



SoMe statistikk Visit Telemark

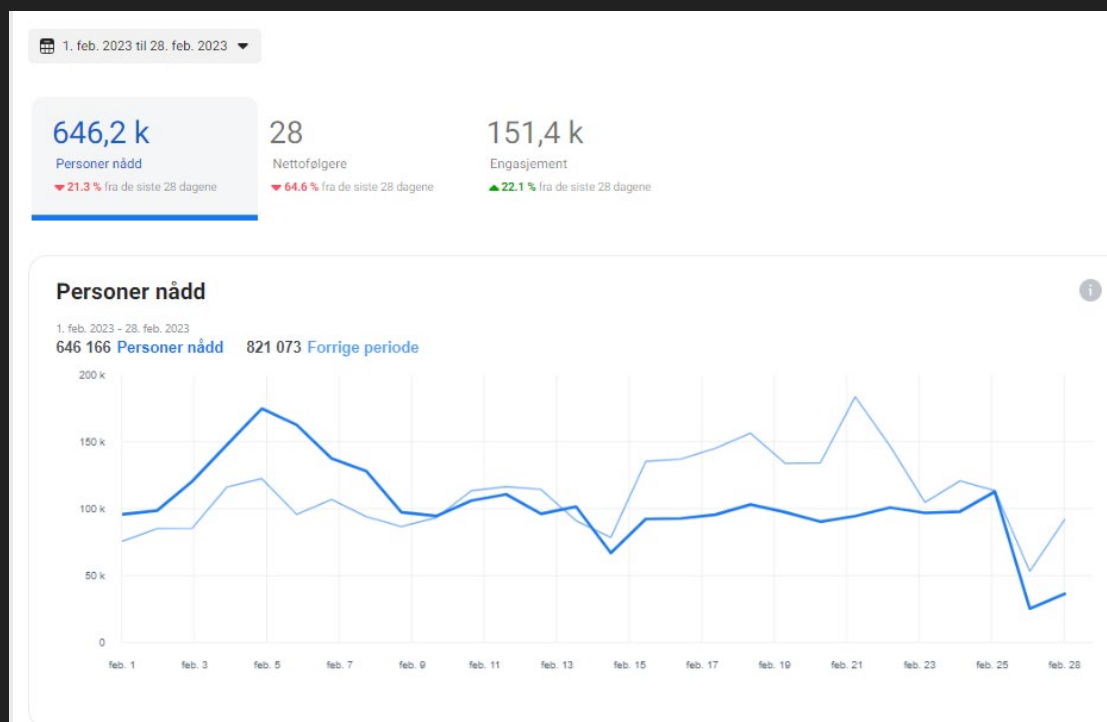
Februar 2023



TELEMARK



Facebook status februar



○ Likere : 120 007

○ Følgere: 122 956

Side	Personer nådd	Engasjement	Lenkeklikk	Kommentarer	Delinger	Reaksjoner	Bildevisninger	Nye følgere	Nettofølgere
Visit Telemark Nettsted for lokalområde og reise	646 166	151 354	58 555	1 464	313	9 252	5 595	141	27



Visit Telemark mot andre destinasjoner i Norge

Side		Totalt antall liker/kl	fra forrige uke	Innlegg denne uke	Engasjement denne uken
1	Visit Oslo	229,3K	▲ 100%	0	69K
2	Fjord Norway	206,3K	▲ 100%	7	10,4K
3	Visit Northern Norway	194,3K	▲ 100%	8	10,3K
4	visitBergen	175,2K	▲ 100%	0	25K
DEG 5	Visit Telemark	120K	▲ 100%	15	36,1K





Topp 10 innlegg februar

Nylig innhold ↑↓	Type	Rekke...	Likerklikk og reak...	Lenkeklikk	Kommentar...	Delinger	
Den heldige vinneren av en familie... 23. februar 06:05	Innlegg	Fremming ikke tilgjeng	38 036	545	81	652	15
Det er et år siden Lene & Egil overt... 26. februar 02:30	Innlegg	Frem innl...	36 666	89	459	1	6
Gladnyhet! 😊 Halvor og Kari på N... 4. februar 08:43	Innlegg	Frem innl...	30 016	300	31	21	3
Her finner du varmen i vinter. 🧡🔥 25. februar 23:45	Innlegg	Frem innl...	29 686	159	390	11	7
Endelig vinterferie! 🧡😍 Her får d... 17. februar 05:03	Innlegg	Frem innl...	24 787	123	45	4	9
Hva heter denne kule skulpturen i h... 26. februar 10:15	Innlegg	Frem innl...	24 458	63	--	25	1
Gratulerer med Morsdag! 🍷🎉 12. februar 01:16	Innlegg	Frem innl...	24 161	153	--	0	10
I dag er det samefolkets nasjonald... 6. februar 02:52	Innlegg	Frem innl...	21 467	187	61	24	4
I morgen lørdag 25. februar åpner ... 24. februar 07:59	Innlegg	Frem innl...	21 078	177	13	7	2
5 gode grunner til å oppleve skispo... 2. februar 02:57	Innlegg	Frem innl...	18 765	70	5	2	7

