

Communications Statistics – Policy and Bylaw Reviews 2024/25

Facebook Posts

The following table provides a summary of reach/engagement on Council's Facebook posts when promoting these topics during the consultation period. The posts are listed from the highest reach to the lowest.

Reach: Reach is the number of people who saw the content from our Facebook Page or about our Page. This metric is estimated.

Engagement: This is the number of reactions, comments, shares and clicks on each post.

Views: The number of times our content was played or displayed.

Reactions: The number of reactions on each post.

Comments: The number of comments on each post.

Shares: The number of shares on each post.

Facebook Post Date	Topic	Engagement
9 April 2025	Alcohol Licensing Fees Bylaw	Reach: 2090 Engagement: 366 Views: 3521 Reactions: 10 Comments: 23 Shares: 0
8 March 2025	Matamata drop-in session (targeted to community groups)	Reach: 1471
12 April 2025	Cemeteries Bylaw	Reach: 1284 Engagement: 135 Views: 2041 Reactions: 12 Comments: 2 Shares: 0
10 April 2025	Gambling Venue Policy and TAB Venue Policy	Reach: 1162 Engagement: 129 Views: 1912 Reactions: 7 Comments: 4 Shares: 0
13 March 2025	Join the conversation (webinar)	Reach: 1023 Engagement: 68 Views: 1895 Reactions: 4 Comments: 2 Shares: 1
11 April 2025	Community Safety Bylaw	Reach: 789 Engagement: 57 Views: 1229 Reactions: 4 Comments: 1 Shares: 0
18 March 2025	Let's Talk Kōrero Mai (all topics)	Engagement: 17 Views: 1074 Reactions: 8 Comments: 0 Shares: 1

27 February 2025	Let's Talk Kōrero Mai (all topics)	Reach: 699 Engagement: 24 Views: 1149 Reactions: 9 Comments: 0 Shares: 0
8 April 2025	Fees and Charges	Reach: 551 Engagement: 31 Views: 915 Reactions: 3 Comments: 0 Shares: 0
<p>Updates to community pages - Let's Talk Kōrero Mai (all topics):</p> <p>MPDC Staff Reach: 97</p> <p>Morrinsville Community Noticeboard Reach: 627</p> <p>Morrinsville Community Group Reach: 497</p> <p>Matamata Community Noticeboard Reach: 343</p> <p>Matamata Noticeboard Reach: 440</p> <p>Te Aroha Reach: 98</p>		

Website statistics

This shows how many hits our pages received. This is a good indication that our website has been viewed and people are interested in certain policies/bylaws.

MPDC main website statistics:

- Community pop-in sessions - Let's talk - created on 27 February - 296
- Kōrero Mai | Let's Talk - created on 6 March – 436

MPDC Let's Talk Kōrero mai consultation site statistics:

- Home page – 33,975
- Gambling and TAB Venue Policies – 1066
- Cemeteries Bylaw - 869
- Community Safety Bylaw - 681
- Fees and Charges - 583
- Alcohol Licensing Fees Bylaw - 438
- Dangerous and Insanitary Buildings Policy - 327