

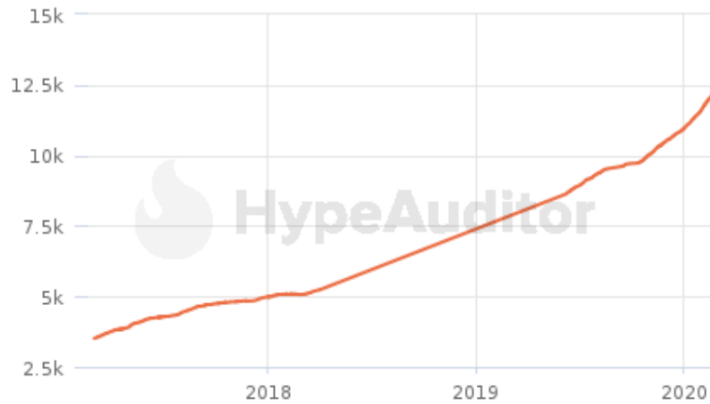
ByWard Market BIA - Social Media Analytics - January-February 2020

INSTAGRAM: @bywardmarket

Follower Growth since October 2019 - February 2020: 4.5K Followers

Follower Growth

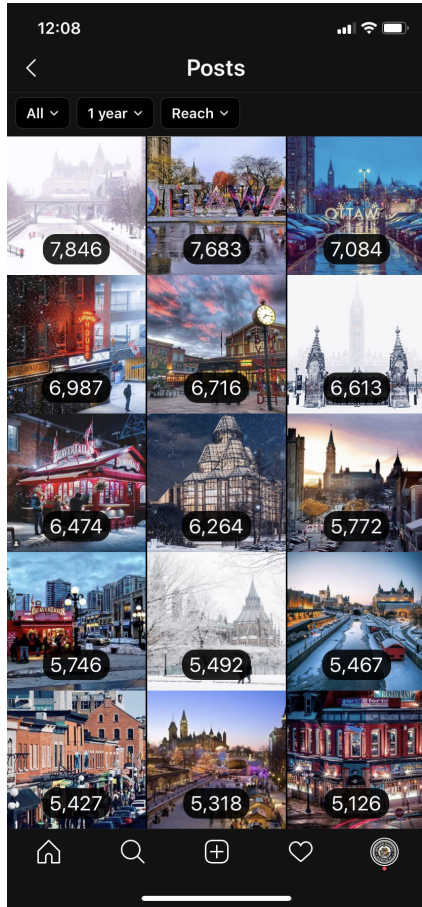
+1,375 followers last 4 weeks 6.5571%



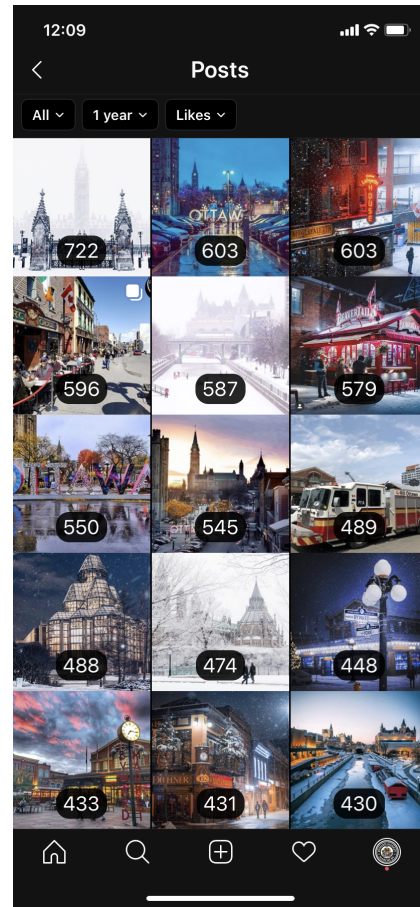
bywardmarket ...
1k posts 12.1k followers 1.4k followings