Innleggene som gjorde det best :

- Konkurransen
- Tilbud mikrohyttene
- Nyheter
- Saunatips



Videovisninger - topp 5 februar

19,3 k

Antall minutter sett

▼ 30.7 % fra de siste 28 dagene

106

1-minutts videovisninger

▼ 75.9 % fra de siste 28 dagene

60 k

3-sekunders videovisninger

▼ 31.8 % fra de siste 28 dagene

623

Innleggsreaksjoner, -komme...

▼ 57.6 % fra de siste 28 dagene

28

Nettofølgere

▼ 64.6 % fra de siste 28 dagene

Antall minutter sett






1. feb. 2023 - 28. feb. 2023

19 343 Antall minutter sett 27 918 Forrige periode



Vis etter:

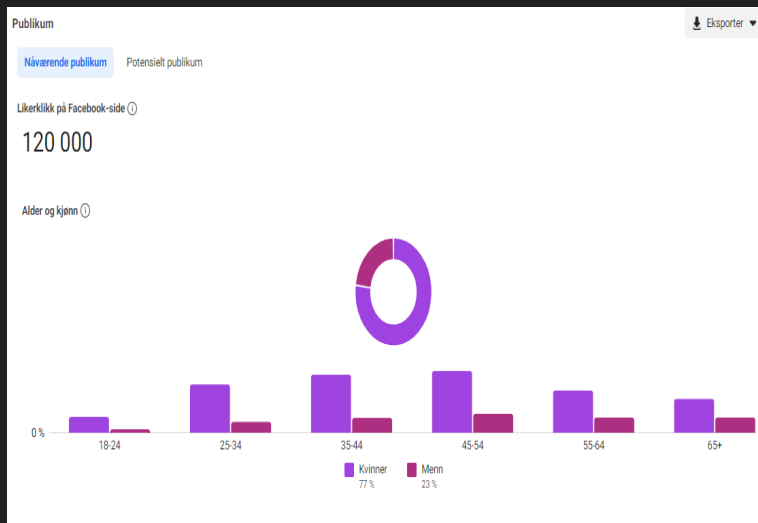
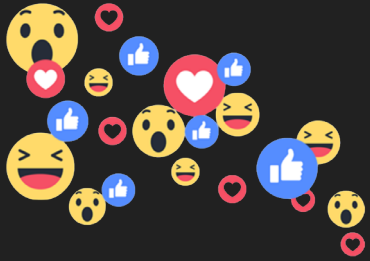
Se hvordan det går med de forskjellige innleggstypene dine

Video	Dato lagt til	Antall minutter sett ↓	1-minutts videovisninger	3-sekunders videovisninger	Engasjement
 Vår i Brekkeparken Visit Telemark	30.04.2022 19:51 Visit Telemark	10 678	0	30 790	185
 Skiferie i Telemark-skisportens... Visit Telemark	21.12.2021 14:05 Visit Telemark	599	0	3 285	56
 Flatdal Visit Telemark	07.10.2022 17:27 Visit Telemark	507	0	753	3
 Lystang Glamping Visit Telemark	07.02.2023 18:42 Visit Telemark	354	0	1 552	14
 Gautefall skisenter Visit Telemark	07.01.2023 10:24 Visit Telemark	319	0	1 716	9

