

# **Week top content rapport**

September 20, 2021 - September 26, 2021

Report created by

5.1.2e

## Profiles (4)

Profiles included in this report.

1. Ministerie van VWS
2. Ministerie van Volks...
3. Ministerie van Volks...
4. Ministerie van VWS



Twitter Profile Report:  
**Ministerie van VWS**

September 20, 2021 - September 26, 2021

Report created by

5.1.2e



# Content summary

**Evaluate the lifetime performance of published tweets on your Twitter profile**

September 20, 2021 - September 26, 2021

Report created by

5.1.2e



# Overview

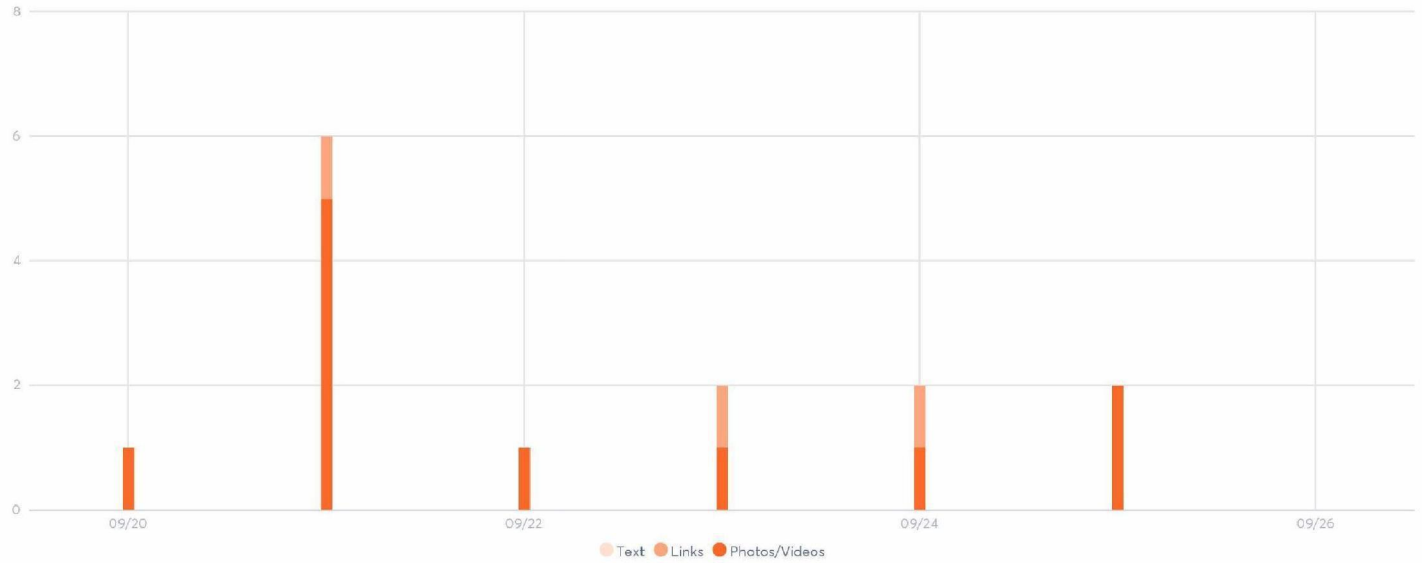
Lifetime metrics of content published during the selected period.





# Publishing

Number of Tweets published during the selected period- with breakdown by type.



Text	0
Links	3
Photos/Videos	11
<b>Total tweets published</b>	<b>14</b>



The total number of Tweets published is

**14**

representing a variation of **+100 %**  
compared to **Sep. 12 2021 - Sep. 19 2021**



## Top content

Best performing content published during the selected period. Based on engagement.



Sep. 23 2021

**Ken jij iemand die hulp nodig heeft bij het maken ...**

♥ Likes	45
🔄 Retweets	77
📊 Engagement	122



Sep. 25 2021

**Vanaf vandaag kunnen we weer met meer mensen tegel...**

♥ Likes	38
🔄 Retweets	55
📊 Engagement	93



Sep. 24 2021

**Ga je morgen naar het theater, een sportwedstrijd ...**

♥ Likes	16
🔄 Retweets	54
📊 Engagement	70



## Top content

Best performing content published during the selected period. Based on engagement.

This post had no picture linked.

“

Sep. 21 2021

**Niet corona, niet kanker, niet obesitas, maar deme...**

♥ Likes	31
🔄 Retweets	33
📊 Engagement	64

This post had no picture linked.

