

Brecon Story – Social Media

Social media channels

English Version

Facebook– <https://www.facebook.com/Brecon-Story-113597700336397>

Instagram – <https://www.instagram.com/breconstory/> (bilingual)

Twitter – <https://twitter.com/BreconStory>

Welsh Version

Facebook– <https://www.facebook.com/Stori-Aberhonddu-109601684074446>

Instagram – <https://www.instagram.com/breconstory/> (bilingual)

Twitter – <https://twitter.com/StoriAberhonddu>

Overview as at 21 August 2020



The image shows a screenshot of a Twitter profile for 'Brecon Story - Stori Aberhonddu'. The profile name is 'Brecon Story - Stori Aberhonddu' with 0 tweets. The profile picture is a collage of three images: a street scene with a white tent, a knight in armor, and a group of dancers in white dresses. The profile bio reads: 'A collective of enthusiasts proud to share stories about Brecon's great heritage and thriving cultural scene. Enjoy the stories and tell us yours. #BreconStory'. The location is 'Brecon' and the website is 'breconstory.wales'. The account was joined in May 2020. The profile is followed.

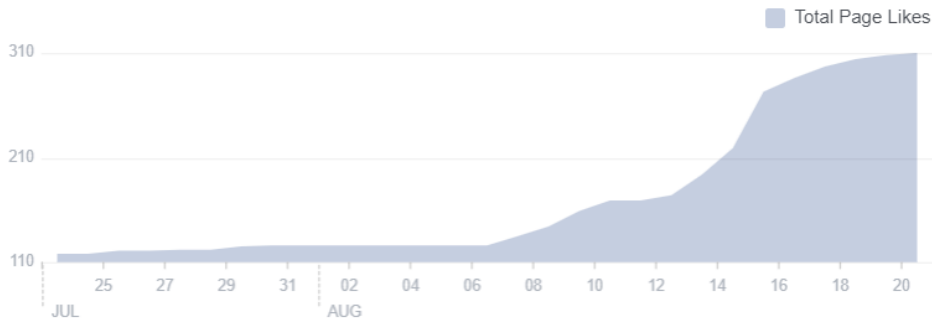
Brecon Story - Stori Aberhonddu
@BreconStory

A collective of enthusiasts proud to share stories about Brecon's great heritage and thriving cultural scene. Enjoy the stories and tell us yours. #BreconStory

📍 Brecon [breconstory.wales](https://www.breconstory.wales) 📅 Joined May 2020

1. FACEBOOK - @breconstory English engagement

Total Page Likes as of Today: 310



Page likes

The number of organic Page likes, paid Page likes and unlikes.

Recent promotions on Brecon Story facebook page (top one still running)

Favorite post so far is Rorke's Drift (active 19th August) – with 49 comments to date, the audience have started interacting & answering each others' comments.

Status	Date	Post Description	Post Engagements	Reach	Link Clicks	Spent	Spent out of
Active	19 Aug	Brecon's long and storied military history takes...	4,216	1,023	1,023	£20.93	Spent out of £30.00
Completed	17 Aug	While today's canal is a peaceful place for walk...	2,668	166	166	£20.00	Spent out of £20.00
Completed	16 Aug	We would love to reach out to more members ...	643	41	41	£2.09	Spent out of £16.00
Completed	8 Aug	Gina Davies has been taking photos of Brecon ...	7,476	318	318	£30.00	Spent out of £30.00
Completed	7 Aug	As Brecon Jazz goes virtual for 2020, listen to o...	4,659	432	432	£30.00	Spent out of £30.00

