

New Jersey Division of Travel and Tourism
Social Media Dashboard
June 2019



Incorporated in this report is an overview of the social media analytics for the month of June.

Facebook

- Paid reach continued to impact the number of impressions compared to the organic reach.
- Top posts pertained to external accolades and posts, as well as events and summer/beach-focused Instagram posts pushed to Facebook.

Twitter

- Average impressions were 3.7k per day
- We posted 40 tweets during the month
- We gained 88 new followers
- Top Tweets mostly pertained external accolade links, as well as Instagram images pushed to Twitter of summer activities and beaches.

Youtube

- The top video this month is Tubing Down the Delaware River

Instagram

- Followers: 20k
- Engagements: 7.7k
- 31 posts



Top Insights June 2019

- Increased Page Likes:
166,139 (5/31) to 166,229 (6/30)
- 28,980 Engaged with the NJ content posted
- 2,612,283 Impressions (This is the number of views; some users may view content more than once.)
- 170,315 users saw a NJ related post through Organic reach
- 1,872,994 users saw a NJ related post through Paid reach
- 140 clicks to VisitNJ.org

New Jersey Division of Travel and Tourism

Social Media Dashboard

Facebook



People Reached (post served to)



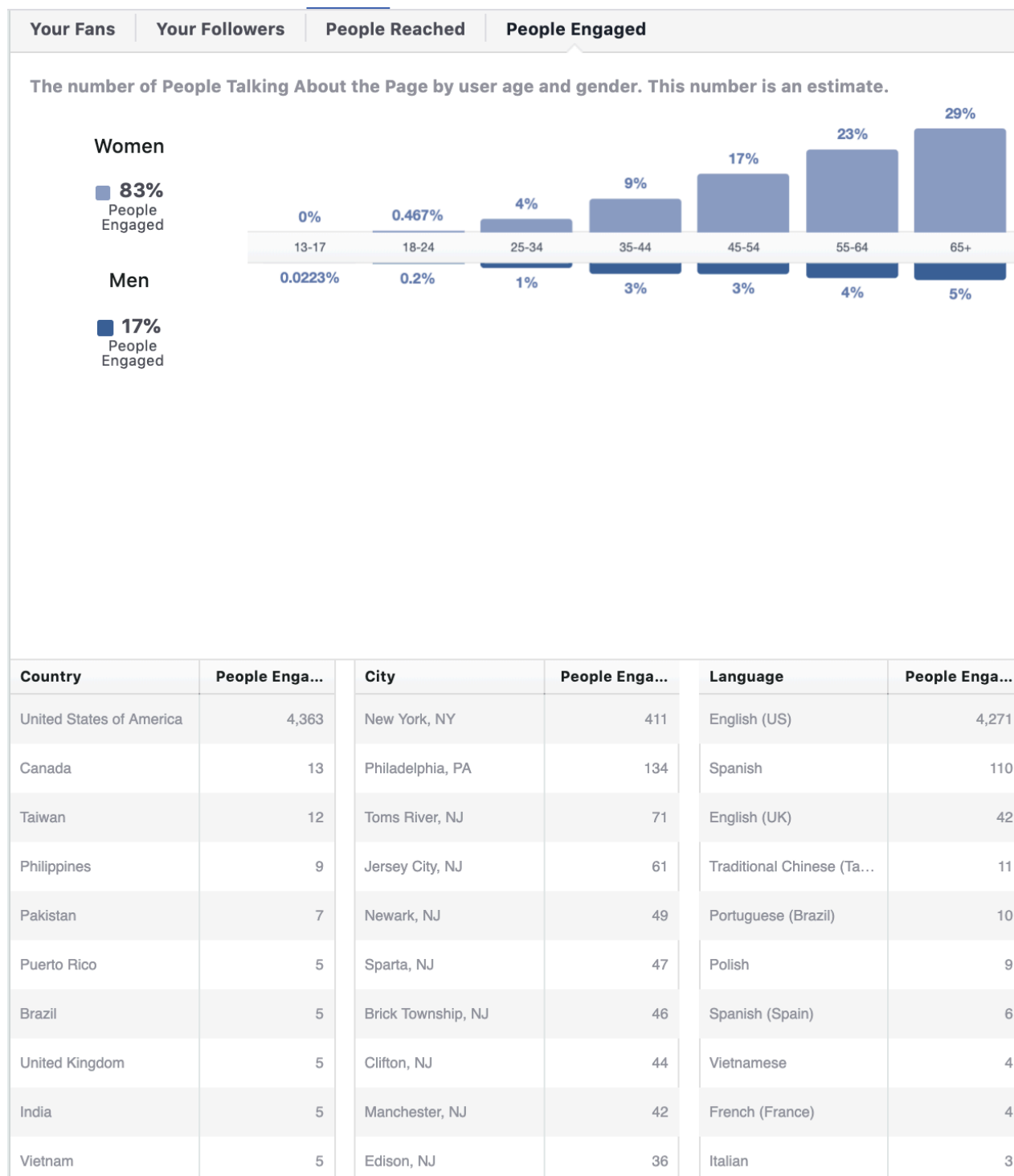
New Jersey Division of Travel and Tourism