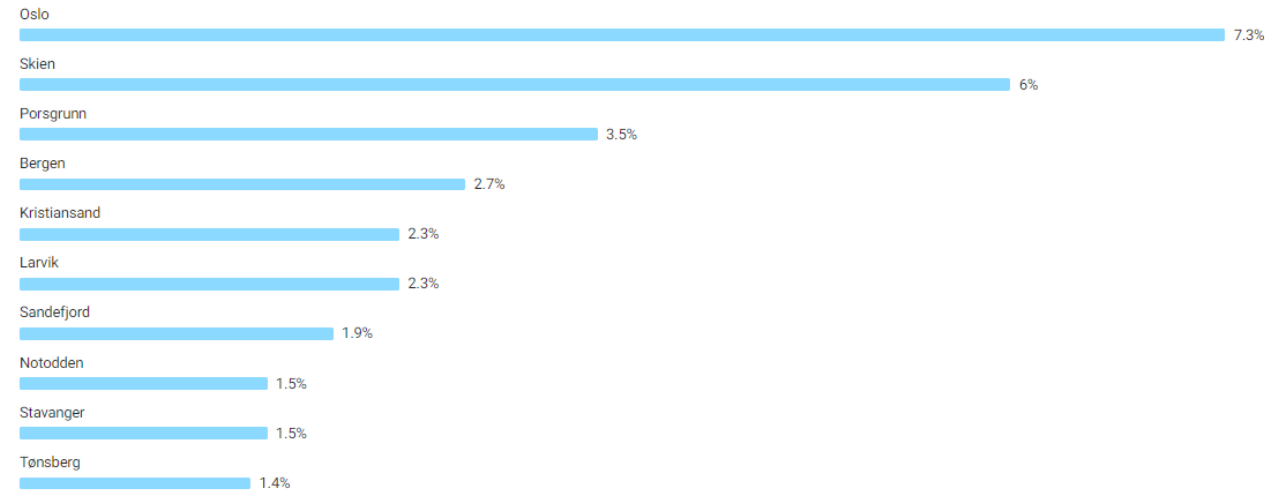
* Video funker dårlig , selv som reels.



Publikum Visit Telemark



Byer på topp



Land på topp





Visit Telemark i facebook grupper



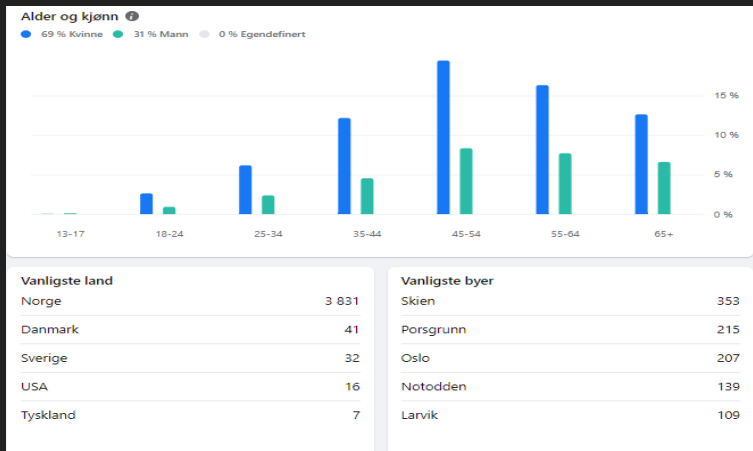
Gruppe fra Visit Telemark

SkiTelemark - Skisportens Vugge

Offentlig gruppe · 4,0 k medlemmer

Rediger

+ Inviter



- 23.2.2023 15:26

Telemark viser seg fra sin beste side i vinterferien. 🥰 Herfra Lifjell. Del gjerne dine bilder i kommentarfeltet! 📷

Publisert av Alina Olsen

0 kommentarer 7 likes 486 visninger
- 3.2.2023 13:48

Nysnø og en ny strålende skihelg i vente, herfra Rauland. 🥰 Sjekk ut skiforholdene på de forskjellige skisentrene og planlegg...