All posts published

All posts published							Create Post		
							Reach: Organic/Paid	Post clicks	Reactions, comments & shares
Published	Post	Type	Targeting	Reach	Engagement		Promote		
21/08/2020 10:55				39		8 2	Boost post		
20/08/2020 19:00	We know most of you have stories to tell about			158		1 5	Boost post		
19/08/2020 11:57	Filmed Brecon Baroque festival to be aired in			150		6 15	Boost post		
19/08/2020 10:54	Brecon's long and storied military history takes in			4.4K		501 835	View Promotion		
13/08/2020 19:00	While today's canal is a peaceful place for walkers,			2.9K		613 75	View Promotion		
12/08/2020 15:21	We would love to reach out to more members of the			12.7K		1.2K 168	View Promotion		
08/08/2020 21:14	More amazing pictures from past #breconjazz			312		24 7	Boost post		
08/08/2020 20:48	Nick Jonas has shared these picture of the Tom			357		12 10	Boost post		
08/08/2020 07:52	Gina Davies has been taking photos of Brecon			7.7K		752 158	View Promotion		
07/08/2020 10:11	As Brecon Jazz goes virtual for 2020, listen to			4.9K		209 240	View Promotion		
02/08/2020 07:39	Brecon Jazz is online this year and it's free to watch.			248		8 7	Boost post		
28/07/2020 07:43				227		4 2	Boost post		
17/07/2020 07:03	Do you or your organisation want to tell great stories			234		0 1	Boost post		
15/07/2020	With Lockdown easing and			241		7	Boost post		

2. Facebook @StoriAberhonddu

8 page likes & 10 following

3. Twitter @breconstory

30 followers No paid activity.

Aug 2020 - 20 days so far...

TWEET HIGHLIGHTS

Top Tweet earned 258 impressions

Brecon's long and storied military history takes in many of the most significant conflicts of the last several hundred years, but perhaps the most famous is the battle of Rorke's Drift during the Anglo-Zulu War of 1879. breconstory.wales/rorkes-drift pic.twitter.com/bQNP4fTR8F



🔗 1 ❤️ 1

[View Tweet activity](#)

[View all Tweet activity](#)

Top Follower followed by 13K people



Brecon Beacons National Park Authority

@BreconBeaconsNP FOLLOWS YOU
The official twitter page for the Brecon Beacons National Park Authority. #stayhomestaysafe #visitlater Tweets in Welsh - @Croesobannaub

[View profile](#)

Jul 2020 - 31 days

TWEET HIGHLIGHTS

Top Tweet earned 213 impressions

With Lockdown easing and local businesses starting to re-open, we look forward to being able to visit Brecon's galleries again. Here's one gallery's story from this Spring tinyurl.com/y9xnhbrp What's your story? Share yours with us! pic.twitter.com/9TFrLoM99T



🔗 1 ❤️ 2

[View Tweet activity](#)

[View all Tweet activity](#)

Top Follower followed by 1,622 people



y Gaer

@yGaer_Brecon FOLLOWS YOU
Amgueddfa, Oriel Gelf a Llyfrgell - Museum, Art Gallery &

Top mention earned 1 engagements

James Sharp
@drumling · Aug 13

@BreconStory Beautiful shot, lots of great memories.

❤️ 1

[View Tweet](#)

Top media Tweet earned 97 impressions

We would love to reach out to more members of the community who love telling stories about Brecon's colourful past and rich cultural heritage. Can you help us encourage more people to get involved? Please message us or email breconstory@gmail.com pic.twitter.com/N3Nk5mxxet



🔗 1 ❤️ 2

[View Tweet activity](#)

[View all Tweet activity](#)

ADVERTISE ON TWITTER

Get your Tweets in front of more people

Promoted Tweets and content open up your reach on Twitter to more people.

[Get started](#)



AUG 2020 SUMMARY

Tweets	3	Tweet impressions	589
Profile visits	60	Mentions	1
New followers	14		

JUL 2020 SUMMARY

Tweets	5	Tweet impressions	806
Profile visits	19	Mentions	2
New followers	10		

Top mention earned 49 engagements

Jayne Gold
@JayneGoldDrama · Jul 6

Exciting meeting with @BreconStory today about involving my local community of #Brecon with my #research. This is so important to me & got me all fired up again after bit of a slump. Anyone else doing this sort of work? Would love to share ideas #phdchat #phdlife #Academic Twitter

🔗 1

[View Tweet](#)

Top media Tweet earned 143 impressions

Want to read & share stories about Brecon's rich history & culture? Join our free Beginners guide to Facebook & Instagram online workshop on 29th July & receive help setting up your own Facebook or Instagram page #BreconStory breconstory.wales/hello pic.twitter.com/ER8A2ZmKQw



