

# We Are Winter Garden SOCIAL MEDIA REPORT

First Quarter 2023

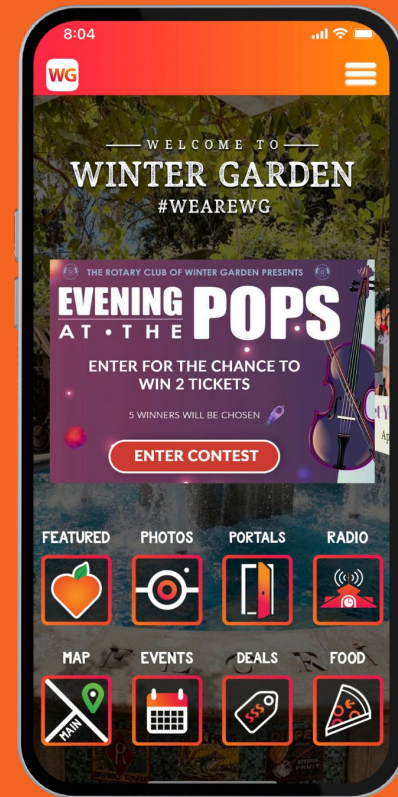
**WE ARE  
WINTER  
GARDEN**

#WeAreWG

Powered By **imagine**



# Winter Garden App Snapshot



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# Winter Garden App Downloads

March 20, 2023

Winter Garden App Downloads	Apple	Google
<b>22,700</b>	17,200	5,500



# IOS

March 20, 2023

Active Subscriptions

9.1k

Monthly Active Users

512

Push Subscriptions

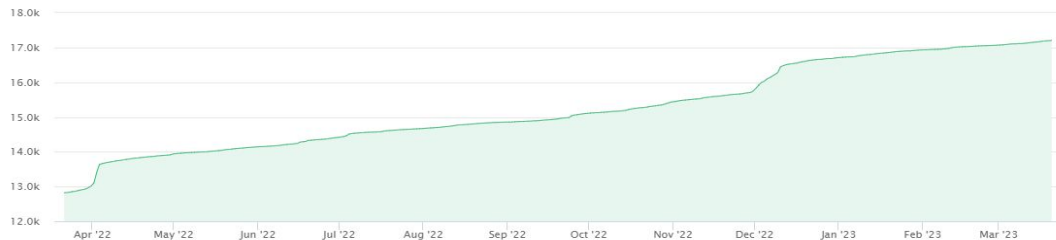
9.1k

Total Subscriptions

17.2k +34.20% (+4k)

📅 Past Year ▾

📱 iOS ▾





# Android

March 20, 2023



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# Social Media Snapshot







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# Facebook Groups & Pages

March 20, 2023

GROUPS & PAGES	Previous Quarter	Current Followers
We are Winter Garden Page	20,630	<b>21,501</b>
We are Winter Garden Group	10,696	<b>11,440</b>
Winter Garden Community	35,923	<b>41,000</b>
Windermere and Surrounding	14,026	<b>15,400</b>
Total Followers	81,275	<b>89,341</b>





# Reach

Jan 1 - March 20, 2023

The number of people who saw any content from our Page or about our Page.