Social Media Dashboard

Facebook



People Engaged with Content



New Jersey Division of Travel and Tourism

Social Media Dashboard

Facebook



Top Posts June 2019

Lifetime Post Total Reach: The total number of people your Page post was served to. (Unique Users)

Lifetime Engaged Users: Lifetime: The number of people who clicked anywhere in your posts. (Unique Users)

Post Message	Posted	Lifetime Post Total Reach	Lifetime Engaged Users
23 new restaurants on the Jersey Shore you need to try this summer, rounded up by NJ.com: https://expo.nj.com/life-and-culture/g66l-2019/06/de0e7297fc8534/23-new-jersey-shore-restaurants-you-need-to-try-for-summer-2019-.html	6/23/19 6:05 PM	18234	985
Have you ever been to Haddonfield, New Jersey? Take a quick trip and see why USA Today named it one of the Top 10 Best Historic Towns: https://www.10best.com/awards/travel/best-historic-small-town/	6/11/19 6:25 PM	17382	1044
Need an idea for the weekend? Check-out the New Jersey Anthony Bourdain Food Trail! #visitnj	6/20/19 1:30 PM	15606	690
📧: @cliffbelltravels The seaside resort town of Cape May has our hearts! 🥰 Spend the summer on the southern tip of New Jersey, where you'll find gorgeous Victorian homes and spectacular beaches. #capemay	6/4/19 4:08 AM	13352	1122
📧: @newjerseyinpictures Have you ever been to Sparta Township in northern New Jersey? It's home to beautiful lakes, picturesque farmlands and the charming Lake Mohawk Boardwalk and Plaza.	6/21/19 3:11 PM	9596	661
📧: @newjerseyinpictures Exploring Grounds for Sculpture in Hamilton is like stepping into an Impressionist painting. 🌳🍃🌿🌱	6/28/19 9:09 PM	7621	319
📧: @brown.eyed.flower.child Have you ever ridden the Cape May-Lewes Ferry? 🚢 Cross the Delaware Bay while enjoying live music, beer festivals, wine dinners, fireworks cruises, seasonal festivities and more. 🍷🍺🍻	6/15/19 6:43 AM	6926	344
📧: @newjerseyinpictures Have you ever been to Mad Lavender Farm in Hunterdon County? Such a cute spot with lavender fields, nature paths, goat yoga and more. 💜	6/25/19 6:09 AM	5945	248
📧: @mattbaronphoto Sunset at the marina in Beachwood, New Jersey. 🌅🌊	6/16/19 5:59 PM	5903	228
If you love super-fresh seafood, you won't want to miss the "13 Best Jersey Shore Raw Bars," rounded up by New Jersey Monthly Magazine : https://njmonthly.com/articles/jersey-shore/raw-bars-jersey-shore/	6/19/19 6:25 PM	5902	346
📧: @someset.parks Colonial Park Gardens in Somerset, NJ is a blooming beauty! 🌸🌺🌻	6/20/19 12:04 PM	5850	315
📧: @curtismwong Have you ever been to @patersongreatfalls before? If you're looking for somewhere to visit this weekend, check out this breathtaking little gem in Paterson, NJ!	6/1/19 8:29 AM	5688	286
📧: @mattbaronphoto Boardwalk Nights in Seaside Heights. 🎡🌙	6/14/19 8:32 PM	5500	254
📧: @courtneynoelle_style Home is where the bed & breakfast by the sea is. 🏡🌊 Isn't Beacon House Inn in Sea Girt just the cutest? 🥰	6/18/19 3:44 AM	5393	254
📧: @eatwithmarissa Fig-n-Brie grilled cheese at The Committed Pig in Morristown. Now there's a flavor combination to fall in love with! 🍷💕	6/9/19 7:12 AM	5217	115
📧: @belmarparasail Need an adventure this summer? At Belmar Parasail, flights start at 8:30 am every day, and the first trip of the day is 15% off. (Monday and Tuesday are 10% all day.) Who's ready!? 🤙🌊	6/24/19 7:04 AM	4902	105
Plan all your summer fun with the FREE New Jersey Travel Guide! Order it here: https://www.visitnj.org/form/request-or-download-free-travel-guides	6/17/19 5:10 PM	4795	204
📧: @hawkhavenwinery If you're feeling hot today, stop by Hawk Haven Vineyard & Winery in Rio Grande for Sangria Sundays and order a Rosarita: a frozen strawberry sangria that's perfect for this summertime weather! 🍷❄️🌨️	6/23/19 8:32 AM	4775	107

