



FY 18 Metrics: Facebook

Fairfax County Government

Page	Posts: FY18	Posts: FY17	Impressions: FY18	Impressions: FY17	Engagements: FY18
TOTALS	8,952	8,181	66,317,648	91,759,813	1,117,703
Animal Shelter	818	1,024	19,067,152	23,182,229	394,203
Police	598	775	21,025,976	29,363,338	273,832
County Government	413	352	5,605,856	7,289,177	64,435
Fire/Rescue	1,004	1,269	10,171,013	13,789,396	243,120
Park Authority	1,004	1,160	4,406,145	7,793,833	48,777
Connector	165	156	1,015,594	2,684,722	13,408
Library	919	905	2,922,248	4,974,200	28,672
Office for Children	144	134	218,551	346,136	4,828
Sheriff	86	143	410,948	613,851	12,547
Health Department	338	337	331,930	822,011	6,388
Environment	248	206	229,721	263,846	3,937
Homelessness	85	186	89,531	60,028	1,838
Disabilities	146	225	55,017	83,766	1,315
Volunteer Solutions	147	148	70,126	67,004	1,588
Land Use	116	101	50,825	51,477	999
Consumer Affairs	670	233	73,757	21,828	1,729
CSB	603	483	266,554	237,246	7,287
50+	591	328	211,363	104,043	2,732
Housing	44	16	15,883	11,632 (2 months)	135
Ready Fairfax	464	n/a	232,322	n/a	4,309
Zoning	60	n/a	19,801 (3 months)	n/a	90
Tyson-Pimmit Library	201	n/a	13,423 (3 months)	n/a	206
Lorton Library	41	n/a	11,127 (1 month)	n/a	621
Transportation	47	n/a	35,107 (3 months)	n/a	707



Page	FY18 Impressions	FY17 Impressions	FY16 Impressions	FY15 Impressions
TOTALS	66,317,648	91,759,813	58,827,954	28,313,758
Animal Shelter	19,067,152	23,182,229	25,693,976	11,690,963
Police	21,025,976	29,363,338	13,880,586	6,564,818
County Government	5,605,856	7,289,177	7,816,731	4,478,701
Fire/Rescue	10,171,013	13,789,396	5,806,776	3,218,709
Park Authority	4,406,145	7,793,833	2,061,146	593,555
Connector	1,015,594	2,684,722	1,707,234	124,443
Library	2,922,248	4,974,200	705,657	813,596
Office for Children	218,551	346,136	376,037	135,942
Sheriff	410,948	613,851	275,945	204,296
Health Department	331,930	822,011	247,841	386,407
Environment	229,721	263,846	95,008	22,839
Homelessness	89,531	60,028	54,020	43,684
Disabilities	55,017	83,766	44,721	11,028
Volunteer Solutions	70,126	67,004	24,666	15,582
Land Use	50,825	51,477	15,242	5,809
Consumer Affairs	73,757	21,828	12,412	3,386
CSB	266,554	237,246	9,771	-----
50+	211,363	104,043	-----	-----
Housing	15,883	11,632 (2 months)	-----	-----
Ready Fairfax	232,322	-----	-----	-----
Zoning	19,801 (3 months)	-----	-----	-----
Tysons-Pimmit Library	13,423 (3 months)	-----	-----	-----
Lorton Library	11,127 (1 month)	-----	-----	-----
Transportation	35,107 (3 months)	-----	-----	-----