IG Reach

28,500

FB Reach

116,700

Total

**145,200**

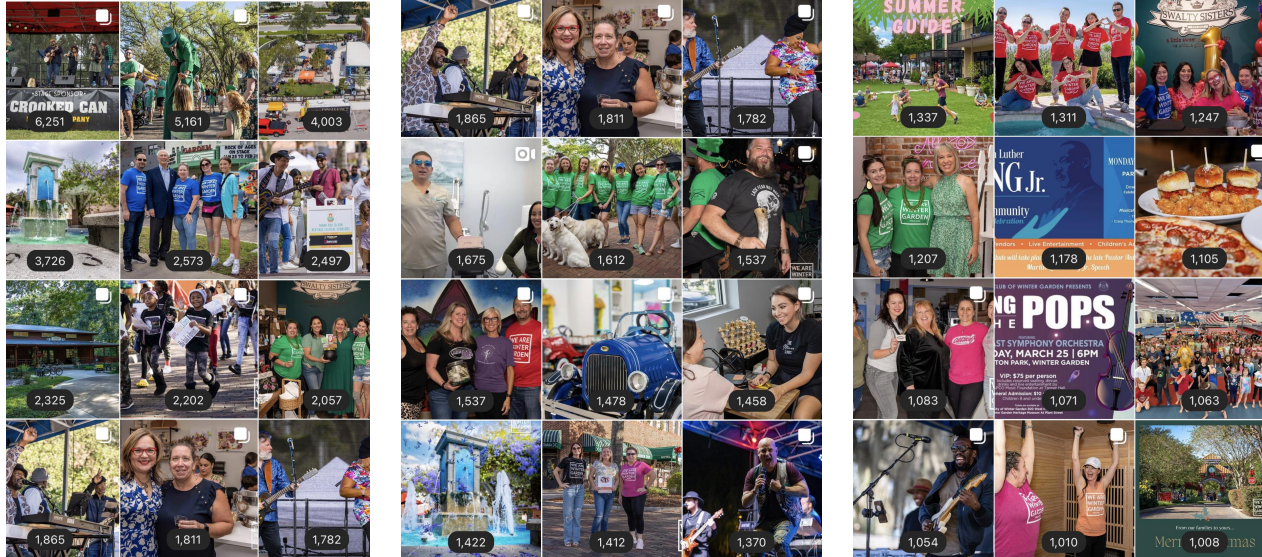






# Instagram Post Reach

Jan 1st - March 20, 2023  
We Are Winter Garden





# Tik Tok

We Are Winter Garden



@wearewintergarden

103

Following

2942

Followers

86.0K

Likes

Edit profile

Add friends

Download the Winter Garden app!

<https://apps.apple.com/us/app/winter-garden/id14...>



@healthywestorange

82

Following

1388

Followers

16.6K

Likes

Message



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

<https://healthywestorange.org/its-just-stuff/>

Q&A



@horizonwesthappenings

34

Following

61

Followers

70

Likes

Follow



Your #1 uber convenient "pocket guide" to the microlocal area!








# Tik Tok & Instagram influencers

237.4K followers



@samanthalongton

581 Following 97.0K Followers 5.1M Likes

Message


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

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

Q&A

Florida Life 🌴 Orlando Drinks 🍹 Disney Cruis

**Pinned**  
The Wellborn 244.5K  
Beauty and the Beast Bar 228.5K  
Jojo's Shake Bar  
Max Beach Resort  
American Social



samanthalongton

1,374 Posts 9,768 Followers 2,111 Following

Sam Longton 🌴💙🌴  
Blogger  
Out of place New Yorker living in Orlando, FL 🌴  
Things to do in the Sunshine State 🌴  
• Travel • Foodie • Florida Life... more

linktr.ee/samantha.longton

Followed by amandainorlando, kristarose143 and 42 others

Following Message Email

ORL Drinks... ORL Food 🍹 Home 🏠 Oswego 🍷 Disney 🌴

**Pinned**  
Max Beach Resort  
Bottomless Mimosa Brunch



amandainorlando

1,008 Posts 64.5K Followers 1,259 Following

AMANDA WRATE  
Digital creator  
theme parks | foodie | fashion | adventures  
pr/collab: amandawrate95@gmail.com... more


msha.ke/amandainorlando

Followed by samanthalongton, kristarose143 and 48 others

Following Message Email Subscribe

2023 very merry... nail inspo hhn 31 spook

**Pinned**  
reliefband sport



Amanda

@amandainorlando

322 Following 66.1K Followers 2.0M Likes

Follow

to orlando & beyond  
amandawrate95@gmail.com

https://msha.ke/amandainorlando

Q&A

orlando nightlife 🍹 orlando eats 🍴

**Pinned**  
3.9M 1.4M 348.2K

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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	18.8K	↑ 51	55
 <b>Orange Observer</b> We publish the West Orange Times & Observer, Southwest Orange Obs...	12.3K	↑ 90	143
 <b>The Winter Garden Experience</b> The Winter Garden Experience is your local directory of all of the busin...	12.1K	↓ 15	0
 <b>Healthy West Orange</b> Championing the West Orange community culture to one of health and ...	10.8K	↑ 113	60
 <b>Horizon West Happenings</b> Horizon West Happenings is your uber convenient 'pocket guide' to the...	7.5K	↑ 92	58
 <b>Downtown Winter Garden</b> Stay connected to information about Historic Downtown Winter Garden.	6.8K	↑ 121	6
 <b>West Orange Chamber of Commerce</b> Advancing Community. Collaboration. Leadership.   Since 1972	5.1K	↑ 47	80














# Instagram

We Are Winter Garden

Account	Followers (lifetime) ↓	Instagram follower... ↑↓	Published content
 <b>wearewintergarden</b> We Are Winter Garden	12.8K	↑ 78	92
 <b>officialdowntownwintergarden</b> Downtown Winter Garden	9.5K	—	19
 <b>horizonwesthappenings</b> #1 Guide to News, Events, all the Happenings in Horizon West, FL	6.3K	—	205
 <b>healthywestorange</b> Healthy West Orange	3.1K	—	128
 <b>westorangechamber</b> West Orange Chamber	2.1K	—	82
 <b>orangeobserver</b> Orange Observer	1.7K	—	11
 <b>thelocalwg</b> The Local Winter Garden	1.5K	—	38







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