Town of Carrboro Instagram Comparison Report

Created on May 13, 2021 02:42 pm

Instagram Business Competitor Report

	townofcarrboro	Town of Chapel Hill	Town Of Morrisville, NC	Town of Clayton NC	Town Of Davidson	City of New Bern
Followers	3.1K	4.8K	2K	5.8K	3.8K	4.4K
Media (lifetime)	957	1.1K	1.3K	373	1.4K	658
Media (last 30 days)	38	21	53	1	43	16
Total Likes (last 30 days)	1.3K	493	317	22	1.7K	610
Total Comments (last 30 days)	49	10	32	0	46	14
Total Engagement (last 30 days)	1.4K	503	349	22	1.8K	624
Most engaged post (last 30 days)	Mon 6 - 8am	Mon 12 - 2pm	Mon 6 - 8am		Mon 12 - 2pm	Mon 6 - 8am
Last Published	May 13, 2021 11:22am	May 12, 2021 11:01am	May 13, 2021 12:25pm	May 11, 2021 11:22am	May 13, 2021 1:12pm	May 12, 2021 4:31pm
Used Hashtag (last 30 days)	#carrboro #carrboronc #Carrboro	#COVID19 #CHTC #ChapelHill!	#LiveConnectedLiveWell #ArborDay #SmallBusinessWeek	#InclusionRevolution #lawenforcementtorchrun	#teamworksmakesthedreamwork	#newbernnc #newbern #progress
Engaged Hashtag (last 30 days)	#carrboronc #carrboro #Carrboro	#BikeMonth! #COVID19 #CHTC	#LiveConnectedLiveWell #ArborDay #SmallBusinessWeek	#InclusionRevolution #lawenforcementtorchrun	#teamworksmakesthedreamwork	#newbernnc #newbusiness #strongcommunities

