

Vision 2030

A community journey towards a new vision for the University of Cape Town



MONTH	TOTAL POSTS	FACEBOOK INBOXED QUERIES	FACEBOOK RESPONSE RATE	COMBINED REACH	COMBINED ENGAGEMENT	AUDIENCE GROWTH
MARCH	241	90	80%	2.8m	213 532	13 039
APRIL	275	45	80%	3.3m	141 400	11 242
MAY	453	31	81%	2.4m	118 405	6 126
JUNE	291	16	89%	2.4m	190 790	6 121
JULY	359	10	87%	3.7m	227 438	9 129
AUGUST	482	15	85%	3.3m	143 551	5 511
SEPTEMBER	361	38	87%	2.9m	258 861	5 502
OCTOBER	473	6	87%	3.2m	77 586	8 309
NOVEMBER	287	14	83%	2.7m	54 301	5 633
DECEMBER	590	1	N/A	2.2m	310 208	8 117
TOTAL	3 812	266	84.3%	3.2m	----	78 729