“

Sep. 23 2021

**Voor eet- en drinkgelegenheden bij**

♥ Likes	22
🔄 Retweets	37
📊 Engagement	59

coronatoegangsbewijs



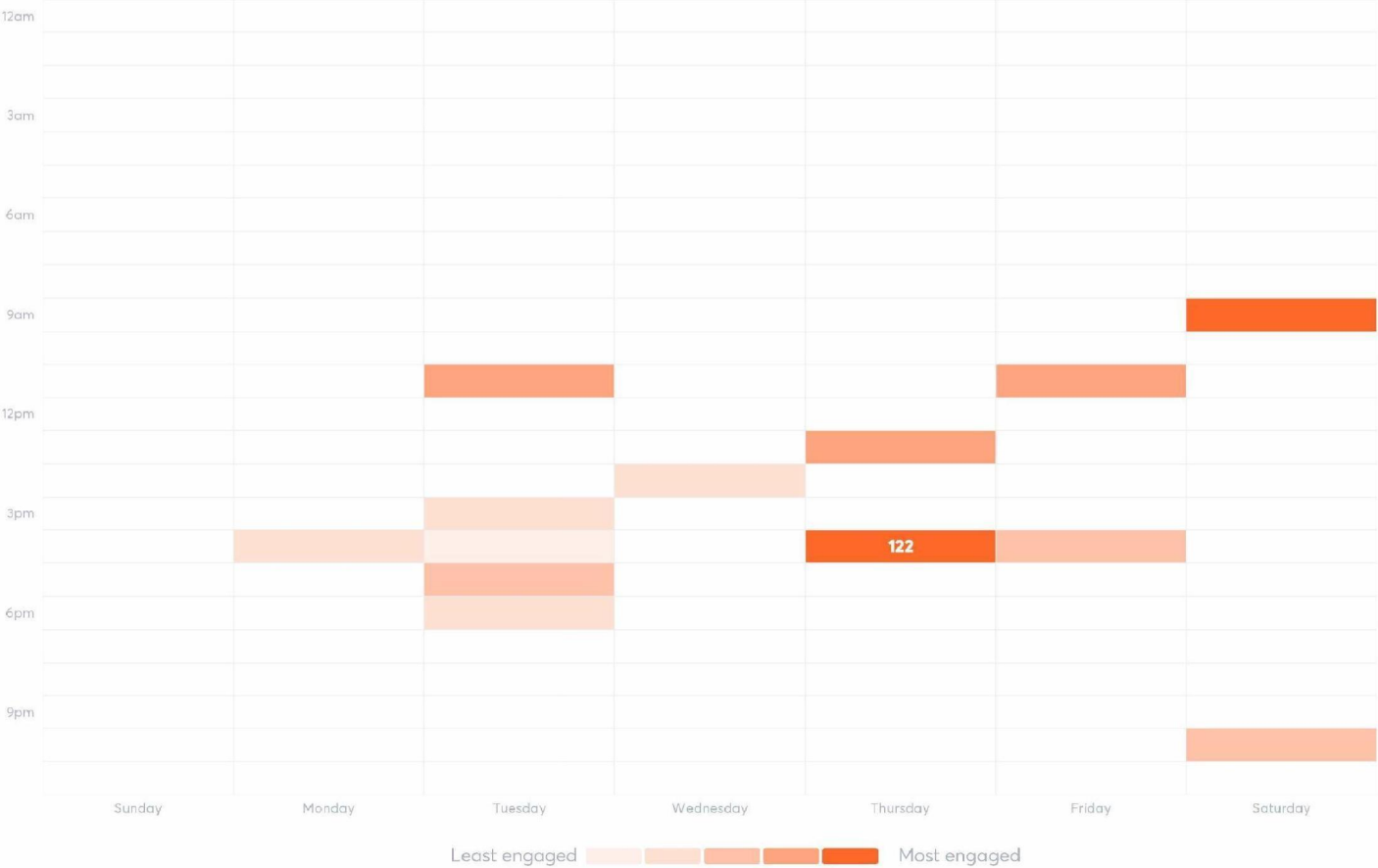
Sep. 25 2021

**Drukte op de servers van de CoronaCheck-app. Door ...**

♥ Likes	23
🔄 Retweets	17
📊 Engagement	40

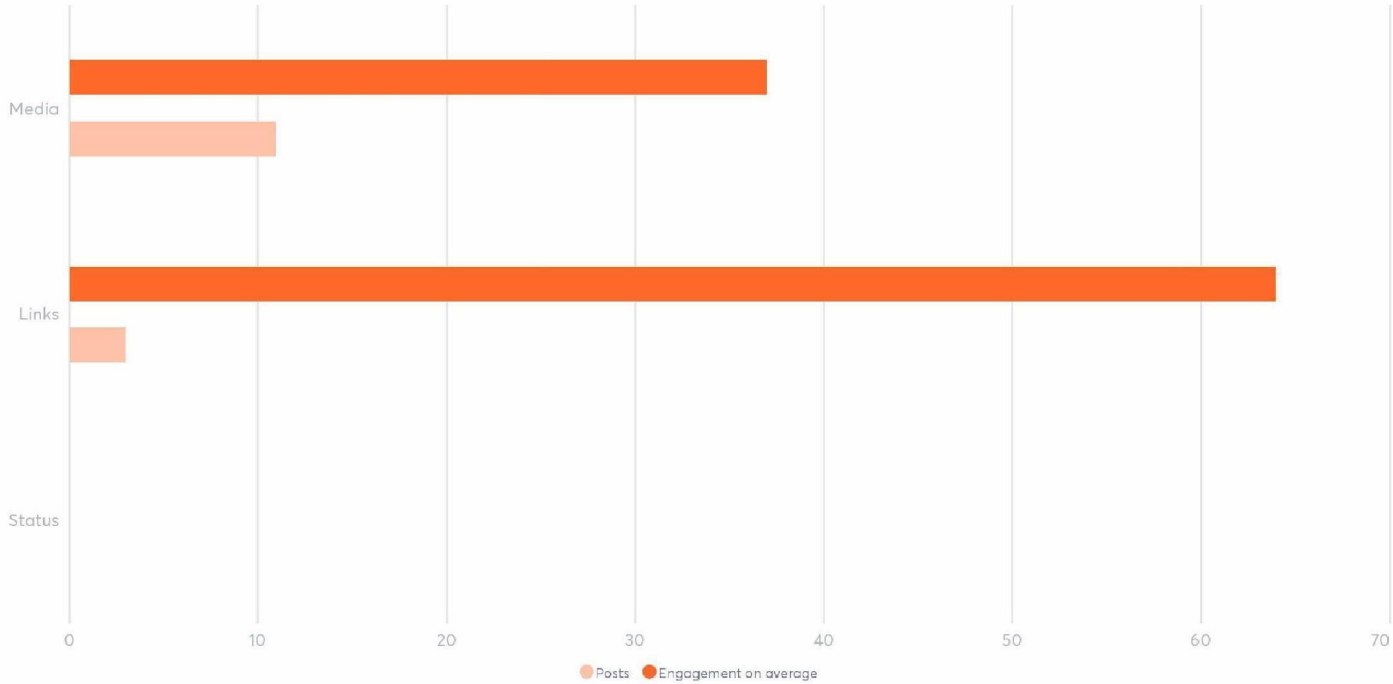
# Best day and time to publish

Average day and hour followers are most likely to engage with published content.



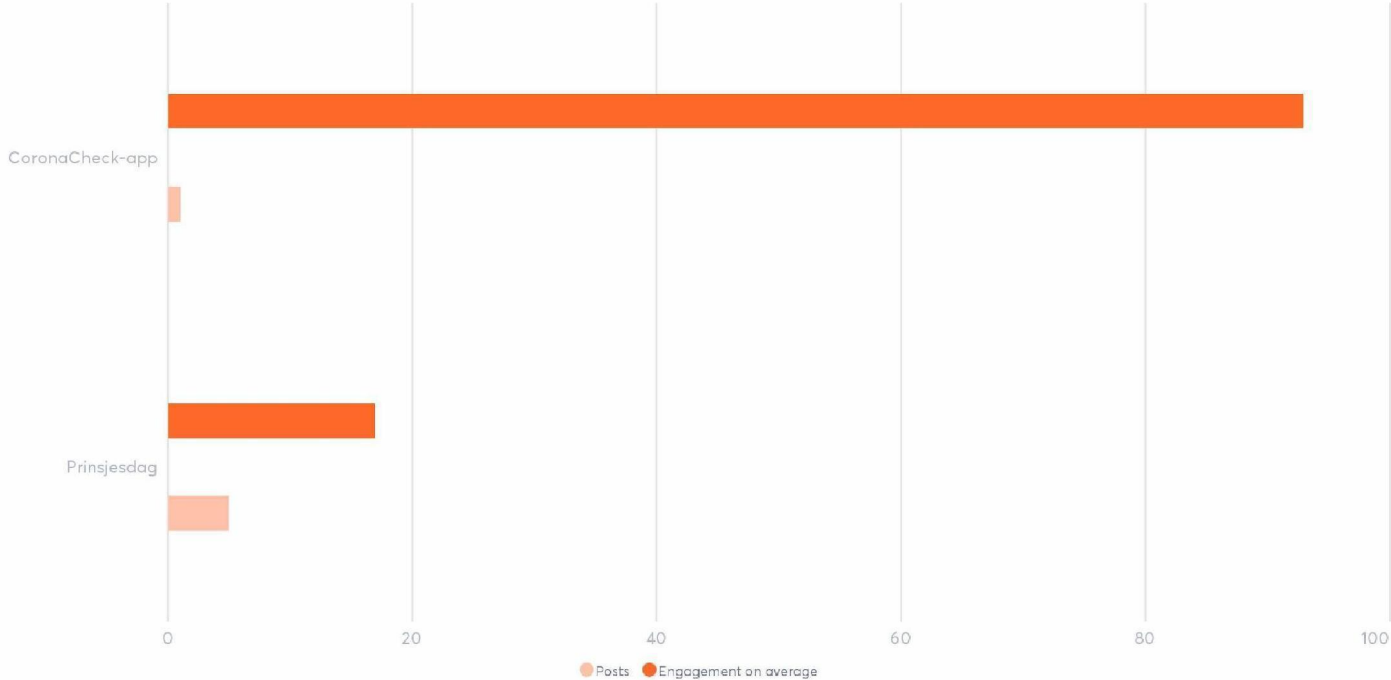
# Best post type to publish

Type of post followers are most likely to engage with.



