

# We Are Winter Garden SOCIAL MEDIA REPORT

Second Quarter 2023

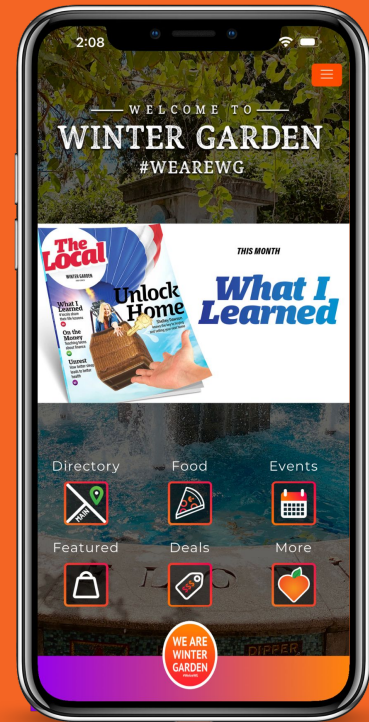
**WE ARE  
WINTER  
GARDEN**

#WeAreWG

Powered By **imagine**

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# Winter Garden App Snapshot





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# Winter Garden App Downloads

June 30, 2023

Winter Garden App Downloads	Previous	Current
	22,800	23,300



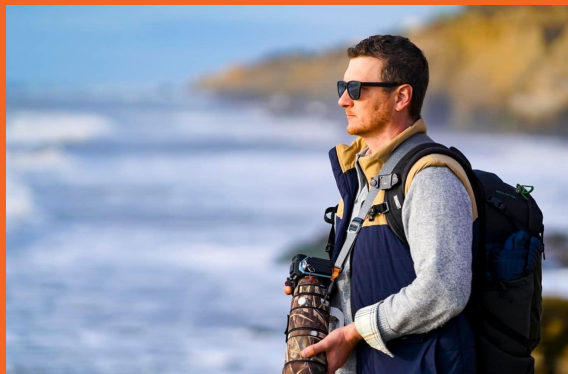
# Total Subscriptions

June 30, 2023





# Social Media Snapshot





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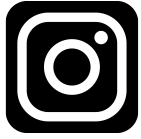
# Facebook Groups & Page

June 30, 2023

GROUPS & PAGES	Previous Quarter	Current Followers
We are Winter Garden Page	21,569	<b>21,765</b>
We are Winter Garden Group	11,507	<b>11,766</b>
Winter Garden Community	41,200	<b>42,452</b>
Windermere and Surrounding	15,450	<b>16,049</b>
Total Followers	89,726	<b>92,032</b>







# Reach

April 1 - June 30, 2023



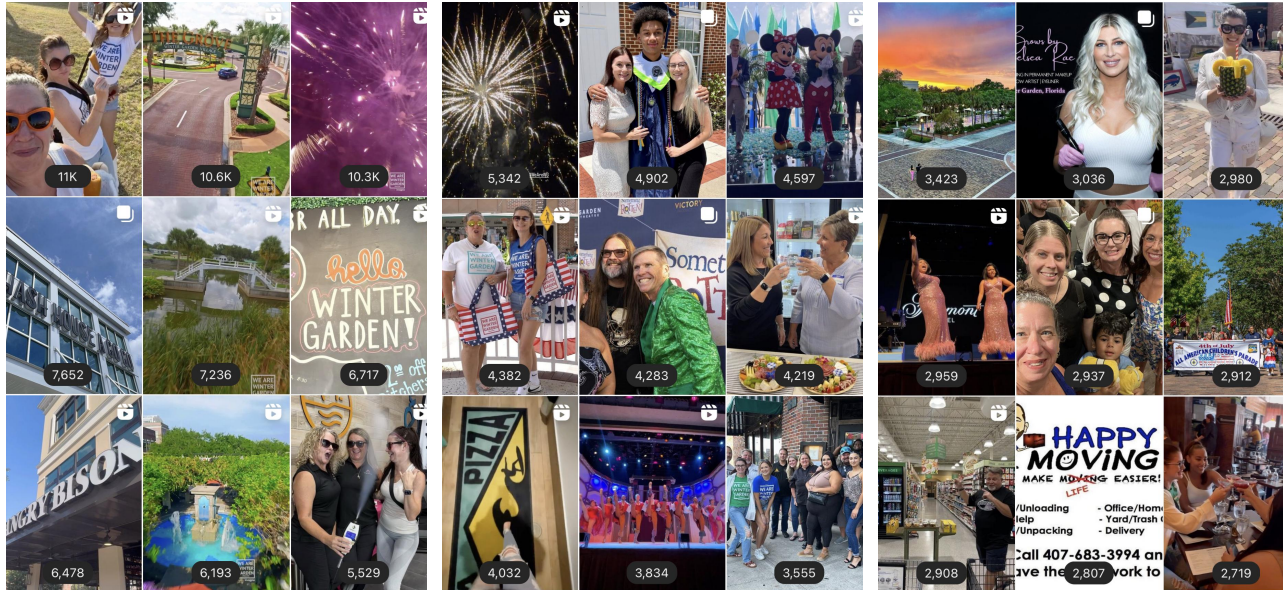
The number of people who saw any content from our platform or about our platform.		
	Previous	Current
IG Reach	29,617	38,600
FB Reach	128,051	140,998
Total	<b>157,668</b>	<b>170,598</b>





# Instagram Post Reach

We Are Winter Garden







# Tik Tok

We Are Winter Garden



@wearewintergarden

**179**  
Following

**3066**  
Followers

**87.1K**  
Likes

Edit profile

Add friends

Download the Winter Garden app!

