

# Social Media Post Views

This dataset includes data related to the City’s social media post views on Facebook and Twitter. Data is broken down by year and month and includes metrics for:

- Facebook likes gained – Represented as the number of “likes” gained from posts to Facebook for the month.
- Facebook reach – Number of unique people who saw the City’s content for the month.
- Twitter followers gained – Number of new followers gained during the month.
- Tweet impressions – Total number of views of all conversations for the month.

This data is derived from Facebook and Twitter each month.

The fields for the dataset are described below.

## Social Media Post Views

Column Name	Description
Month	Month of the year, represented numerically (i.e. 01 is January, 11 is November)
Year	Represented as a four digit number (i.e. 2017)
Social Network	The name of the social network (i.e. Facebook, Twitter)
Metric	Name of the metric being represented
Value	Numeric data