# Best label to use

Label that followers are most likely to engage with.





LinkedIn Page Report:  
**Ministerie van Volksgezondheid, Welzijn en Sport**

September 20, 2021 - September 26, 2021

Report created by

5.1.2e



## Content summary

**Evaluate the lifetime performance of  
published content on your LinkedIn page**

September 20, 2021 - September 26, 2021


Report created by

5.1.2e




# Overview

Lifetime metrics of content published during the selected period.

 Posts published

**12**

 -14.3 %

 Posts impressions

**55,537**

 -44.7 %

 Posts engagement

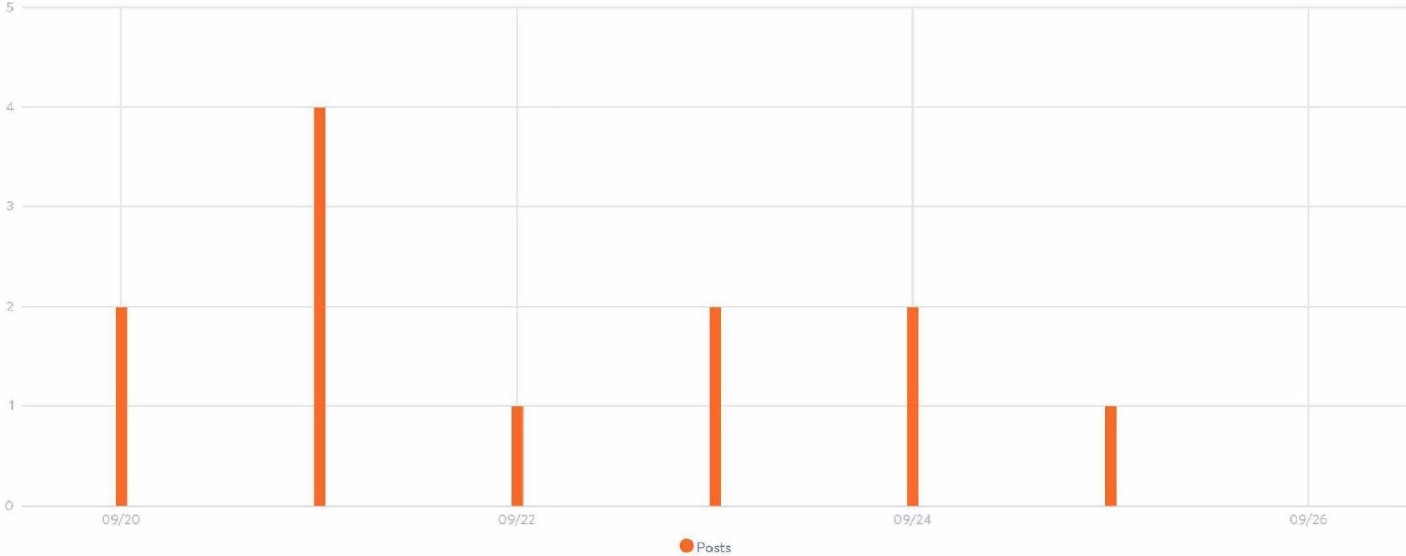
**3,910**

 -28.2 %

# Publishing



Number of Posts published during the selected period.



The total number of Posts published is

**12**

representing a variation of **-14.3 %**  
compared to **Sep. 12 2021 - Sep. 19 2021**



## Top content

Best performing content published during the selected period. Based on impressions.

This post had no picture linked.

Sep. 24 2021

**Ga je morgen naar het theater, een sportwedstrijd ...**

Impressions	9.7K
Clicks	2.4K
Likes	13
Shares	1
Comments	31
Engagement	2.5K

This post had no picture linked.

Sep. 20 2021

**Gynaecoloog Sam Schoenmakers van het Erasmus**

Impressions	8.3K
Clicks	165
Likes	37
Shares	1
Comments	8
Engagement	211

Sep. 25 2021

**Vanaf vandaag kunnen we weer met meer mensen tegel...**

Impressions	7.4K
Clicks	535
Likes	23
Shares	5
Comments	1
Engagement	564



## Top content

Best performing content published during the selected period. Based on impressions.

This post had no picture linked.




Sep. 20 2021

**Podcast luistertip**

Impressions	5.3K
Clicks	53
Likes	23
Shares	9
Comments	5
Engagement	90

This post had no picture linked.



Sep. 21 2021

**Vandaag is het Wereld Alzheimer Dag**

Impressions	4.7K
Clicks	234
Likes	21
Shares	5
Comments	2
Engagement	262

This post had no picture linked.



