

Included in this Report

 @WashcoOregon

 @washcoroads

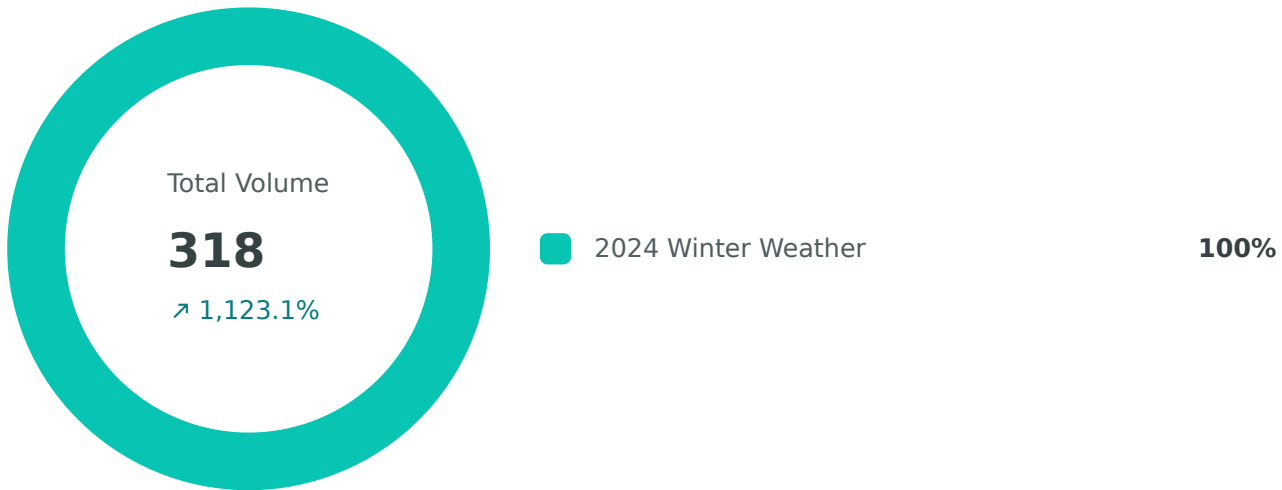
 Condado de Washington

 Washington County, Oregon

Volume Breakdown - Outbound

View a breakdown of applied tags on published posts and sent messages during the publishing period.

Tagged Published Post Volume



Published Post Performance Summary


View your key aggregated tag performance metrics from the publishing period.


Impressions 1,684,909 ↗ 891.4%	Engagements 45,096 ↗ 1,146.4%	Engagement Rate (per Impression) 2.7% ↗ 25.7%
Post Link Clicks 1,709 ↗ 34,080%		

Top Posts


View the top tagged published posts from the publishing period.

Descending by Lifetime Engagements




 **Washington Co...**
 Sun 1/14/2024 9:13 pm ...

As temperatures fall, remember to drive safely out there. #WashCoLUT crews a...



Total Engagements	4,386
Reactions	991
Comments	52
Shares	171
Post Link Clicks	—
Other Post Clicks	3,172





 **Washington Co...**
 Sat 1/13/2024 8:54 pm ...

Our road crews are working around the clock! Sanding will continue into the night as...

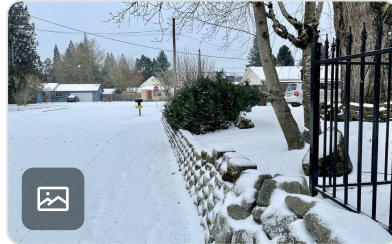


Total Engagements	4,024
Reactions	1,115
Comments	89
Shares	53
Post Link Clicks	—
Other Post Clicks	2,767



 **Washington Co...**
 Sat 1/13/2024 4:39 pm ...

What's the weather like where you are? Post a photo and location! #pdxtraffic...





Total Engagements	2,317
Reactions	173
Comments	40
Shares	17
Post Link Clicks	—
Other Post Clicks	2,087

Top Posts

View the top tagged published posts from the publishing period.

Descending by Lifetime Engagements






Washington Co...

Thu 1/11/2024 5:38 pm...

Starting overnight, our crews will be on the road 24/7 through the length of the...



Total Engagements	2,243
Reactions	730
Comments	64
Shares	62
Post Link Clicks	—
Other Post Clicks	1,387





Washington Co...


Sun 1/14/2024 3:15 pm...

Road crews are still working around the clock sanding roads. Thank you, Road Cre...



Total Engagements	2,227
Reactions	1,269
Comments	96
Shares	50
Post Link Clicks	—
Other Post Clicks	812





Washington Co...