Post 1	Post 2	Post 3	Post 4	Post 5	Post 6
158 likes, 3 comments	90 likes, 3 comments	113 likes, 4 comments	287 likes, 4 comments	335 likes, 8 comments	222 likes, 0 comments
106 likes, 3 comments	389 likes, 16 comments	545 likes, 8 comments	406 likes, 4 comments	283 likes, 5 comments	249 likes, 3 comments
159 likes, 1 comment	279 likes, 3 comments	139 likes, 0 comments	232 likes, 7 comments	156 likes, 0 comments	603 likes, 5 comments

INSTAGRAM: TOP 15 POSTS - REACH



INSTAGRAM: TOP 15 POSTS - LIKES



TWITTER: @ByWardMarketBIA TWITTER STATS: FEBRUARY 2020

Account home
ByWard Market @ByWardMarketBIA

Page updated daily

28 day summary with change over previous period

Tweets: 24 ↑380.0%	Tweet impressions: 51.4K ↑359.2%	Profile visits: 706 ↑151.2%	Mentions: 192 ↑134.1%	Followers: 13.5K ↑69
---	---	--	--	---

Feb 2020 · 17 days so far...

Tweet Highlights

Top Tweet earned 3,980 impressions
Thanks to our sponsors, judges & @ctvottawa! WINNERS:

@TSDistillers People's Choice:
1. Aulde Dubliner @Heart_and_Crown
2. @FishMarket_Ott
3. @CourtyardResto

@BottegaNicastro & @cestboncooking Judges' Choice:
1. Aulde Dubliner
2. @Heart_and_Crown
3. @CourtyardResto
pic.twitter.com/xYOTjZTr6T

Top mention earned 950 engagements

Mathieu Fleury
@MathieuFleury · Feb 1

Just in time for Winterlude 2020, @OttawaMarkets is proud to announce the opening of the Byward Markets 1st and Only fully accessible public washroom. North Hall of 55 Byward Market Square
@gottagocampaign, @cityofottawa @MathieuFleury @ParadigmOttawa @ByWardMarketBIA @ctvottawa
pic.twitter.com/GPVnFaZGNw

ADVERTISE ON TWITTER

Get your Tweets in front of more people

Promoted Tweets and content open up your reach on Twitter to more people.

[Get started](#)

FEB 2020 SUMMARY

Tweets: 10	Tweet impressions: 24.8K
Profile visits: 526	Mentions: 128
New followers: 55	

Top media Tweet earned 3,384 impressions

Happy **#FamilyDay!** Bring your kids for fun at **@urban_barn** - 22 York Street in **#bywardmarket** at 10am-5pm: **#LEGO #Hygge @OttawaMonopoly #monopoly #facepainting #pettingzoo #woodcarving #wagonrides #ottawa #winterlude**
pic.twitter.com/WPvRjwbKDu



↩ 1 ↻ 7 ❤ 19

[View Tweet activity](#)

[View all Tweet activity](#)

TWITTER STATS: JANUARY 2020

Jan 2020 · 31 days

TWEET HIGHLIGHTS

Top Tweet earned 6,515 impressions

Ready to taste delicious stews from **#bywardmarket** restaurants this Friday, Jan. 31 in **@ctvottawa** parking lot on York Street to kick-off ByWard Blizzard **#Winterlude?! \$10** for all-you-can-eat stew -- proceeds will be donated to Lowertown Community Resource Centre **#myottawa #ottawa**
pic.twitter.com/RChskYlspS



↩ 1 ↻ 9 ❤ 19

[View Tweet activity](#)

[View all Tweet activity](#)

Top mention earned 242 engagements



Crime Prevention Ottawa

@cpopco · Jan 14

OPS announces the launch of a neighbourhood resource team for the Byward neighbourhood. Many city, business, social service, and community partners on hand! **#ottcity @ByWardMarketBIA @dcstevebell @OttawaPolice @MathieuFleury @Joan20156 @CstSebLemay**
pic.twitter.com/KOV1pUZxAK



↻ 4 ❤ 24

JAN 2020 SUMMARY

Tweets

18

Tweet impressions

36.1K

Profile visits

391

Mentions

134

New followers

46

Top media Tweet earned 5,257 impressions

10 most instagrammable spots in the
#ByWardMarket for **#Winterlude** ▶
byward-market.com/en/most-instag...
pic.twitter.com/qdXc2DC0m4