Sep. 23 2021

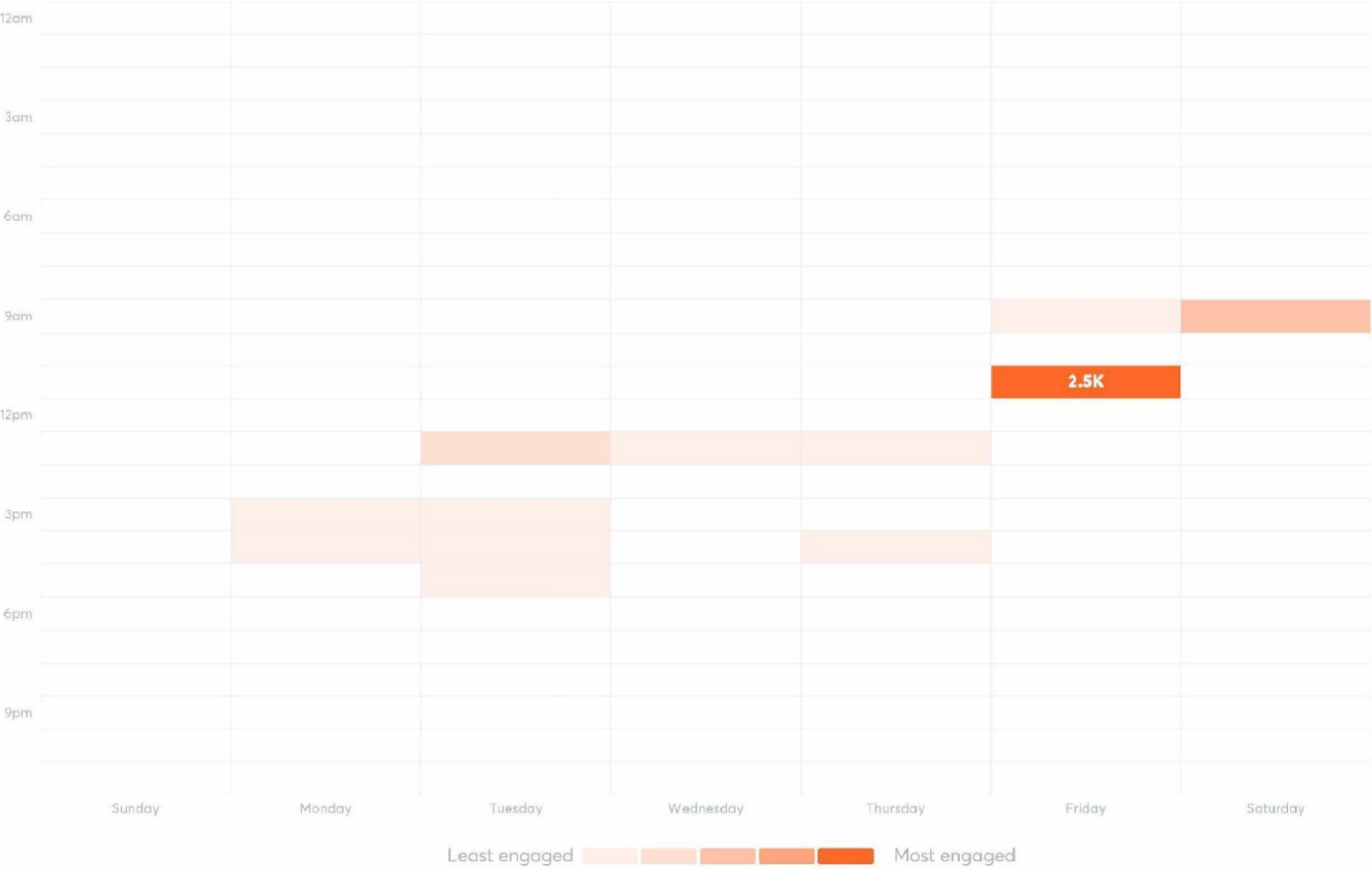
**Ken jij iemand die hulp nodig heeft bij het maken ...**

Impressions	4.5K
Clicks	55
Likes	22
Shares	6
Comments	4
Engagement	87



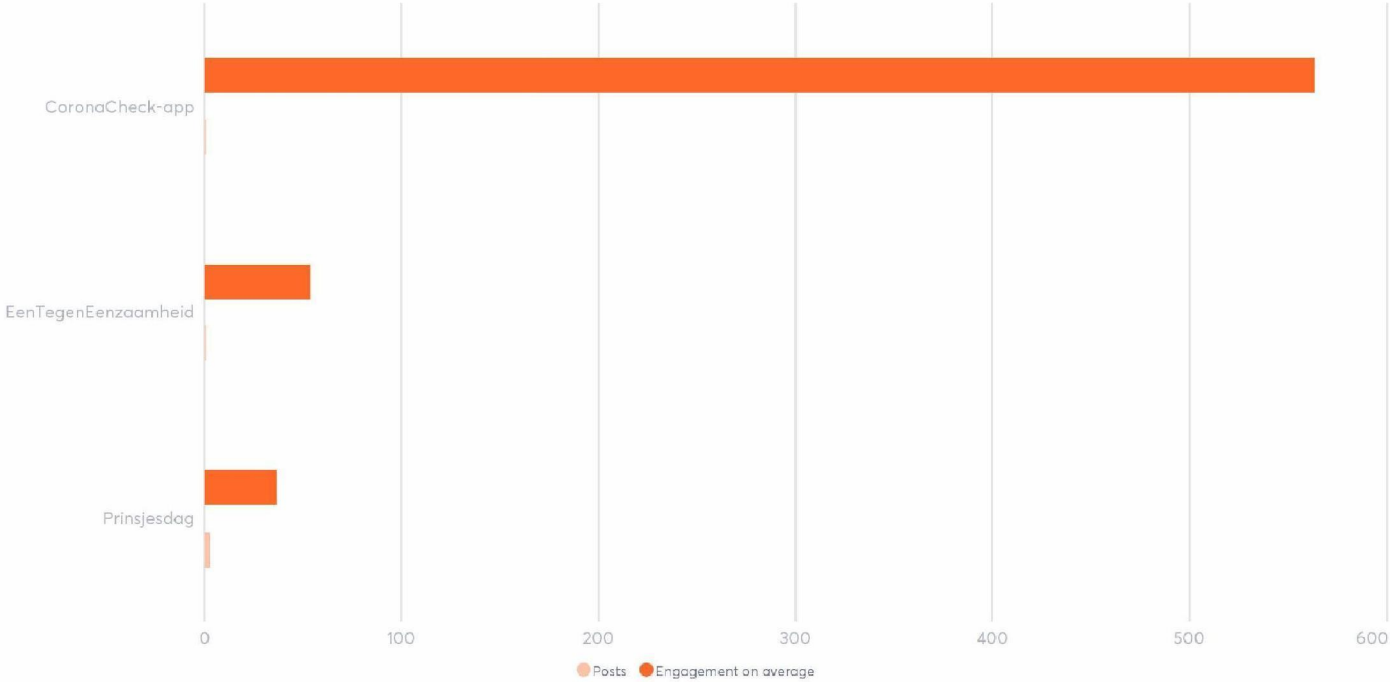
# Best day and time to publish

Average day and hour followers are most likely to engage with published posts.



# Best label to use

Label that followers are most likely to engage with.





Facebook Page Report:  
**Ministerie van Volksgezondheid, Welzijn en Sport**

September 20, 2021 - September 26, 2021

Report created by

5.1.2e



## Content summary

**Evaluate the lifetime performance of  
published content on your Facebook Page**

September 20, 2021 - September 26, 2021


Report created by

5.1.2e




# Overview

Lifetime metrics of content published during the selected period.

