







Media and Social Media Unit

Audience growth

Audience growth continues across all platforms, including the Instagram platform only launched in 2021.

	2020	2021	2022	
 Facebook	Likes	213 775	224 695	247 839
	Posts	1 312	1 322	983
	Reach	9 150 556	33 335 288	17 297 734
	Total engagement	-	1 349 351	2 945 210
	Inbox queries	13 121	20 631	35 432
 Twitter	Followers	210 280	219 479	227 363
	Posts	2 530	3 067	1 670
	Impressions	10 675 927	14 734 180	33 322 208
	Total engagement	-	541 083	1 043 248
 YouTube	Views	2 636 868	2 922 656	3 878 877
	Subscribers	11 570	16 144	19 219
	Videos posted	125	188	95

	2020	2021	2022	
 LinkedIn	Followers	246 827	293 028	329 240
	Impressions	-	8 682 022	7 532 595
	Total engagement	-	281 885	143 415
	Posts	774	877	662
 Instagram	Followers	-	4 127	10 473
	Posts	-	121	216
	Impressions	-	390 580	596 022
	Total engagement	-	44 291	20 683
 Reports	Daily social media reports	238	250	239