Top Posts

townofcarrboro

Apr 21, 2021

144 5

Apr 17, 2021

122 9

May 11, 2021

114 2

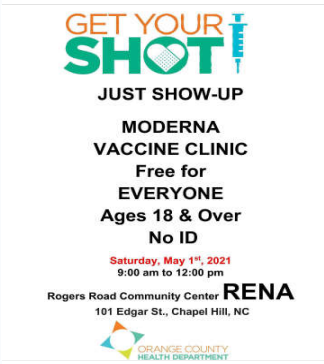
Apr 28, 2021

73 4

Apr 20, 2021

72 2

Apr 28, 2021

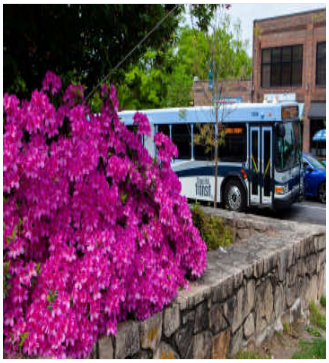


63 3

Top Posts

Town of Chapel Hill

May 12, 2021

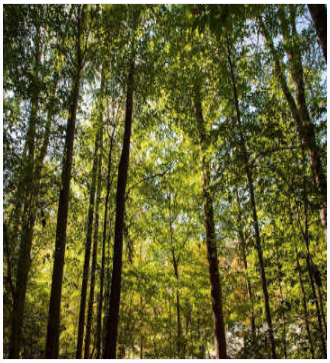


73 0

May 07, 2021

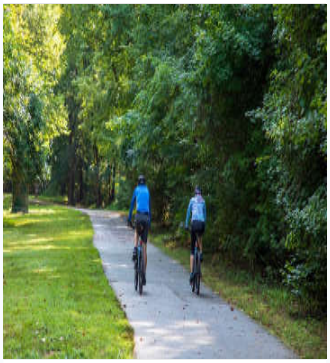
61 1

Apr 22, 2021



56 0

May 04, 2021



39 3

May 12, 2021

33 3

Apr 19, 2021

30 0

Top Posts

Town Of Morrisville, NC

Apr 23, 2021

35 2

May 12, 2021

7 18

May 11, 2021

16 2

Apr 19, 2021

12 3

Apr 21, 2021

14 0

May 03, 2021

11 0

Top Posts

Town of Clayton NC

May 11, 2021

22 0

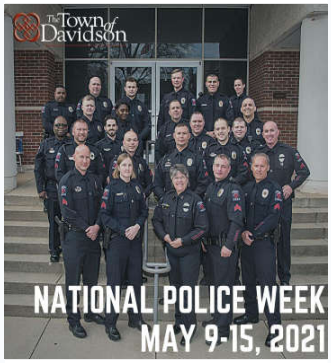
Top Posts

Town Of Davidson

Apr 14, 2021

185 5

May 10, 2021



140 2

Apr 28, 2021

111 8

May 11, 2021

97 3

Apr 13, 2021

98 2

Apr 16, 2021

89 0

Top Posts

City of New Bern

Apr 30, 2021

157 2

Apr 16, 2021

156 3

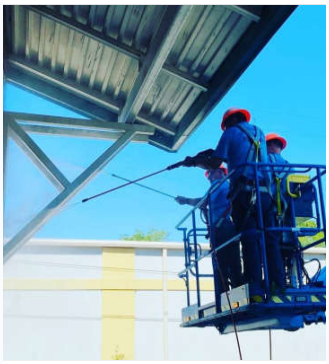
May 11, 2021

74 3

May 12, 2021

68 2

Apr 27, 2021



38 0

May 11, 2021

16 0

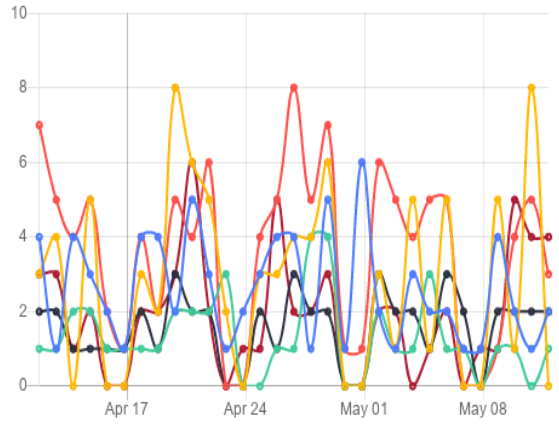
Town of Carrboro Facebook Comparison

Created on May 13, 2021 02:43 pm

Facebook Competitor Report (Last 30 Days)

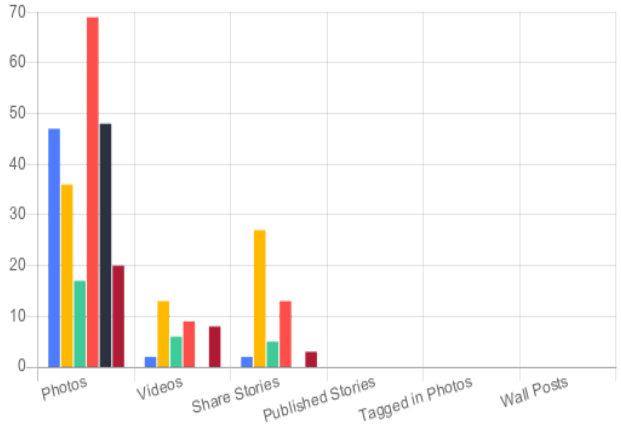
	Town of Carrboro, NC	Town of Chapel Hill	Town of Clayton, NC Government	Town of Morrisville, NC	Town of Davidson, NC -- Town Hall	City of New Bern, NC Government
Total number of fans	4.2K	11.5K	16.2K	5.8K	8.2K	13.8K
Media Posted	81	87	41	114	49	60
Posts the most on	Thu 12 - 2pm	Wed 10am - 12pm	Thu 12 - 2pm	Wed 2 - 4pm	Wed 8 - 10am	Thu 10am - 12pm
Most used hashtags (last 30 days)	#carrboro #covid19vaccine #EarthDay #NationalBikeMonth #poetrymonth	#COVID19 #Orange County Health Department, NC #Chapel Hill Public Library #Chapel Hill Parks & Recreation #Downtown Chapel Hill	#Clayton Police Department #Downtown Clayton, NC #Clayton Fire Department #Jody Mcleod #Clayton Farm and Community Market	#LiveConnectedLiveWell #Western Wake Farmers' Market #SmallBusinessWeek #trianglesmallbusinessweek #Invitae	#Chick-fil-A Lake Norman/Cornelius #teamworksmakesthedreamwork #Charlotte-Mecklenburg Storm Water Services	#newbernnc #NewBern #progress #everythingcomestogetherhere #economicdevelopment
Most engaging hashtags (last 30 days)	#carrboro #AffordableHousing #Lydia Lavelle #NationalPoetryMonth #covid19vaccine	#Chapel Hill Transit #Chapel Hill Parks & Recreation #Orange County Health Department, NC #Chapel Hill Public Library #Downtown Chapel Hill	#Clayton Police Department #Clayton Fire Department #Downtown Clayton, NC #Jody Mcleod #Clayton Chamber of Commerce	#LiveConnectedLiveWell #Invitae #Town of Morrisville, NC #Western Wake Farmers' Market #shoplocal	#Chick-fil-A Lake Norman/Cornelius #teamworksmakesthedreamwork #Charlotte-Mecklenburg Storm Water Services	#newbernnc #Broad Street Takeout #New Bern Area Chamber of Commerce #newbusiness #ribboncutting
Total number of comments (last 30 days)	19	9	205	84	86	143
Total number of reactions (last 30 days)	1.2K	716	2.1K	917	1.4K	2.3K
Average number of comments (last 30 days)	1	1	5	1	2	3
Average number of reactions (last 30 days)	15	9	53	9	29	39
Average engagement per post (last 30 days)	15	9	58	9	31	42