New Jersey Division of Travel and Tourism Social Media Dashboard Twitter: Overview – June



JUN 2019 SUMMARY

Tweets
40

Tweet impressions
112K

Profile visits
1,563

Mentions
138

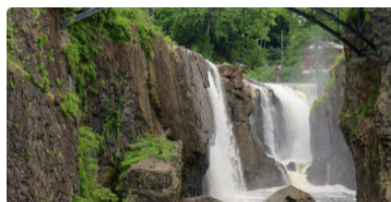
New followers
88

Jun 2019 • 30 days

TWEET HIGHLIGHTS

Top Tweet earned 5,216 impressions

: curtismwong (via Instagram)
Have you ever been to @patersongreatfalls before? If you're looking for somewhere to visit this weekend, check out this breathtaking little gem in Paterson, NJ!
pic.twitter.com/uqsy6rqExQ



↻ 7 ❤️ 17

[View all Tweet activity](#)

[View Tweet activity](#)

Top Follower followed by 2,925 people



Rep. Tom Malinowski
@RepMalinowski **FOLLOWS YOU**
The official Twitter account of Congressman Tom Malinowski, of New Jersey's 7th district.

[View profile](#)

[View followers dashboard](#)

Top mention earned 155 engagements

Mad Hatters NYC
@MadHattersNYC · Jun 6

Asbury Park has a great beach, but it has a ton of other fun stuff to do too! Did you know there's a Pinball Museum? Here are some of our favorites ---> buff.ly/2MX3AHJ

@visit_nj @APBoardwalk
@inAsburyParkNJ @AsburyParkChmbr
#travel #NewJersey
pic.twitter.com/boGyt9PrdY



↻ 2 ↻ 7 ❤️ 34

[View Tweet](#)

Top media Tweet earned 4,396 impressions

: cliffbelltravels (via Instagram)
The seaside resort town of Cape May has our hearts! 🥰 Spend the summer on the southern tip of New Jersey, where you'll find gorgeous Victorian homes and spectacular beaches. pic.twitter.com/s9T4Xu17iW



↻ 3 ❤️ 14

[View all Tweet activity](#)

[View Tweet activity](#)

