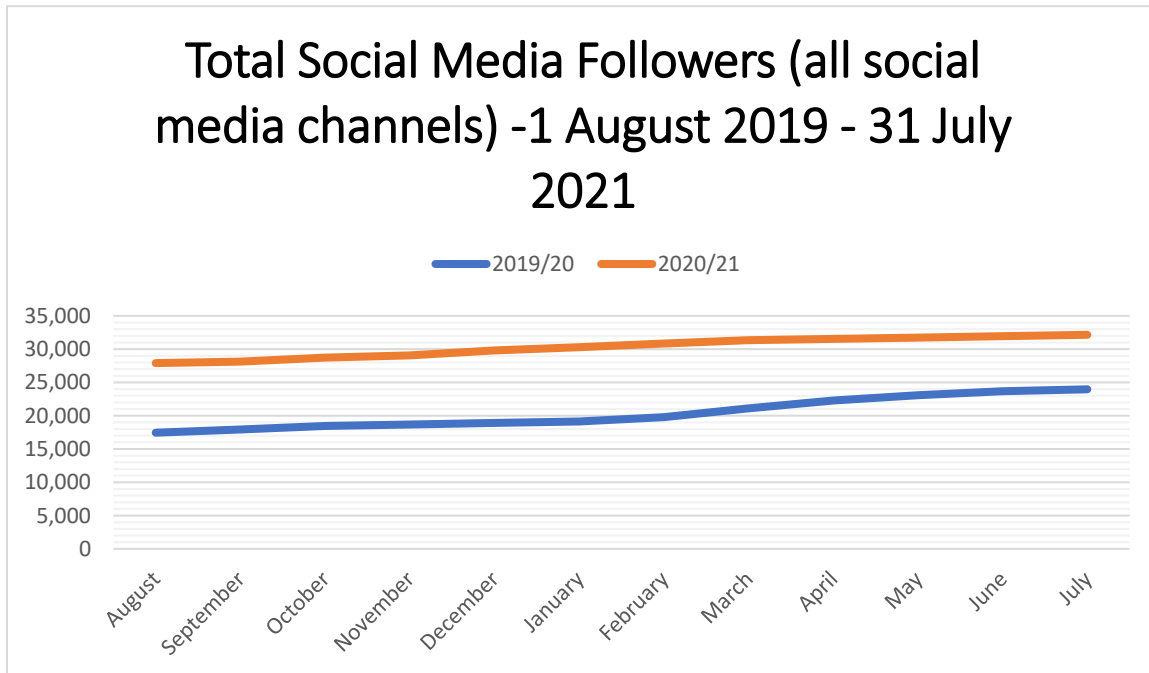


Appendix 2 – Corporate Communications Social Media Performance

Total Followers 1/8/2019 – 31/7/2021

Table 1 below illustrates the comparison in the total number of followers on all corporate social media channels combined for 2019/2020 and 2020/21, showing a year on year increase in followers.