Posts per Day



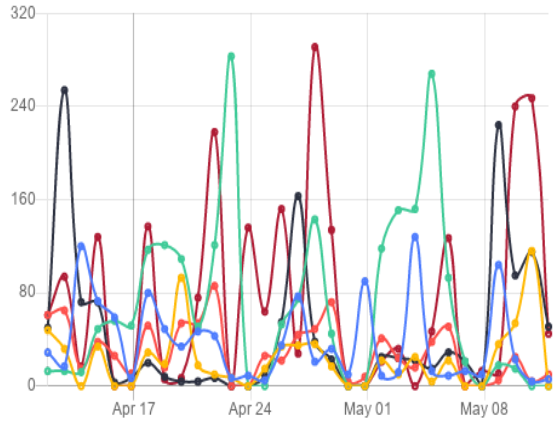
Town of Carrboro, NC · Town of Chapel Hill · Town of Clayton, NC Government · Town of Morrisville, NC · Town of Davidson, NC -- Town Hall · City of New Bern, NC Government

Posts By Type



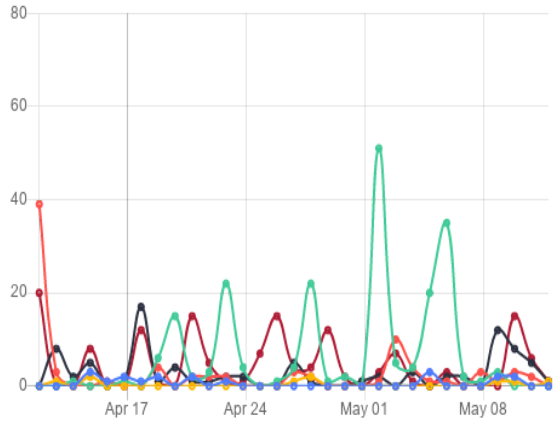
Town of Carrboro, NC · Town of Chapel Hill · Town of Clayton, NC Government · Town of Morrisville, NC · Town of Davidson, NC -- Town Hall · City of New Bern, NC Government

Reactions History



Town of Carrboro, NC · Town of Chapel Hill · Town of Clayton, NC Government · Town of Morrisville, NC · Town of Davidson, NC -- Town Hall · City of New Bern, NC Government

Comments History



Town of Carrboro, NC · Town of Chapel Hill · Town of Clayton, NC Government · Town of Morrisville, NC · Town of Davidson, NC -- Town Hall · City of New Bern, NC Government