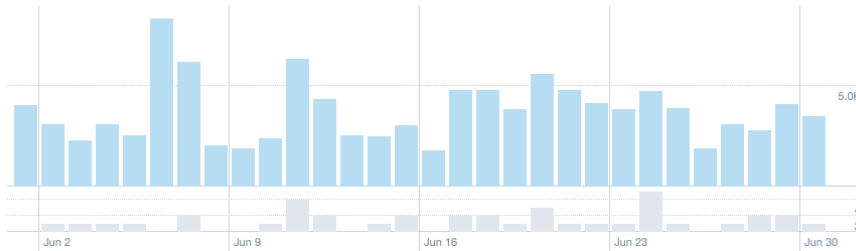
New Jersey Division of Travel and Tourism

Social Media Dashboard

Twitter: Top Tweets – June



Your Tweets earned **112.0K impressions** over this **30 day** period

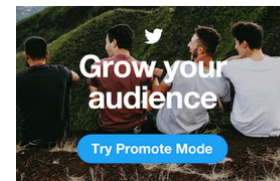


Tweets **Top Tweets** Tweets and replies Promoted Impressions Engagements Engagement rate

	New Jersey Tourism @Visit_NJ · Jun 1 📸: curtismwong (via Instagram) Have you ever been to @patersongreatfalls before? If you're looking for somewhere to visit this weekend, check out this breathtaking little gem in Paterson, NJ! pic.twitter.com/uqsy6rqExQ View Tweet activity	5,260	141	2.7%	Promote
	New Jersey Tourism @Visit_NJ · Jun 4 📸: cliffbelltravels (via Instagram) The seaside resort town of Cape May has our hearts! 🌞 Spend the summer on the southern tip of New Jersey, where you'll find gorgeous Victorian homes and spectacular beaches. pic.twitter.com/s9T4Xu17IW View Tweet activity	5,153	67	1.3%	Promote
	New Jersey Tourism @Visit_NJ · Jun 19 If you love super-fresh seafood, you won't want to miss the "13 Best Jersey Shore Raw Bars," rounded up by @NJMonthly: njmonthly.com/articles/jerse... View Tweet activity	3,904	80	2.0%	Promote
	New Jersey Tourism @Visit_NJ · Jun 10 📸: brown.eyed.flower.child (via Instagram) Did you know that Cape May has been a beloved seaside resort town for hundreds of years? Explore the natural beauty and the rich history of the southernmost tip of New Jersey this summer. pic.twitter.com/IFj24MRPhM View Tweet activity	3,845	63	1.6%	Promote
	New Jersey Tourism @Visit_NJ · Jun 11 Have you ever been to Haddonfield, NJ? Take a quick trip and see why @USATODAY named it one of the Top 10 Best Historic Towns: 10best.com/awards/travel/... View Tweet activity	3,316	137	4.1%	Promote
	New Jersey Tourism @Visit_NJ · Jun 16 📸: mattbaronphoto (via Instagram) Sunset at the marina in Beachwood, New Jersey. pic.twitter.com/aZUH9BYosZ View Tweet activity	3,217	58	1.8%	Promote
	New Jersey Tourism @Visit_NJ · Jun 2 📸: alisonmags (via Instagram) So many beautiful blooms at Laurelwood Arboretum in Wayne, NJ! 🌸🌸🌸🌸 pic.twitter.com/CyEqY6fIFK View Tweet activity	3,025	30	1.0%	Promote

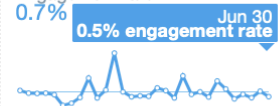
YOUR TWEETS

During this 30 day period, you earned **3.7K impressions** per day.