Publisert av Visit Telemark

0 kommentarer 4 likes 1 107 visninger
- 20.2.2023 11:40

Publisert av Alina Olsen

0 kommentarer 5 likes 650 visninger



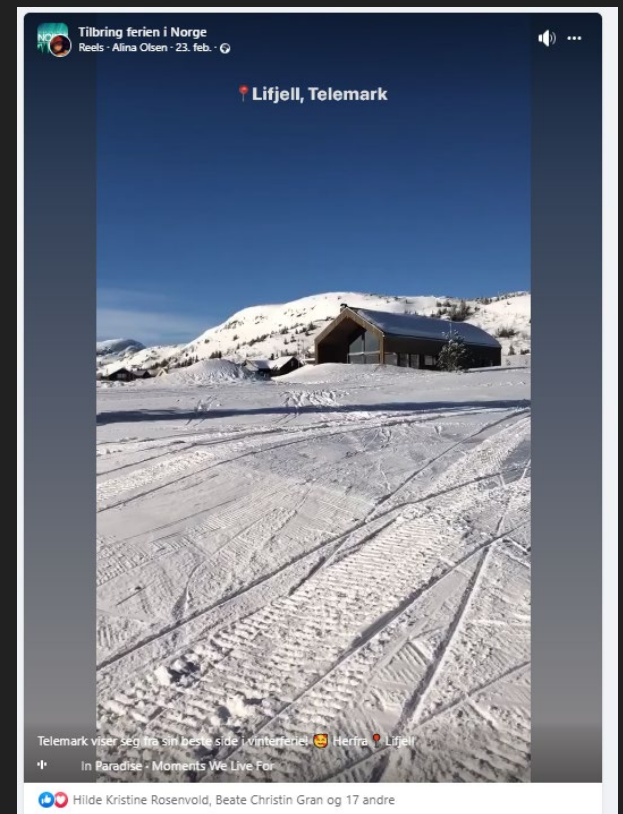
Gruppe fra Tilbring ferien i Norge

Tilbring ferien i Norge

Offentlig gruppe · 380,4 k medlemmer

Ble medlem

+ Inviter





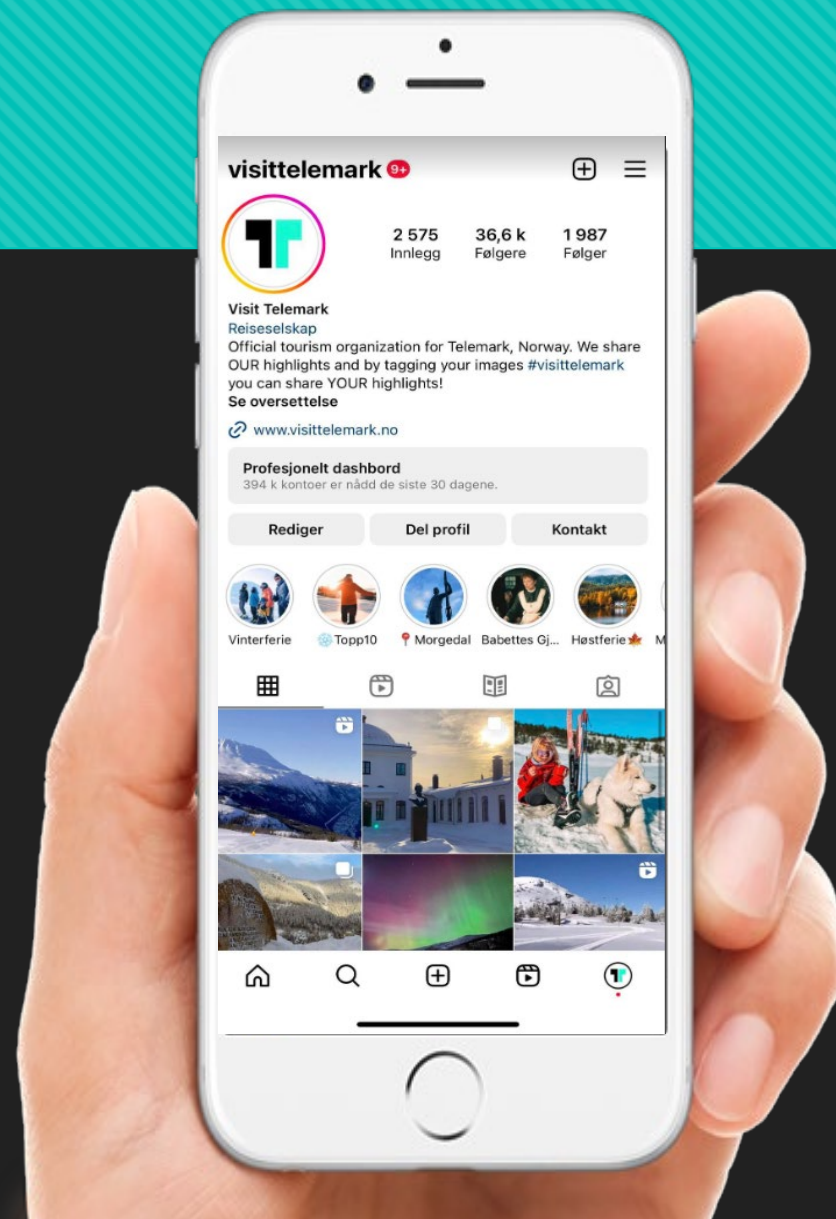
Instagram status februar

Forrige måned ▾ 1. feb. - 28. feb.