Top Posts

Town of Carrboro, NC

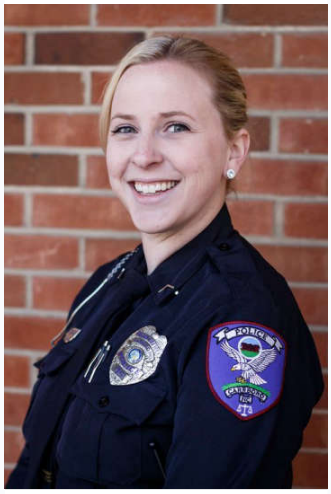
May 05, 2021

Freight Train Blues celebrates the life and legacy of Piedmont blues legend Elizabeth “Libba” Cotten, born in 1893 in Carrboro, NC. The Town of Carrboro, the Carrboro Tourism Development Authority, WUNC, Music Maker Blues, Soul Bag, and Artarie are pleased to present a livestream version of the annual Freight Train Blues Music Series beginning May 14, 2021, and playing most Fridays at 6:30 p.m. Eastern Daylight Time. Featured are: “artist on the rise” (NPR Music) Amythyst Kiah, “enchanting new Appalachian voice [that] sounds like the soul child of Bob Dylan and Dolly Parton” Alexa Rose, sacred soul guitar master Johnny Ray Daniels, GRAMMY-nominated trio The Hamiltones, and Harvey Dalton Arnold, of southern rock legends The Outlaws. Freight Train Blues honors Elizabeth Cotten’s contributions to American roots music by highlighting the cultural significance, diversity, and vitality of her North Carolina community and its connections to artists across the nation. Learn more at http://townofcarrboro.org/CivicAlerts.aspx?AID=1684

49 3

May 10, 2021

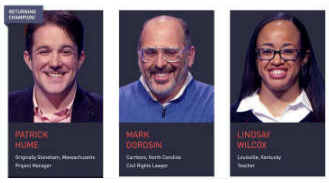
Congratulations, Officer Ferraro!



37 3

Apr 15, 2021

It’s a town well known for smart residents who are commonly featured on @Jeopardy What is #CARRBORO, NC⁉️ We’re rooting for you, Mark Dorosin, as we did for Kathryn Peters — only 3 weeks ago! 🙏



30 1

Top Posts

Town of Chapel Hill

May 12, 2021

Worried about a gas shortage? High prices? Chapel Hill Transit is running!

46 1

Apr 13, 2021

Important community safety message from Chapel Hill Police. 👇👇👇

28 0

Apr 21, 2021

Great news just in time for Earth Day! We've teamed up with the Chapel Hill Farmers' Market to collect residential food waste for compost starting this Saturday. Read the full story and find out what is - and isn't - compostable. ♻️ https://ecs.page.link/cbGTm

16 0

Top Posts

Town of Clayton, NC Government

May 05, 2021

Meet the three newest members of the Clayton Police Department. We know these officers will represent our Town and Community well!

149 6

Apr 20, 2021

The Clayton Fire Department has added an Emergency Management position to its Administrative Division. The new Emergency Management position is the first of its kind within a Town in Johnston County. Serving as the Town's first Emergency Management Coordinator is Amy Shearin, who came on board with the fire department earlier this year. Amy will be working with Clayton Fire Department, Clayton Police Department, all other Town Departments, and the community. Learn more at http://bit.ly/ClaytonEM

107 7

Apr 24, 2021

Kicking off the Clayton Downtown Development Association's Ransom on the Roof event this morning in Downtown Clayton. Help us get these guys off the roof! You can still donate here: https://ca.gofundme.com/f/ransom-on-the-roof Jody Mcleod Clayton Fire Department Clayton Police Department Clayton High School Downtown Clayton, NC

95 18

Top Posts

Town of Morrisville, NC

Apr 22, 2021

San Fransisco-based advanced genetic testing firm Invitae Corporation will become one of the first occupants of The Stitch, the reuse project for the Morrisville outlet mall, making a $114.6 million capital investment and bring nearly 400 high-paying jobs to the Town of Morrisville, NC. https://youtu.be/yDmM3O-BTco

INVITAE

29 0

Apr 23, 2021

The Town is always proud to highlight local Morrisville businesses. Today the business spotlight is Fount Coffee + Kitchen. Fount Coffee + Kitchen is a specialty coffee bar located in the heart of Research Triangle Park celebrating craft, quality, and community. Fount's food menu features 100% gluten-free dishes boasting organic, high-quality ingredients. Fount Coffee + Kitchen is open to customers Monday through Friday from 7 a.m. – 4 p.m. and on Saturday and Sunday between 8 a.m. and 4 p.m. They are located in The Market at Perimeter Park, 10954 Chapel Hill Road in Morrisville. Learn more about Fount Coffee + Kitchen at https://fountcoffee.com

