

MEDIA & COMMUNICATIONS REPORT

June 2026



Content

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Social Media Terminology

Engagement: A Like, Comment, Share or click received on a post from your Page.

People Reached: The number of unique people who saw activity about your Facebook Page. Reach can be broken down into:

- Organic Reach: The number of people who saw activity related to your Page directly from your Page
- Paid Reach: The number of people who saw activity related to your Page via a paid Facebook ad
- Viral Reach: The number of people who saw activity related to your Page via a story published by a friend. For instance, if someone Likes, Comments, or Shares a post by your page, their friends might see that a story about your page virally.

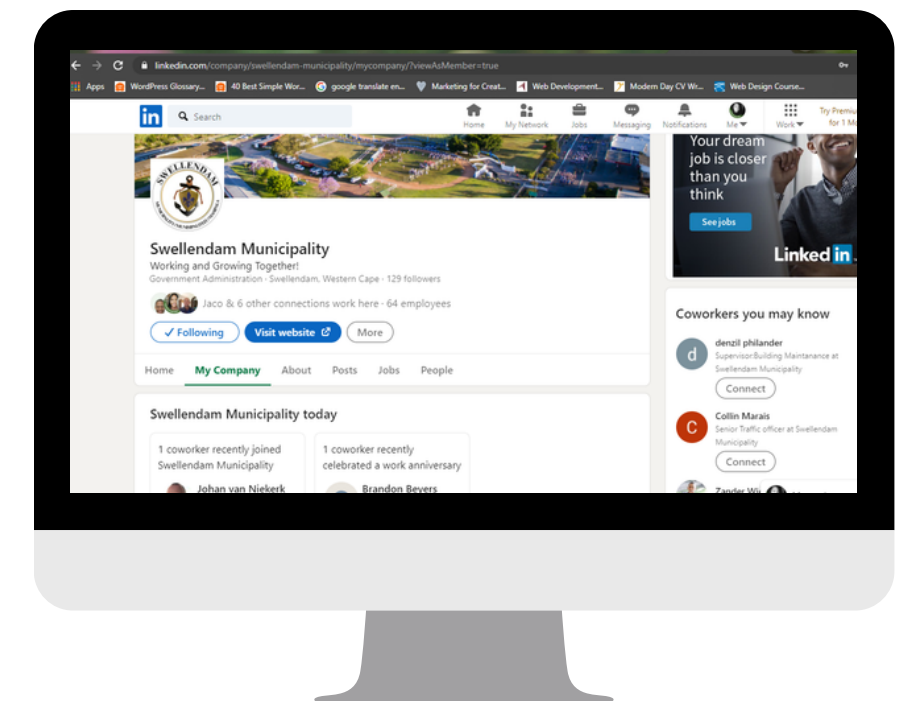
Impressions: The total number of times activity related to your page was seen by people on Facebook.

Average response time: A social customer service metric. It is the average time it takes a brand to reply to questions or complaints on social media. Consumer expectations of social customer support response times have become more and more demanding in recent years, with 42% of customers now expecting a response within 60 minutes.

Traffic: This refers to the visitors that visit a website and it's all we talk about these days.

Link bait: Designed to attract incoming links. News and widget hooks are good examples.

Algorithm: An "algo" is a system that suggests pages to search engines in response to a search query.



 Facebook - Monthly Overview: June 2026

Total Page Followers	Total Page Views	Total Page Posts	Avg post per day
23 306  +1.5%	501 354  -45%	70	3
Total Number of Notices (Municipal services: Water & electricity interruptions, traffic services, etc.)	Followers: Biggest Age Groups	Average Response Time (Includes messages received over weekends & after hours)	
12	31,9% (25-34 yrs = Youth) 27,2% (35-44 yrs)	10h44m	

Facebook - Top 10 Facebook posts with the highest reach

Content Library

Published

Scheduled

Q

Search for posts

+

Create

▼

⚙️

Filters

▼

☰

Columns

▼

Custom: 1 Jun-30 Jun

▼

📄

Export data

▼

...