 Posts published


**8**

 No variation

 Posts reach

**664,519**

 22.7 %

 Engaged users

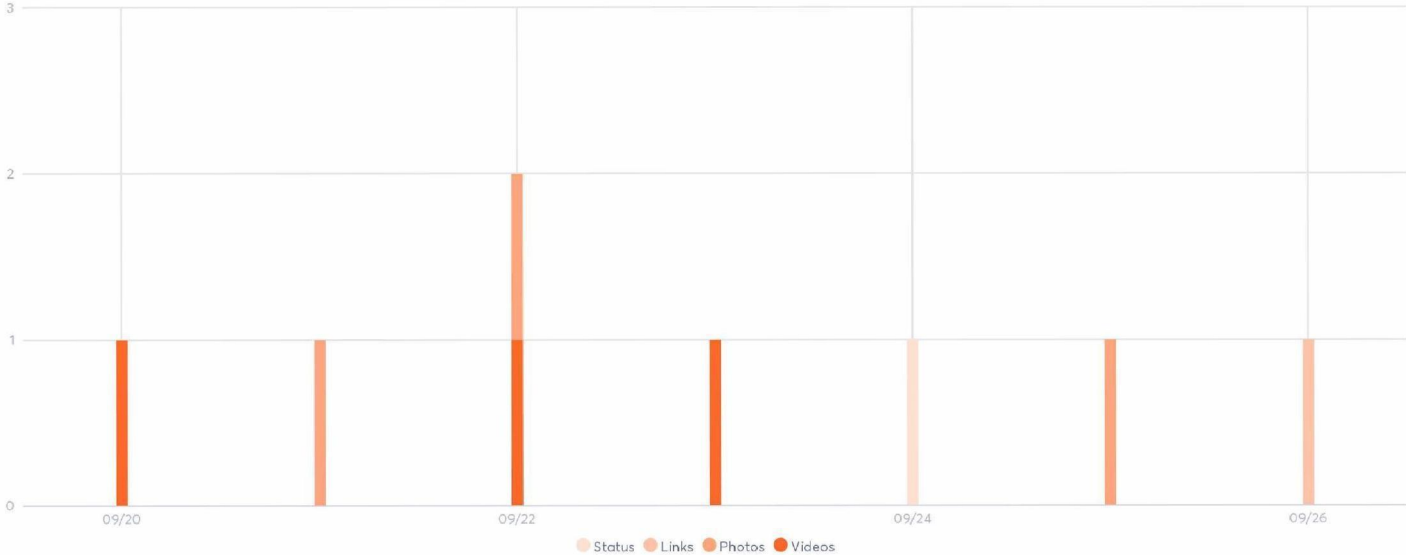
**43,925**

 -9.1 %

# Publishing



Number of Posts published during the selected period- with breakdown by type.



Status	1
Links	1
Photos	3
Videos	3
<b>Total posts published</b>	<b>8</b>



The total number of Posts published is

**8**


representing a variation of **0 %**  
compared to **Sep. 12 2021 - Sep. 19 2021**



## Top content

Best performing content published during the selected period. Based on reach.

Vanaf zaterdag 25 september heb je dan een coronatoegangsbewijs nodig.



Sep. 24 2021

**Ga je morgen naar het theater, een sportwedstrijd ...**

📶 Reach	170K
📊 Engaged Users	14K
👁️ Clicks	5.9K
👁️ Other clicks	9.3K



Sep. 25 2021

**Vanaf vandaag kunnen we weer met meer mensen tegel...**

📶 Reach	160K
📊 Engaged Users	18K
👁️ Clicks	10K
👁️ Other clicks	9.1K



Sep. 23 2021


**Ken jij iemand die hulp nodig heeft bij het maken ...**

📶 Reach	81K
📊 Engaged Users	1.7K
👁️ Clicks	257
👁️ Other clicks	1.3K



## Top content

Best performing content published during the selected period. Based on reach.



Sep. 22 2021

### Vanaf vandaag geldt er voor jou als gevaccineerde ...


📶 Reach	72K
📊 Engaged Users	4.8K
👁️ Clicks	2.6K
👁️ Other clicks	2.6K



Sep. 20 2021

### Gynaecoloog Sam Schoenmakers van het Erasmus

📶 Reach	69K
📊 Engaged Users	2.3K
👁️ Clicks	236
👁️ Other clicks	2.1K



Sep. 22 2021

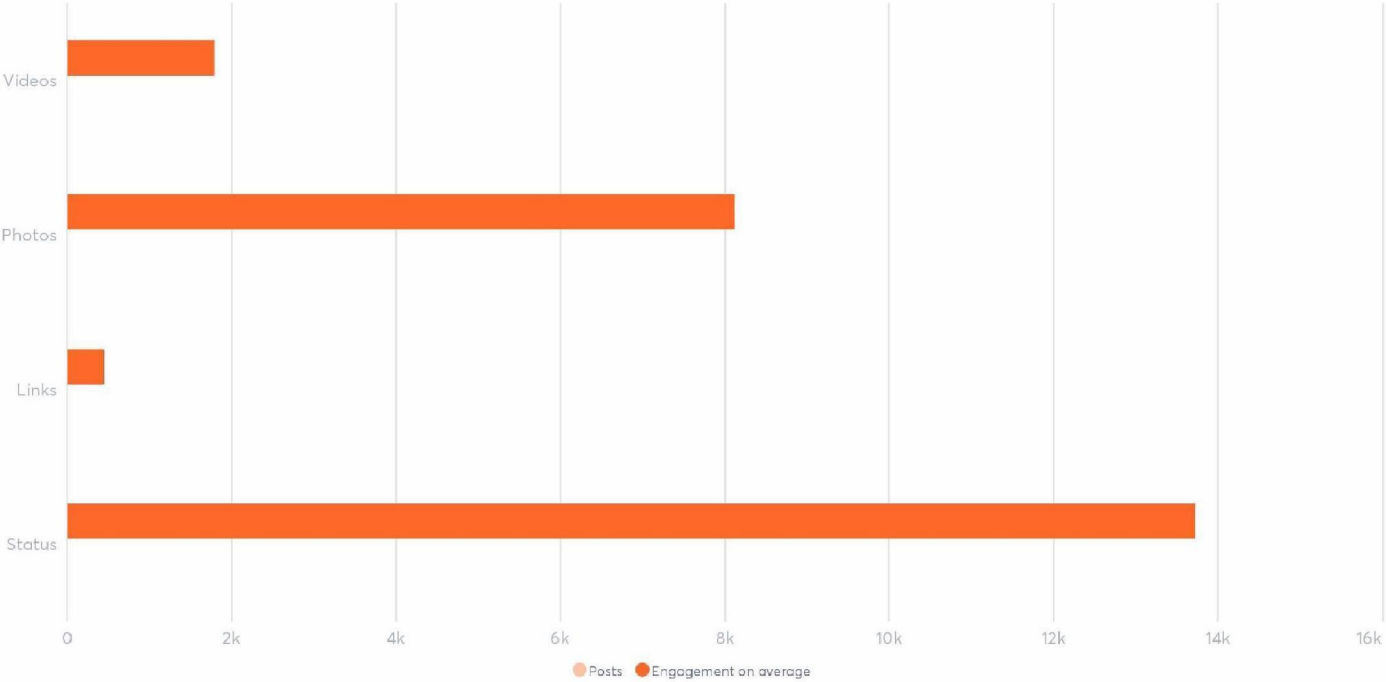
### Ben je bang voor een prik? Veel GGD's hebben initi...