Engagements
Showing 30 days with daily frequency

Engagement rate



Link clicks



Retweets



Likes



Replies



New Jersey Division of Travel and Tourism

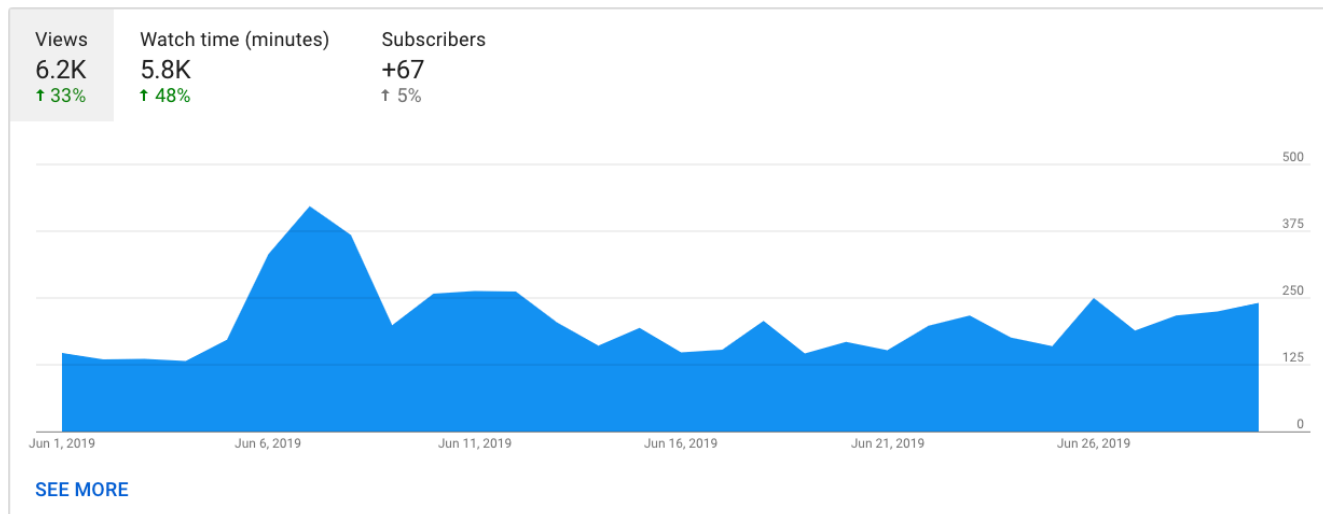
Social Media Dashboard

YouTube - June



- Tubing Down the Delaware River tops the list this month.

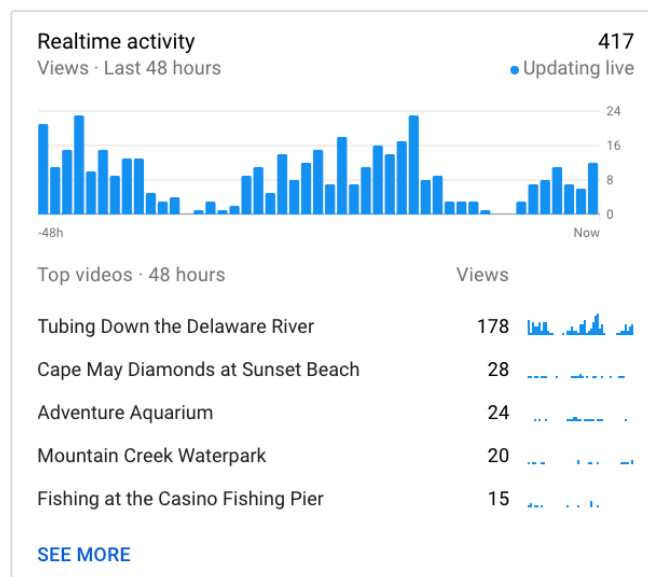
Overview Reach viewers Interest viewers Build an audience Jun 1 – 30, 2019
June



Top videos
Watch time (minutes) · June

Tubing Down the Delaware River	2.1K
Mountain Creek Waterpark	322
New Jersey - Summer Fun 2019 - 30 sec.	321
Cape May Diamonds at Sunset Beach	273
Cowtown Rodeo	245