Table 1

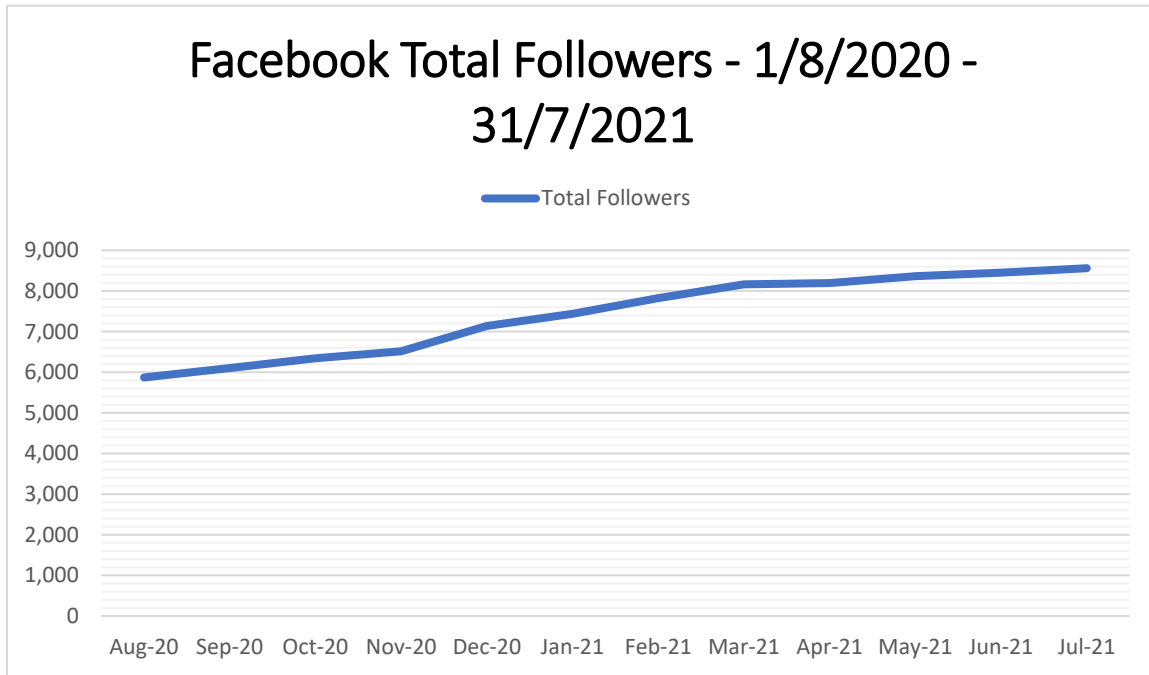


Followers By Social Media Channel – 2020/21

Facebook:

Table 2 below illustrates the total number of followers on the Council's corporate Facebook account from 1 August 2020 to 31 July 2021.

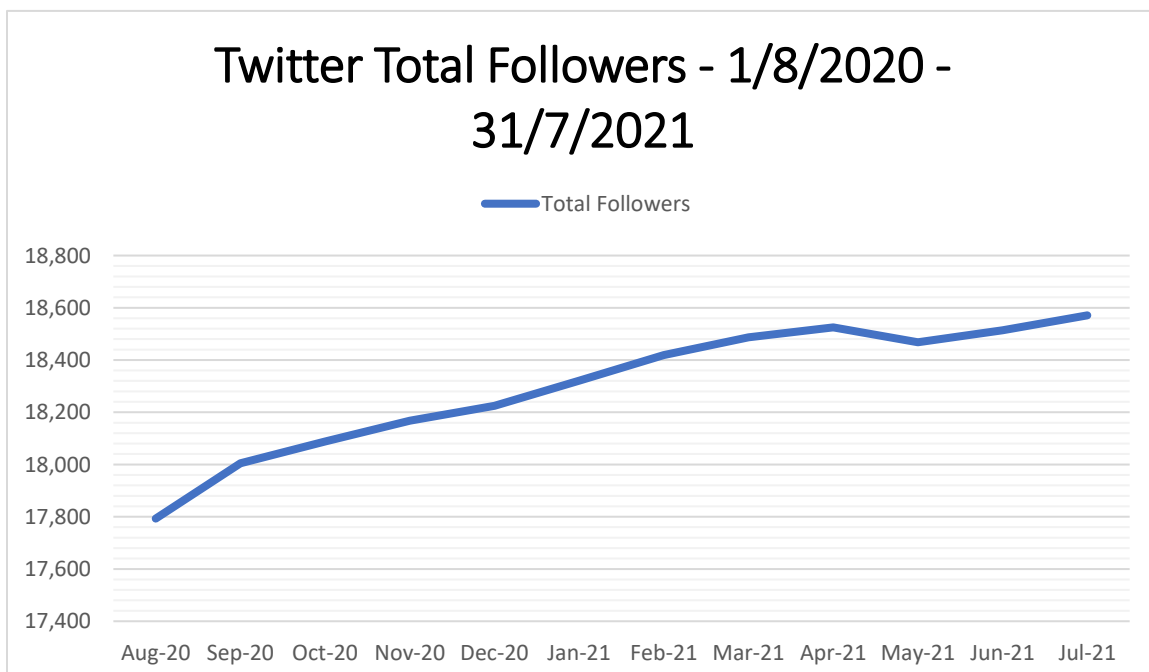
Table 2



Twitter:

Table 3 below illustrates the total number of followers on the Council's corporate Twitter account from 1 August 2020 – 31 July 2021.