📶 Reach	52K
📊 Engaged Users	1.3K
👁️ Clicks	133
👁️ Other clicks	1.1K



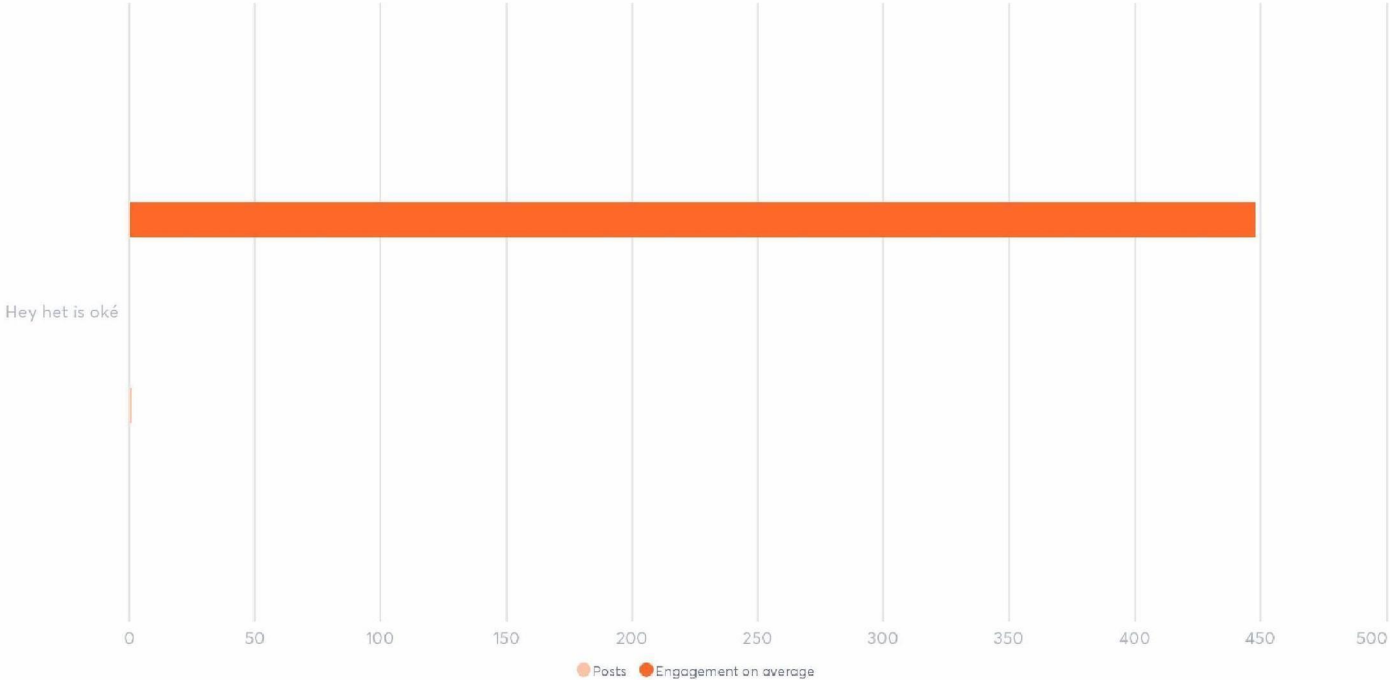
# Best post type to publish

Type of post fans are most likely to engage with.



# Best label to use

Label that fans are most likely to engage with.





Instagram Profile Report:  
**Ministerie van VWS**

September 20, 2021 - September 26, 2021

Report created by

5.1.2e



## Content summary

**Evaluate the lifetime performance of  
published content on your Instagram Profile**

September 20, 2021 - September 26, 2021


Report created by

5.1.2e


# Overview

Lifetime metrics of content published during the selected period.



 Posts published

**13**

 18.2 %

 Posts reach

**41,511**

 61.1 %

 Posts engagement

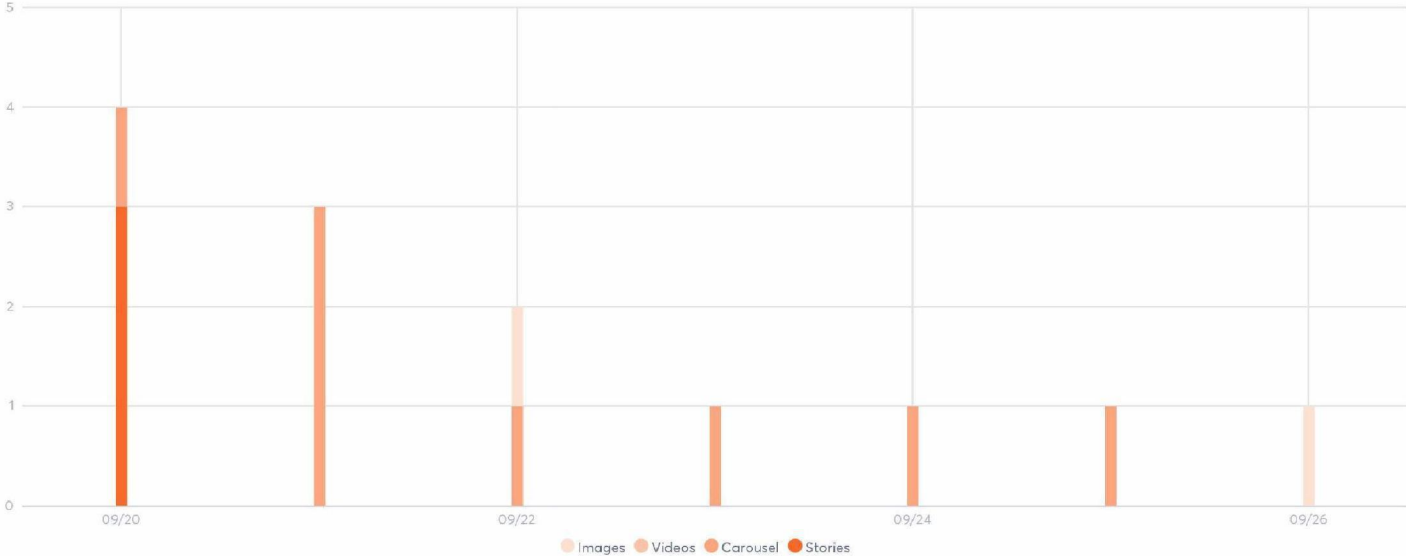
**521**

 77.8 %

# Publishing



Number of Posts published during the selected period- with breakdown by type.



Images	2
Videos	0
Carousel	8
Stories	3
<b>Total posts published</b>	<b>13</b>



The total number of Posts published is

**13**

representing a variation of **+18.2 %** compared to **Sep. 12 2021 - Sep. 19 2021**



## Top content

Best performing content published during the selected period. Based on reach.

Sep. 22 2021

**Ben je volledig gevaccineerd, dan is de kans om do...**

Reach	6.8K
Comments	13
Likes	76
Saved	5
Engagement	94

Sep. 25 2021

**Vanaf vandaag kunnen we weer met meer mensen tegel...**

Reach	5.6K
Comments	10
Likes	44
Saved	8
Engagement	62

Sep. 24 2021

**Ga je morgen naar het theater, een sportwedstrijd ...**

Reach	4.9K
Comments	10
Likes	44
Saved	4
Engagement	58



## Top content

Best performing content published during the selected period. Based on reach.