↩ 1 ↻ 11 ❤ 24

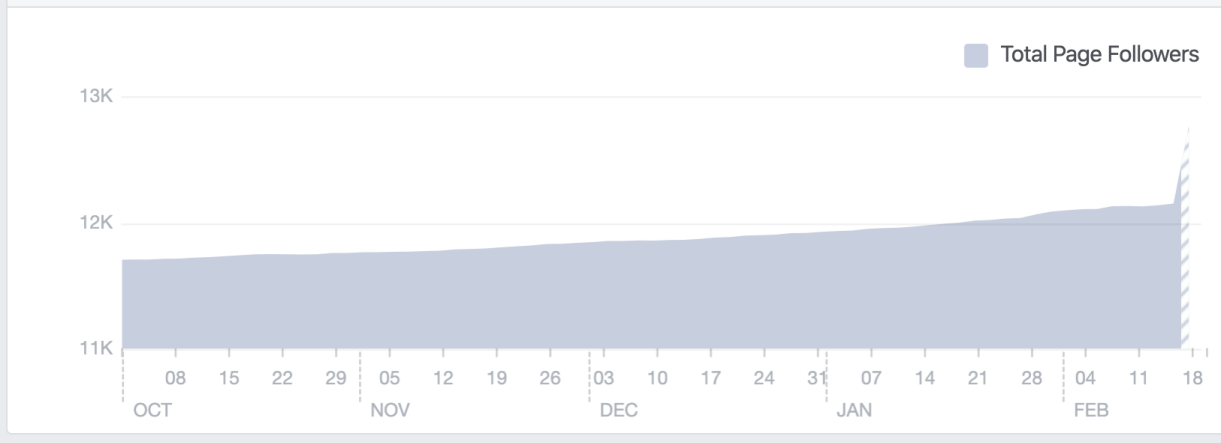
[View Tweet activity](#)

[View all Tweet activity](#)













































FACEBOOK: The ByWard Market

Facebook follower growth since October 2019 until February 2020

Total Page Followers as of Today: 12,763



FEBRUARY 2020 - FACEBOOK POST ENGAGEMENT SNAPSHOT

							■ Reach ■ Post Clicks ■ Reactions, Comments & Shares i	
Published	Post	Type	Targeting	Reach	Engagement	Promote		
02/17/2020 9:11 AM	 Happy Family Day! Bring your kids and join us for lots of fun at Urban			2.2K 	75 47 	Boost Post		
02/16/2020 4:50 PM	 Day 2 at @urbanbarn was lots of fun! Spot your fave #bywardmarket			507 	3 9 	Boost Post		
02/16/2020 9:33 AM	 Beautiful mild winter Sunday, Ottawa! Bring your family to Urban			600 	32 11 	Boost Post		
02/15/2020 11:36 PM	 Thanks for joining us for Day 1 of #winterlude #familyday weekend in			1.1K 	101 13 	Boost Post		
02/15/2020 3:14 PM	 #hygge lounge designed by Lee Ann Lacroix & Associates is the			1.3K 	16 14 	Boost Post		
02/15/2020 1:41 AM	 Thanks Derick Fage / Daytime Ottawa for highlighting our FREE			917 	12 8 	Boost Post		
02/14/2020 4:17 PM	 Happy #valentines #winterlude #familyday weekend! ❤️❤️❤️			296 	2 3 			
02/14/2020 11:31 AM	 TOMORROW/SUN/MON, 10am-5pm: Family Day Weekend: LEGO			1.4K 	53 27 	Boost Post		
02/14/2020 11:13 AM	 ByWard Market — at Urban Barn (22 York Street Unit B, Ottawa,			589 	8 2 	Boost Post		
02/13/2020 10:18 PM	 @fishmarketottawa is magical at night. Experience this			1.8K 	15 68 	Boost Post		
02/13/2020 3:48 PM	 THIS #winterlude #familyday WEEKEND in #bywardmarket! ▶			1K 	53 18 	Boost Post		