21 0

Apr 14, 2021

The Town of Morrisville and the N.C. Department of Transportation (NCDOT) have scheduled a virtual public meeting on Tuesday, April 20, at 7 p.m. to present information on the proposed extension of Airport Boulevard from Garden Square Lane to Chapel Hill Road (N.C. 54), in Morrisville. The meeting is an opportunity to learn about the proposed project, ask questions, and provide comments before the project's design plans are completed. Project information is available at the link shown below. To join the virtual public meeting online or by phone and to provide input, visit the NCDOT public input page: https://www.publicinput.com/airport-blvd-extension

Proposed Extension of Airport Boulevard

From Garden Square Lane to Chapel Hill Road (NC 54)

State Transportation Improvement Program (STIP) Project No. HL-0033

Town of Morrisville, in cooperation with the North Carolina Department of Transportation

Virtual Public Information Meeting — April 20, 2020

Overview

The Town of Morrisville proposes to extend Airport Boulevard from its existing terminus at Garden Square Lane to its existing terminus at Chapel Hill Road (NC 54), a distance of approximately 0.8 miles. Construction of the project would fill an existing gap along Airport Boulevard on new location.

Project Purpose

The purpose of the proposed project is to improve overall multi-modal traffic mobility on the local roadway network and to enhance connectivity between Davis Drive and Chapel Hill Road. The proposed action begins and ends at established roadways and would improve connectivity of the local roadway network, providing an alternative, direct route between Davis Drive and Chapel Hill Road. By filling a gap in the Airport Boulevard corridor, connectivity to Research Triangle Park, I-40, and RDU International Airport is improved.

Environmental Study

NCDOT is conducting an environmental study to assess the project's potential effect on people and the environment. The study also includes outreach to potentially affected residents and businesses, local governments, and regulatory agencies.

Construction Phases

Although the study is being done for the entire length of the project—from Garden Square Lane to Chapel Hill Road—the project is being developed in two phases. Phase I is from Garden Square Lane to Church Street and Phase II is from Church Street to Chapel Hill Road. Assuming no significant environmental or community issues arise, the schedule calls for construction of Phase I to begin in the summer of 2022. Funding has yet to be allocated for Phase II.

Project Background

The Capital Area Metropolitan Planning Organization (CAMPO) 2045 Metropolitan Transportation Plan identifies the extension of Airport Boulevard from Garden Square Lane to NC 54 as a 2035 horizon year project. The Town of Morrisville has received federal funding for Phase I of the project from CAMPO as part of the Locally Administered Projects Program for the Fiscal Year 2022. The Town has entered into an agreement with NCDOT's Highway Division 5 to manage the project.

Anticipated Project Schedule*

Phase I (Garden Square Lane to Church Street)

Begin land acquisition: ..... Late 2021

Project let for construction: ..... Summer 2022

Phase II Project (Church Street to Chapel Hill Road) ..... Currently Unfunded

*Future dates subject to change.

15 2

Top Posts

Town of Davidson, NC -- Town Hall

Apr 14, 2021

Davidson welcomes Chris Edourzin to its police department! Born & raised in Charlotte, Chris graduated from East Carolina and has experience in sales, customer service, families & children. When not working, he enjoys rugby, traveling, video games, & working out. Welcome Chris!

126 9

May 10, 2021

At the last Davidson Board of Commissioners meeting, Mayor Rusty Knox read a proclamation designating May 9-15, 2021 as National Police Week, publicly saluting the service of law enforcement officers in Davidson and in communities across the nation.

96 14

Apr 16, 2021

Davidson welcomes David Lee to its police department. From Statesville, David served in the Marines and most recently for the Statesville police. He is married to Allison and has a 10-month-old daughter, Alaina. When not working, he is working on a business admin degree. Welcome!

72 6

Top Posts

City of New Bern, NC Government

Apr 19, 2021

124 11

Apr 30, 2021

Mayor Outlaw, the Board of Aldermen & the City of New Bern congratulate Curtis Stewart & his team on the opening of Broad Street Takeout at 1020 Broad Street in Five Points. Check out their creative menu of dishes named for historic places & people from New Bern's past & present...like the Mayor Morgan Hotdog! #newbernnc #RibbonCutting #Congratulations #newbusiness New Bern Area Chamber of Commerce

115 12

Apr 29, 2021

Congratulations Keith on your recognition by the State! Keep up the awesome work! New Bern & Tryon Palace are lucky to have you.