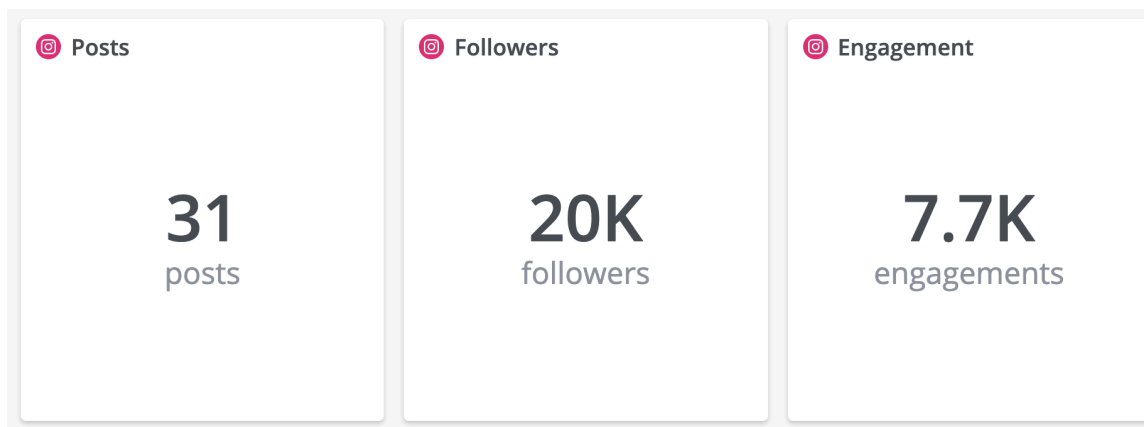
SEE MORE



New Jersey Division of Travel and Tourism

Social Media Dashboard

Instagram - June



Top Posts

Date	Message	Likes	Comments
visit_nj Jun 04, 11:08	@cliffbelltravels The seaside resort town of Cape May has our hearts! 🍷 Spend the summer on the southern tip of New Jersey, where you'll find gorgeous Victorian homes and spectacular beaches. #capemay	818	13
visit_nj Jun 21, 22:11	@newjerseyinpictures Have you ever been to Sparta Township in northern New Jersey? It's home to beautiful lakes, picturesque farmlands and the charming Lake Mohawk Boardwalk and Plaza.	435	16
visit_nj Jun 01, 15:29	@curtismwong Have you ever been to @patersongreatfalls before? If you're looking for somewhere to visit this weekend, check out this breathtaking little gem in Paterson, NJ!	434	7
visit_nj Jun 25, 13:09	@newjerseyinpictures Have you ever been to Mad Lavender Farm in Hunterdon County? Such a cute spot with lavender fields, nature paths, goat yoga and more. 🍷	362	16
visit_nj Jun 12, 22:13	@newjerseyinpictures A quiet, shady spot along the shore of Pacanack Lake in Wayne. 🌿	354	8
visit_nj Jun 15, 03:32	@mattbaronphoto Boardwalk Nights in Seaside Heights. 🌃	322	7
visit_nj Jun 11, 12:59	@brown.eyed.flower.child Did you know that Cape May has been a beloved seaside resort town for hundreds of years? 🌊 Explore the natural beauty and the rich history of the southernmost tip of New Jersey this summer. 🌟	303	7
visit_nj Jun 17, 00:58	@mattbaronphoto Sunset at the marina in Beachwood, New Jersey. 🌅	282	4
visit_nj Jun 29, 04:09	@newjerseyinpictures Exploring Grounds for Sculpture in Hamilton is like stepping into an Impressionist painting. 🎨 🌿 🍷	272	6
visit_nj Jun 15, 13:42	@brown.eyed.flower.child Have you ever ridden the Cape May-Lewes Ferry? 🚢 Cross the Delaware Bay while enjoying live music, beer festivals, wine dinners, fireworks cruises, seasonal festivities and more. 🌊 🍷	269	5
visit_nj Jun 05, 14:46	@mattbaronphoto Riding over the Boardwalk in Seaside Heights. 🌃 #seasideheights	266	6