Thu 1/18/2024 6:22 am...

We all know the drill: More freezing rain expected. Avoid unnecessary travel. If you...





Total Engagements	1,709
Reactions	331
Comments	36
Shares	57
Post Link Clicks	—
Other Post Clicks	1,285

Top Posts


View the top tagged published posts from the publishing period.

Descending by Lifetime Engagements





 **@washcoroads**
 Wed 1/17/2024 12:25 p...

Warmer air temperatures don't mean warm pavement. Even as temperatures rise,...




Total Engagements	1,552
Likes	46
@Replies	0
Retweets	16
Post Link Clicks	1
Other Post Clicks	1,488
Other Engagements	1





 **Washington Co...**
 Thu 1/18/2024 10:25 a...

There's potential for snow, sleet or freezing rain to cause travel difficulties. Be prepar...




Total Engagements	1,354
Reactions	107
Comments	18
Shares	18
Post Link Clicks	—
Other Post Clicks	1,211



 **Washington Co...**
 Sat 1/13/2024 5:15 am...

Don't let black ice fool you! It can be slippery and hard to see. Stay alert, slow down a...




Total Engagements	1,213
Reactions	198
Comments	10
Shares	62
Post Link Clicks	—
Other Post Clicks	943

Top Posts

View the top tagged published posts from the publishing period.


Descending by Lifetime Engagements




f Washington Co...

Tue 1/16/2024 6:30 am...

Freezing rain is in the US
National Weather Service
Portland Oregon forecast. Th...



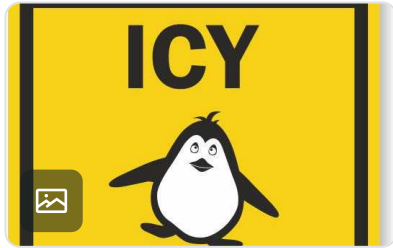
Total Engagements	1,149
Reactions	102
Comments	4
Shares	28
Post Link Clicks	—
Other Post Clicks	1,015



f Washington Co...

Thu 1/18/2024 7:45 am...

There is still ice on some
roads and sidewalks, so
remember to WALK LIKE A...



Total Engagements	1,126
Reactions	396
Comments	54
Shares	89
Post Link Clicks	—
Other Post Clicks	587




f Washington Co...


Wed 1/17/2024 7:15 am...


Whether you're biking,
walking or driving, make sure
the tread on your tires and...



Total Engagements	1,052
Reactions	378
Comments	35
Shares	67
Post Link Clicks	—
Other Post Clicks	572

Published Post Impressions, by Tag	Totals	% Change
Total Impressions	1,684,909	↗ 891.4%
 2024 Winter Weather	1,684,909	↗ 891.4%

Lifetime Published Post Engagements, by Tag	Totals	% Change
Total Engagements	45,096	↗ 1,146.4%
 2024 Winter Weather	45,096	↗ 1,146.4%

Lifetime Published Post Video Views, by Tag	Totals	% Change
Total Video Views	7,075	↗ —
 2024 Winter Weather	7,075	↗ —

GLOSSARY OF TERMS

Facebook

- **Clicks:** The number of times a user clicks on a hyperlink, hashtag or Twitter handle; a form of engagement
- **Comments:** When someone submits a comment on piece of content on Facebook.
- **Followers:** The number of people who have opted-in to “follow” a page. They will receive updates from pages they follow in their timeline.
- **Reaction:** Predefined emoticons that users click on to demonstrate love, haha, wow, sad or angry.
- **Reach:** Represents the number of users who saw the content of a post.
- **Shares:** When a user clicks the share button to share content on his/her own Facebook page.

Twitter

- **Clicks:** The number of times a user clicks on a hyperlink, hashtag or Twitter handle; a form of engagement.
- **Detail expands:** The number of times people “expanded” a tweet to read/view the entire message.
- **Engagements:** The number of interactions with a tweet; includes retweets, comments, clicks and likes.
- **Engagement rate:** The number of engagements divided by the number of impressions.
- **Followers:** People who follow a Twitter account.
- **Impressions:** Represent how many times a tweet has been seen. This includes how many times it has appears in a followers’ timeline, how many times it has appeared in a search or as a result of someone liking or commenting on it.
- **Likes:** The number of times people clicked on the heart emoticon.
- **Media engagements:** Engagement specifically with media; the number of clicks on videos, vines, gifs and images.
- **Mentions:** When a Twitter handle is included in another user’s tweet.
- **Retweets:** The number of times an original tweet was shared by others.