☐	Preview ^{†‡}		Views [†] ↓	Viewers [†] ^{†‡}	Interactions [†] ^{†‡}	Impressions [†] ^{†‡}	Comments [†] ^{†‡}	
☐		Swellendam Law Enforcement & Peace Officer Graduation - Monday, 0... 🕒 Published • 10 Jun at 12:56	...	91,245	41,568	499	43,505	29
☐		MEDIA RELEASE: MUNICIPAL RESPONSE TO INCIDENT IN SNEEU... 🕒 Published • 10 Jun at 15:15	...	63,543	26,517	326	30,655	64
☐		⚠️BARRYDALE: Al die laagwaterbrue behalwe Bainstraat is tans oorstro... 🕒 Published • 4 Jun at 09:08	...	63,291	40,615	264	39,352	9
☐		A milestone achieved and a future of service ahead 🎓🎉 Congratulat... 🕒 Published • 9 Jun at 13:44	...	37,208	30,597	657	42,632	76
☐		Swellendam Munisipale Gebied bly stabiel midde kommer oor 30 Juni... 🕒 Published • 29 Jun at 16:00	...	33,204	16,453	85	16,580	17
☐		📢 Reminder from the Law Enforcement & Traffic Department 🕒 Published • 18 Jun at 08:35	...	30,585	16,467	87	18,344	23
☐		To assist applicants in preparing more effectively, a new Learner's Lice... 🕒 Published • 8 Jun at 14:52	...	23,216	13,047	107	13,281	6
☐		n Swaar voertuig het gebreek en versper laer-Voortrekstraat by Pick&... 🕒 Published • 20 Jun at 11:27	...	22,905	12,641	42	13,533	0
☐		The Municipality, in partnership with the Department of Water and Sa... 🕒 Published • 3 Jun at 16:16	...	22,426	11,983	46	11,789	0
☐		⚠️ Weens stygende watervlakke by die laagwaterbrug in Spriggstraat, ... 🕒 Published • 3 Jun at 15:40	...	21,204	13,109	81	13,415	0

CATEGORY

Law Enforcement & Peace Officer Graduation

Media Release - Response to Sneeuvlakke Incident

Road/bridge closures -- Flooded low water bridges, Barrydale

Law Enforcement & Peace Officer Graduation Reel

Media Release - Foreign Nationals deadline 30 June 2026

Traffic & Law Enforcement offences, fines & general road rules graphic

Learners Guides available at the libraries

Road closure - Voortrek Street

Water Conservation Outreach

Road/bridge closures -- Flooded low water bridges, Barrydale

Social Media



Total Channel Followers: 1 639 + 40

- Content:
- All notices and news. Beforementioned are also shared on the Councillors and Senior Management WhatsApp groups



Swellendam Municipality
Channel • 1 639 followers

Forward

Share

Search

Welcome to Swellendam Municipality's official WhatsApp channel!

Stay updated with the latest news and service delivery updates from the Swellendam Municipal area, delivered directly on your WhatsApp 📱.

- Switchboard: **028 514 8500**
- Email: **info@swellendam.gov.za**
- Website: **www.swellendam.gov.za**
- Facebook: Swellendam Municipality - SweMun
- LinkedIn: Swellendam Municipality

"Working and Growing, Together!"

Created on 2025/04/03

Total Page Followers: 1 866 + 83

- Content:
- Vacancies
 - Procurement Opportunities
 - Achievements
 - Appointments

Jun 1, 2026 - Jul 8, 2026

Highlights

Data for 6/1/2026 - 7/8/2026

9,134 Impressions ▼14.8%	56 Reactions ▼26.3%	4 Comments ▼33.3%	1 Reposts ●0%
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Total Subscribers: 21

- Content:
- Tourism
 - Events



Swellendam Local Municipality

@swellendamlocalmunicipalit1060 · 21 subscribers · 13 videos

Swellendam Municipality is a Local Government administration company based in the W...more

[facebook.com/SwellenMun](#) and 2 more links

Subscribed

Home

Videos

Playlists

For You



Daily Duties

- Sharing of service delivery notices & other ads e.g. SASSA, SARS visits, training opportunities, etc.
- Respond to telephone, email, WhatsApp, and Messenger enquiries.
- Monitoring of online platforms
- Uploading of documents on website
- Admin (requisitions, branding register)
- Taking, sorting & storing of pictures
- Engaging with stakeholders, e.g., Goldwind, Provincial Traffic, Bontebok Park, etc.

Water Conservation Outreach

The Municipality, in partnership with the Department of Water and Sanitation and the Expanded Public Works Programme (EPWP), actively engaged with residents this week to promote responsible water use and conservation during the week of 01 - 05 June 2026.



→ The Communications Department is responsible for

- taking photos,
- managing the check-in and check-out of municipal branding,

- sharing news and activities on social media,
- assisting colleagues/stakeholders when needed
- and storing images

Internal Newsletter

LAW ENFORCEMENT & PEACE OFFICER GRADUATION - 08 JUNE

Take pictures, share online, and archive

MAY/JUNE 2026 INTERNAL NEWSLETTER

Sourcing and filtering content; layout; and distribution



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