88 7

Town of Carrboro Twitter Comparison

Created on May 13, 2021 02:41 pm

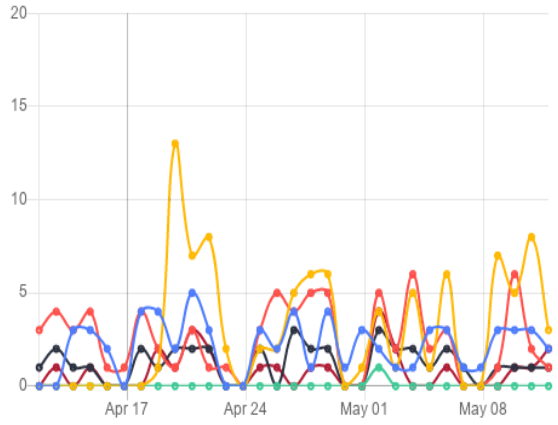
Twitter Competitor Report (Last 30 Days)

	CarrboroTownGov	Town of Chapel Hill 😷 #SaferInChapelHill	Town of Clayton	Morrisville, NC	Town of Davidson, NC	City of New Bern
Total number of followers	7.3K	19.7K	3.2K	5.7K	5.9K	5.7K
Total number of following	445	238	211	300	68	651
Total number of tweets	9.4K	16.7K	2.8K	9.1K	2.6K	7.3K
Tweets the most on	Mon 10am - 12pm	Wed 8 - 10am	Mon 8 - 10am	Thu 8 - 10am	Wed 8 - 10am	Fri 2 - 4pm
Tweets for the last 30 days	67	93	1	78	38	25
Most used hashtags (last 30 days)	#Breastfeeding #CARRBORO #YouAreNotAlone #ICYMI #NationalPoetryMonth	#ShareTheRoad #ICYMI #ChapelHillArts #ChapelHillEarthDay #AffordableHousing		#ArborDay		#HappyFridayEve #NCBroadband #werehiring #keepingthelightson #job

Twitter Competitor Report (Last 30 Days)

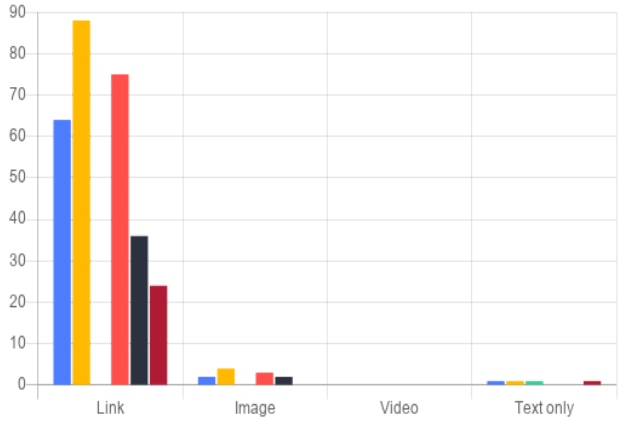
	CarrboroTownGov	Town of Chapel Hill 😷 #SaferInChapelHill	Town of Clayton	Morrisville, NC	Town of Davidson, NC	City of New Bern
Most engaging hashtags (last 30 days)	#Breastfeeding #CARRBORO #YouAreNotAlone #ICYMI #NationalPoetryMonth	#ShareTheRoad #ICYMI #ChapelHillArts #ChapelHillEarthDay #AffordableHousing		#ArborDay		#HappyFridayEve #NCBroadband #werehiring #keepingthelightson #job
Tweets by type (last 30 days)	2 images, 64 links, 1 text only, 0 video	4 images, 88 links, 1 text only, 0 video	0 image, 0 link, 1 text only, 0 video	3 images, 75 links, 0 text only, 0 video	2 images, 36 links, 0 text only, 0 video	0 image, 24 links, 1 text only, 0 video
Total number of retweets (last 30 days)	201	163	2	24	11	14
Total number of mentions (last 30 days)	31	105	0	30	0	2
Total number of likes (last 30 days)	526	369	1	94	45	42
Average number of retweets (last 30 days)	3	2	2	1	1	1
Average number of mentions (last 30 days)	1	2	0	1	0	1
Average number of likes (last 30 days)	8	4	1	2	2	2
Average engagement per tweet (last 30 days)	11	6	3	2	2	3