Leer meer over alzheimer →

Sep. 21 2021

### Vandaag is het Wereld Alzheimer Dag

📶 Reach	4.7K
💬 Comments	3
❤️ Likes	68
📌 Saved	11
📊 Engagement	82



Heb ik in sportkantine ook een coronatoegangsbewijs nodig?

Voor eet- en drinkgelegenheden bij sportaccommodaties geldt vanaf 23 september dat een coronatoegangsbewijs noodzakelijk is, afhankelijk van de plek waar het eten en drinken wordt genuttigd. →

Sep. 23 2021

### Voor eet- en drinkgelegenheden bij

📶 Reach	4.7K
💬 Comments	4
❤️ Likes	33
📌 Saved	5
📊 Engagement	42



Ja dat bet je. We weten door internationaal onderzoek dat als je zwanger bent,

**Sam Schoenmakers**  
Gynaecoloog Erasmus MC Rotterdam

Sep. 20 2021

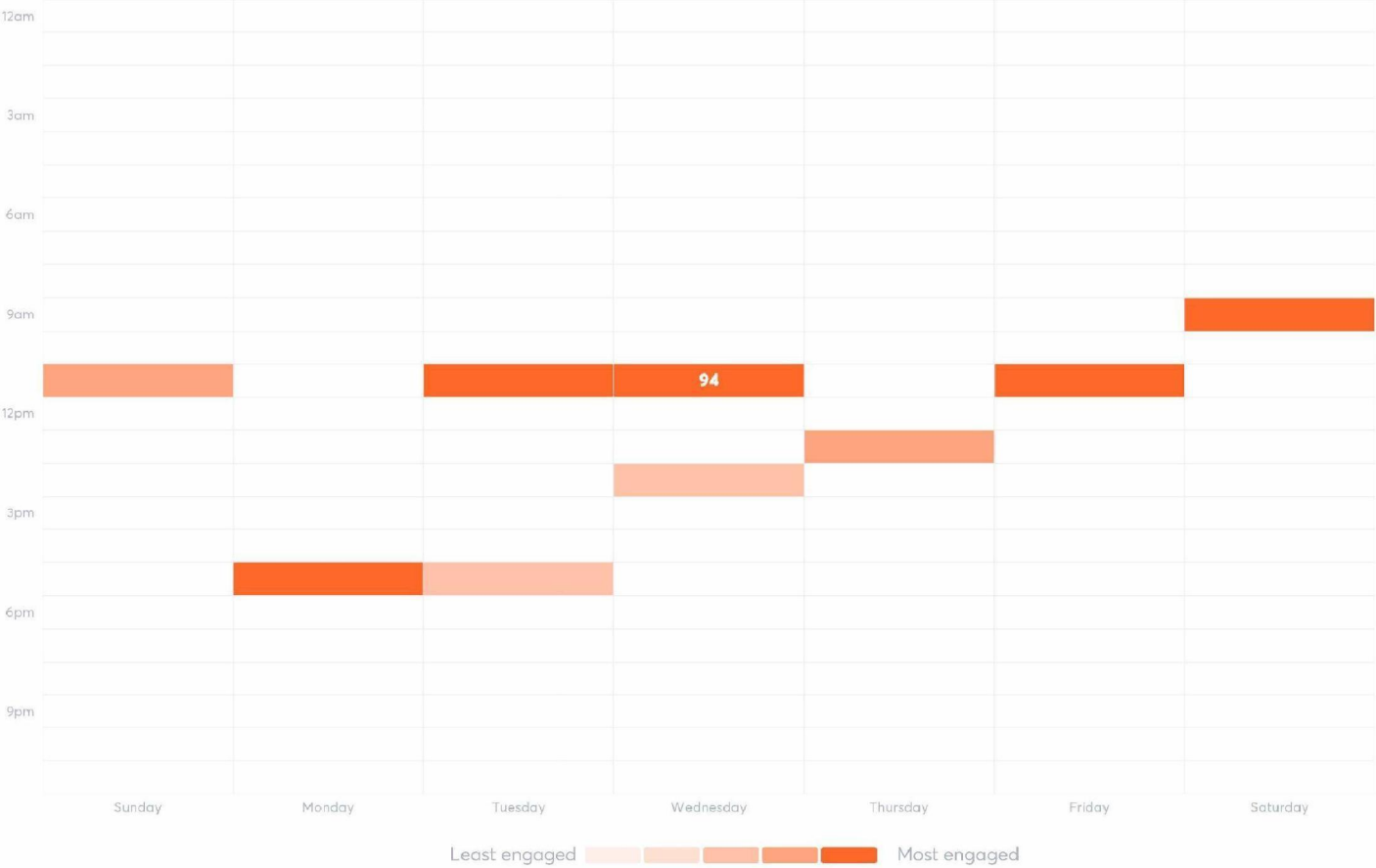
### Gynaecoloog Sam Schoenmakers van het