<https://apps.apple.com/us/app/winter-garden/i>



@healthywestorange

**92**  
Following

**1998**  
Followers

**28.5K**  
Likes

Message



Join the Healthy West Orange Movement! ❤️  
West Orange County, Florida, USA

<https://healthywestorange.org/summer-splash-i...>

Q&A



@horizonwesthappenings

**35**  
Following

**86**  
Followers

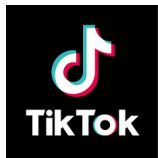
**152**  
Likes

Follow




Local Residents' Hub to the Fastest Growing Area in  
Central Florida!





# Tik Tok & Instagram influencers

243.4K followers



@samanthalongton

604 Following 99.7K Followers 5.3M Likes

Message

Florida 🌴  
Things to do • Places to go • Food to eat  
Samantha.L.Longton@gmail.com

<https://www.amazon.com/shop/Samanthalongton>

Q&A

Places to Stay Florida Life Orlando Dr

**Pinned**  
Island Grove Wine Company 224.2K  
The Wellborn 400.3K  
Rosallie  
Orlando Life

samanthalongton


1,402 Posts 13.5K Followers 2,243 Following

Sam Longton 🌟💙🌴  
Digital creator  
Things to do in the Sunshine State 🌞  
• Travel • Foodie • Florida Life •  
Samantha.L.Longton@gmail.com... more

[www.tiktok.com/@samanthal...](http://www.tiktok.com/@samanthal...) and 1 other  
Followed by wgmayor, marc\_jablon and 46 others

Following Message Email

Grid of images showing various Florida-themed content, including a pink flamingo inflatable, a tropical beach, and a tropical drink.



@amandainorlando

359 Following 66.1K Followers 2.0M Likes

Message

to orlando & beyond  
themeparks | social media | travel  
amandawrate95@gmail.com

<https://msha.ke/amandainorlando>

Q&A

orlando nightlife orlando eats work fr

**Pinned**  
VIRGIN VOYAGES ADULTS ONLY CRUISE (DAY 1) 139.5K  
Mick's DRIVE-IN  
BEST VIEW ON UNIVERSAL PROPERTY

amandainorlando

1,045 Posts 64.1K Followers 1,322 Following

AMANDA WRATE  
Digital creator  
theme parks • foodie • fashion • travel  
amandawrate95@gmail.com

[msha.ke/amandainorlando](https://msha.ke/amandainorlando)  
Followed by catchingupwithtracy, wgmayor and 56 others

Following Message Email

eras tour winter garden virgin voyag... nail inspo 2023

Grid of images showing various Orlando-themed content, including a pink flamingo inflatable, a tropical beach, and a tropical drink.



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# Local Comparisons

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# Facebook

We Are Winter Garden

Page	Page likes ↓	Page likes change ↑↓	Published content
 <b>We Are Winter Garden</b> We Are Winter Garden	19.1K	↑ 37	146
 <b>Orange Observer</b> We publish the West Orange Times & Observer, Southwest Orange Obse...	13.1K	---	--
 <b>Healthy West Orange</b> Championing the West Orange community culture to one of health and w...	11K	---	--
 <b>Downtown Winter Garden</b> Stay connected to information about Historic Downtown Winter Garden.	8K	---	--
 <b>Horizon West Happenings</b> Stay up to date on what is "Happening" here in the Horizon West Comm...	7.6K	---	--
 <b>West Orange Chamber of Commerce</b> Advancing Community. Collaboration. Leadership.   Since 1972	5.3K	---	--
 <b>The Local Winter Garden</b> A local's look at the people & places that make Winter Garden such a gre...	1.9K	---	--













# Instagram

We Are Winter Garden

Account	Followers (lifetime) ↓	Instagram follower... ↑↓	Published content
 <b>wearewintergarden</b> We Are Winter Garden	13.3K	↑ 152	271
 <b>officialdowntownwintergarden</b> Downtown Winter Garden	10.5K	—	17
 <b>horizonwesthappenings</b> News, Events and all the Happenings in Horizon West, FL	6.7K	—	260
 <b>healthywestorange</b> Healthy West Orange	3.3K	—	165
 <b>westorangechamber</b> West Orange Chamber	2.2K	—	60
 <b>orangeobserver</b> Orange Observer	1.8K	—	8
 <b>thelocalwg</b> The Local Winter Garden	1.6K	—	25







WE ARE  
WINTER  
GARDEN

#WeAreWG

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