

PA DEPARTMENT PUBLIC AFFAIRS OFFICER
QUARTERLY REPORT
JULY – SEPTEMBER 2025

During the last three months I have worked at posting on the Facebook page. In these three months the numbers are as follows.

VIEWS:

- 101,191 from the previous quarter.
- This number is a 15% increase.

VIEWS BY FOLLOWERS:

- 66% of people who already follow the page
- 34% by non-followers

VIEWS BY CONTENT:

- With multiple photos = 37.1%
- With just one photo = 31.5%
- With a link = 23.6%
- Other = 7.8%

INTERACTIONS OVERVIEW:

- Reactions = 4,242
- Comments = 484
- Shares = 239
- This is down by 1.6% from the previous 90 days

FOLLOWERS:

- We have 2,191 followers on our Facebook page.
- 29 NEW followers in the last three months
- This is an increase of 1.5% from the previous 90 days

RESPONSE RATE:

- 100% Within 1 hour and 54 minutes.

I have learned a lot during the first three months of doing this and am willing to learn and do more as time permits.

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