4. Twitter @storiaberhonddu
16 followers – no paid activity

Top Tweet

earned 46 impressions

Byddem wrth ein bodd yn estyn allan at fwy o aelodau o'r gymuned sy'n mwynhau adrodd straeon am orffennol lliwgar a threfnadaeth ddiwylliannol gyfoethog Aberhonddu. Allwch chi ein helpu i annog mwy o bobl i gymryd rhan? Anfonwch neges atom neu e-bostiwch breconstory@gmail.com pic.twitter.com/GClj9otQns



View Tweet activity

View all Tweet activity

Top Follower

followed by 1,043 people



John Powell

@johncraigpowell FOLLOWS YOU

PTHBcomms, PGCE/CertEd, Cert PPH, FD (Open), Health Informatics BSc (Hon) Open Degree. Interests: local history, walking, stand-up comedy & music. Views my own

View profile

Top mention

earned 83 engagements



Rob

@tweetsinwelsh - Aug 18

Mae tweet heddiw yn dod o @storiaberhonddu. Ewch i tweetsinwelsh.com er mwyn ei chyfieithu hi



On the new Flashcards page, you can test your understanding of short sentences which use frequently used verb constructs and vocab. I'll add a new sentence every day 😊

4 2 6

View Tweet

Top media Tweet

earned 40 impressions

Mae hanes milwrol hir ac amrywiol Aberhonddu yn cydblethu â llawer o frwydrau pwysicaf y canrifoedd diwethaf, ond efallai mai'r enwocaf oll yw Rorke's Drift yn ystod y Rhyfel Eingl-Zwŵaidd ym 1879. #storiaberhonddu breconstory.wales/cy/rorkes-drift pic.twitter.com/kNzcYeFZRe



Get your Tweets in front of more people

Promoted Tweets and content open up your reach on Twitter to more people.

Get started

AUG 2020 SUMMARY

Tweets 3

Tweet impressions 208

Profile visits 42

Mentions 8

New followers 6

Jul 2020 - 31 days

TWEET HIGHLIGHTS

Top Tweet

earned 66 impressions

Gyda'r Cyfnod Clo yn llacio a busnesau lleol yn dechrau ailagor, ry'n ni'n edrych 'mlaen at allu ymweld ag orielau Aberhonddu eto. Dyma stori un oriel o'r gwanwyn tinyurl.com/y9xnhbrp Beth yw eich stori chi? Rhannwch hi gyda ni! pic.twitter.com/vxxi7BFk1P



1

View Tweet activity

View all Tweet activity

Top Follower

followed by 1,622 people



y Gaer

@yGaer_Brecon FOLLOWS YOU

Amgueddfa, Oriel Gelf a Llyfrgell - Museum, Art Gallery & Library, Ariennir gab Gyngor Sir Powys - Funded by

Top mention

earned 2 engagements



Brecon Jazz Festival

@BreconJazz - Jul 27

Byddwch yn barod am Jazz Aberhonddu ar-lein 7-9 Awst. Mae nwyddau Jazz Aberhonddu ar gael i'w harchebu o Bobbins, Aberhonddu 01874 622287 bobbins-brecon@hotmail.co.uk Gweler y lluniau. Hefyd bagiau 'tote' a siopa #breconjazzfest #facemask @CSPowys @StoriAberhonddu @Golwg360

View Tweet

Top media Tweet

earned 47 impressions

Eisiau darllen a rhannu straeon am hanes a diwylliant cyfoethog Aberhonddu? Ymunwch â'n gweithdy ar-lein - Facebook ac Instagram i Ddechreuwyd - ar 29 Gorffennaf i gael help llaw i greu eich tudalen Facebook neu Instagram eich hun #StoriAberhonddu breconstory.wales/hello pic.twitter.com/ZuFCIp9CKN



JUL 2020 SUMMARY

Tweets 5

Tweet impressions 229

Profile visits 18

Mentions 1

New followers 4

- 5. Instagram - bilingual
150 followers – no insights available.