Tweets per Day



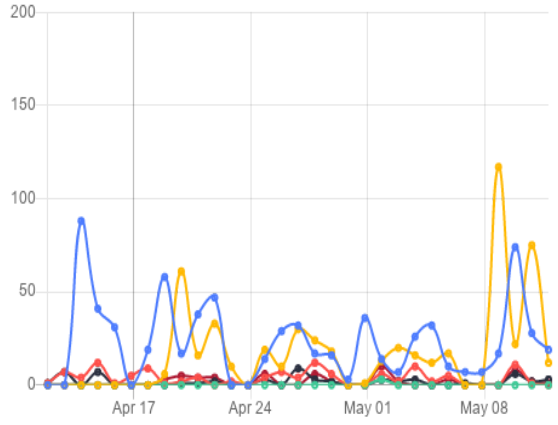
CarrboroTownGov
Town of Chapel Hill 😁 #SaferInChapelHill
Town of Clayton
Morrisville, NC
Town of Davidson, NC
City of New Bern

Tweets By Type



CarrboroTownGov
Town of Chapel Hill 😁 #SaferInChapelHill
Town of Clayton
Morrisville, NC
Town of Davidson, NC
City of New Bern

Engagement



CarrboroTownGov
Town of Chapel Hill 😁 #SaferInChapelHill
Town of Clayton
Morrisville, NC
Town of Davidson, NC
City of New Bern

Top Posts

CarrboroTownGov

May 11 2021	Apr 15 2021	Apr 20 2021
The Town of Carrboro's annual https://t.co/ZI3sew7AK8 livestream concert series honors the music, memory & legacy o... https://t.co/9BF97WR0Az	Affordable, permanent apartments for 48 households coming soon! @CASAhousing broke ground on their newest community... https://t.co/HiOECY51eG	FREIGHT TRAIN BLUES VIRTUAL CONCERT SERIES STARTS May 14: https://t.co/sVwWsfk1jq PRESENTING: 🎙 Alexa Rose 🎙 ... https://t.co/JzaIDJuR7f
48	34	19
22	5	12

Top Posts

Town of Chapel Hill 😷 #SaferInChapelHill

May 10 2021

Congratulations, @UNCFieldHockey! Back-to-Back-to-Back National Titles! 🏆🏆🏆 And ninth total!! YOU rule the sport.... https://t.co/uShlWmwJnR

72 10

May 12 2021

Worries about a gas shortage? High prices? @chtransit is running! @UNCandCommunity @DCHP_ChapelHill... https://t.co/GvTudYTHEH

29 8

May 12 2021

"We have these buses out here, these giant rolling billboards. How about we find some way to say 'thank you' using... https://t.co/qqZliwBJzi

15 6

Top Posts

Town of Clayton

May 03 2021

ALL Town of Clayton phone lines are down this morning. Please be patient as we work to get them back up and running. Thank you!

1 2

Top Posts

Morrisville, NC

May 11 2021

The Town of Morrisville SpringFest turns Town Hall Drive into fun for the whole family on May 15! Visit... https://t.co/NnkRaj4NDC

3 2

Apr 18 2021

A virtual open house informing the public about @Morrisville_NC's upcoming Intersection Improvement Study will be a... https://t.co/Sgoysnv4k5

3 2

Apr 14 2021

Traffic Alert: Ashe St. is currently shut down at the intersections of Ashe St./Page St. & Ashe St./Church St. due... https://t.co/CsHP5ctdw2

2 2

Top Posts

Town of Davidson, NC

Apr 16 2021	May 11 2021	Apr 28 2021
Davidson welcomes David Lee to its police department. From Statesville, David served in the Marines and most recent... https://t.co/vkbbliXi8y	The Town of Davidson announces the hiring of Ryan Monteith as its new Fire Chief! Read about Ryan and how he came t... https://t.co/Ry5l2QR9FW	A warm welcome to the newest member of Davidson's public works team, James Taylor. He most recently served on the g... https://t.co/oUG2dWR5nC
7	5	5
0	1	1

Top Posts

City of New Bern

May 11 2021	Apr 29 2021	Apr 26 2021
Interesting... https://t.co/7L7svfY0Bf	Join our Redevelopment Commission & partners this Saturday, May 1st at the Omega Ctr for the Community Resource Fai... https://t.co/HKm6FIdgm4	Congrats to our Dept. of Public Utilities for being in the top 25% nationwide for reliability. #keepingthelightson... https://t.co/e9kbMeyFCc
6	3	4
2	3	2