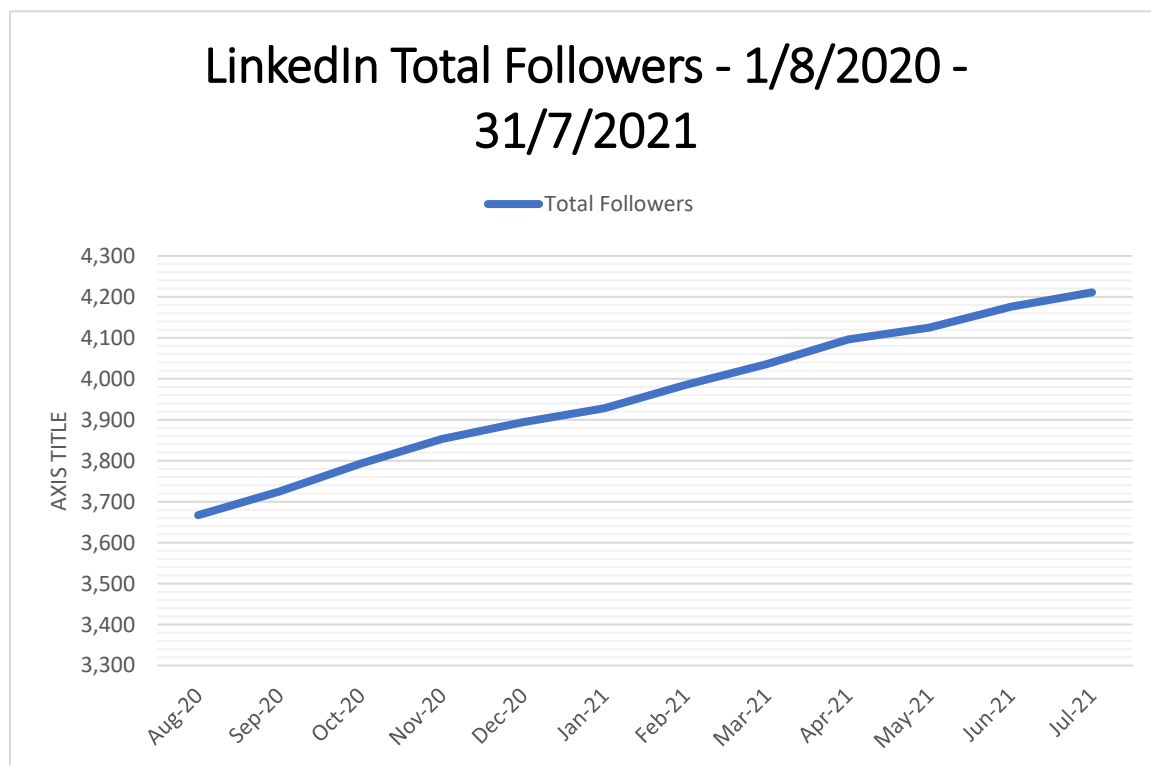
Table 3



LinkedIn:

Table 4 below illustrates the total number of followers on the Council's corporate LinkedIn* account from 1 August 2020 – 31 July 2021.

Table 4



*The Communications team began management of the South Ayrshire Council LinkedIn account in April 2021.

Instagram:

Table 5 below illustrates the total number of followers on the Council's corporate Instagram from 1 August 2020 – 31 July 2021.

Table 5

