

# Q1 Lakeshore Analytics

A Review of Lakeshore's Social Reach to Residents.

January - March 2024


## SOCIAL MEDIA

**11.5k**

Followers Reached

 **8,020** (+140)

 **2,057** (+35)

 **1,049** (+132)

 **332** (+54)

 **42** (+1)

 **Facebook**

**44.4k**

Impressions

**2.9k**

Engagements

### Top Posts



**21.6k**  
Reach

New Bike Shelters



**10k**  
Reach

Summer Students



**10.2k**  
Reach

Firefighters Green Light



**5.9k**  
Reach

Microchip Clinic

### Referrals to Website



**3,536** Referrals  
**111** Pages



**210** Referrals  
**32** Pages



**79** Referrals  
**7** Pages



**52** Referrals  
**5** Pages



**3** Referrals  
**2** Pages

## WEBSITE

**209.3k**

Total Page Views

**85.1k**

Total Visits

**54.0k**

Unique Visitors

### Top Pages Visited

**Home Page**

Visits: 30,842

**Employment Opportunities**

Visits: 12,608

**Activity Guide**

Visits: 12,289

### Top Traffic Sources

**Search Engines**

Clicks: 47,270

**Direct Traffic**

Clicks: 27,474

**Social Media**

Clicks: 3,281

### Top Searched Terms

Swimming, Skating,  
Basketball, &  
Pickleball Schedule

Atlas Tube Recreation  
Centre, Activity Guide,  
& Drop-in

Garbage Collection

Burn Permit & Budget

Jobs, User Fees, &  
Property Tax