📶 Reach	4.7K
💬 Comments	17
❤️ Likes	43
📌 Saved	14
📊 Engagement	74

# Best day and time to publish

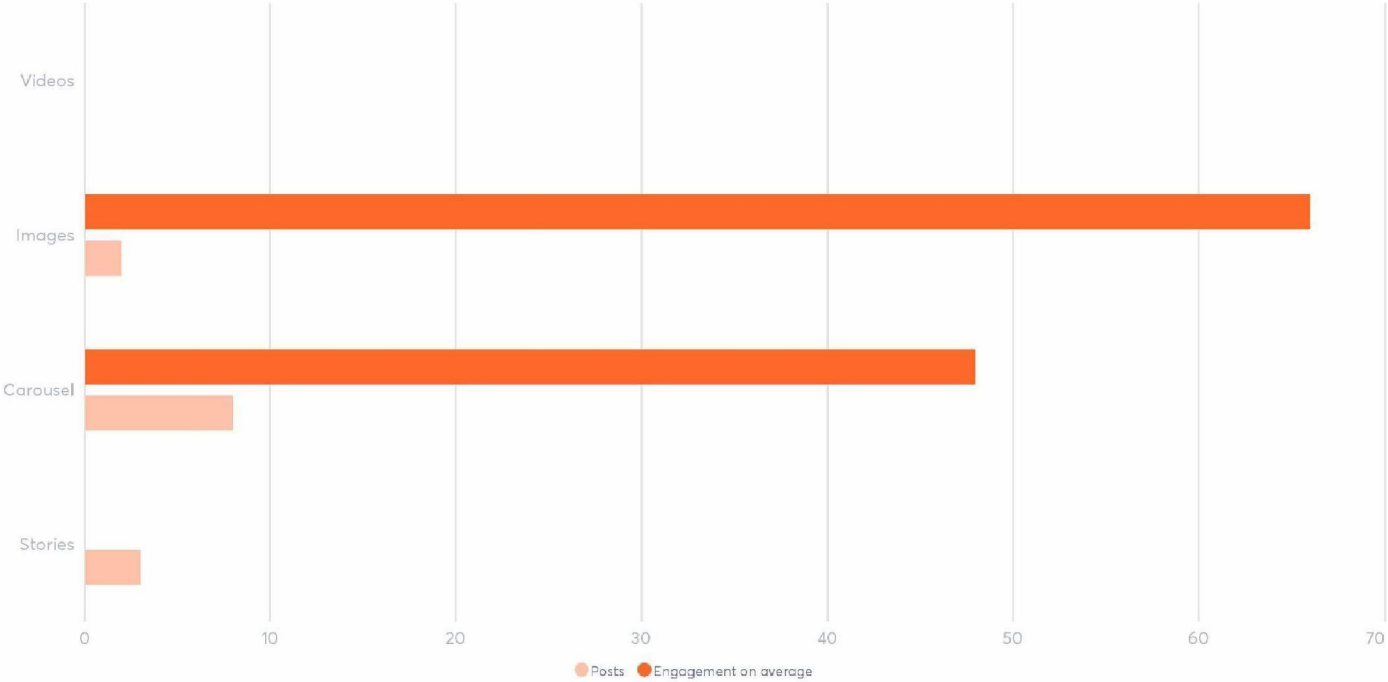


Average day and hour followers are most likely to engage with published posts.



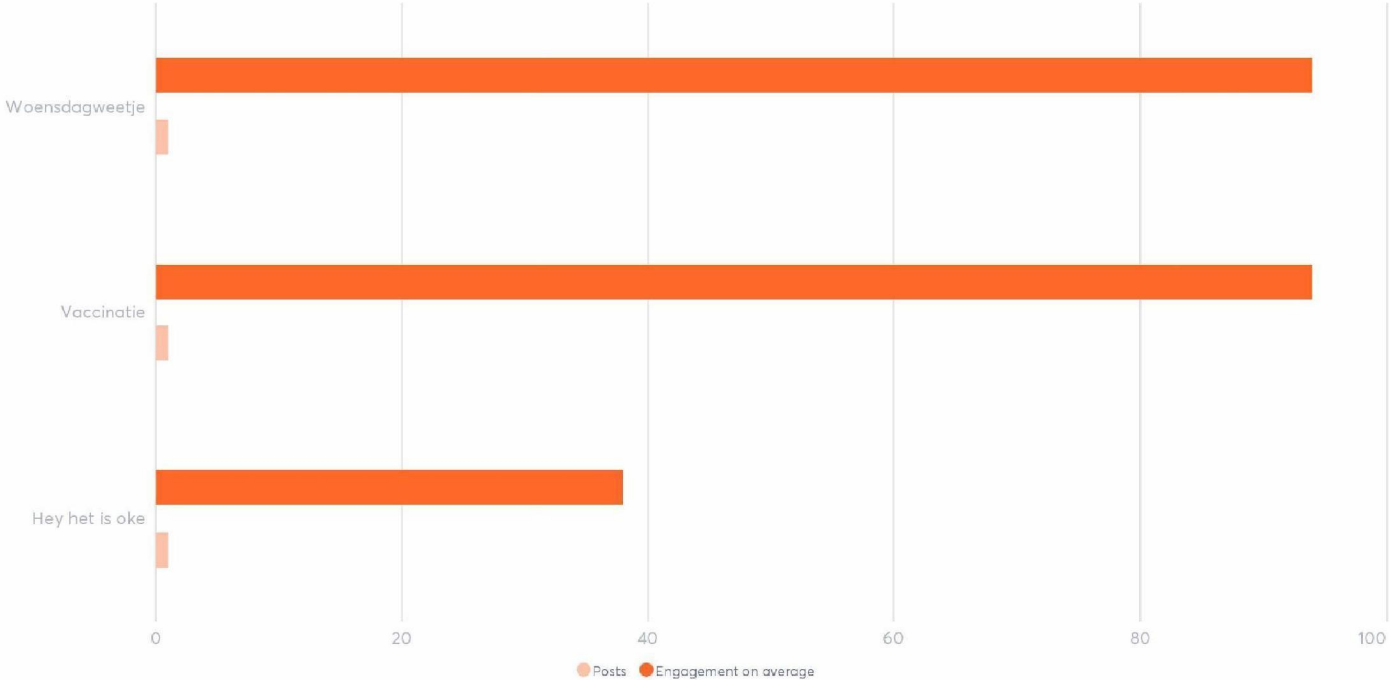
# Best post type to publish

Type of post followers are most likely to engage with.



# Best label to use

Label that followers are most likely to engage with.





## Stories summary

**Evaluate the lifetime performance of  
published stories on your Instagram Profile**

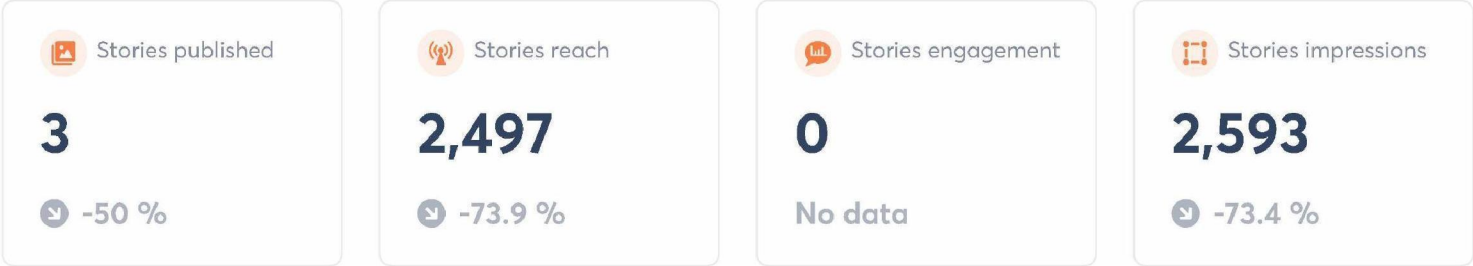
September 20, 2021 - September 26, 2021

Report created by

5.1.2e


# Overview

Key metrics of Stories published during the selected period.



# Top content


Best performing Stories published during the selected period. Based on reach.



Sep. 20 2021


**BEKIJK VIA**

📶 Reach	1K
📊 Engagement	0
👁️ Impressions	1K



Sep. 20 2021

📶 Reach	778
📊 Engagement	0
👁️ Impressions	810



Sep. 20 2021

📶 Reach	719
📊 Engagement	0
👁️ Impressions	747

# Top content

Best performing Stories published during the selected period. Based on engagement.



Sep. 20 2021

Reach	719
Engagement	0
Impressions	747

Sep. 20 2021

Reach	778
Engagement	0
Impressions	810


Sep. 20 2021

**BEKIJK VIA**

Reach	1K
Engagement	0
Impressions	1K

# Top content


Best performing Stories published during the selected period. Based on impressions.



Sep. 20 2021


**BEKIJK VIA**

📶 Reach	1K
📊 Engagement	0
👁️ Impressions	1K



Sep. 20 2021

📶 Reach	778
📊 Engagement	0
👁️ Impressions	810



Sep. 20 2021

📶 Reach	719
📊 Engagement	0
👁️ Impressions	747