Oversikt

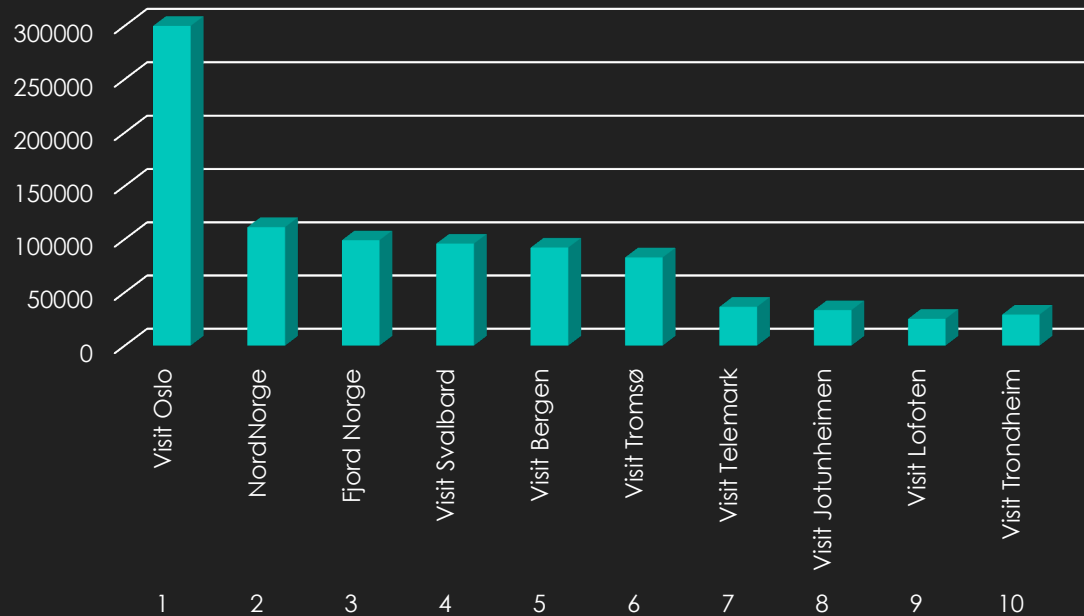
Du har nådd ut til **+69,8%** flere kontoer sammenlignet med 1. jan. - 31. jan.

Kontoer nådd	391 k +69,8%	>
Engasjerte kontoer	4 105 -23,1%	>
Totalt antall følgere	36,6 k --	>

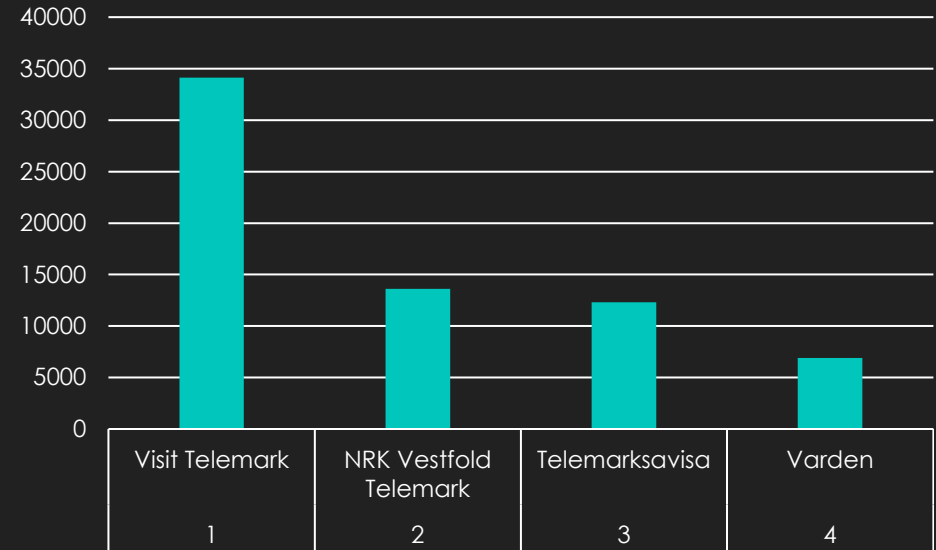




7 Plass på Instagram blant andre destinasjoner



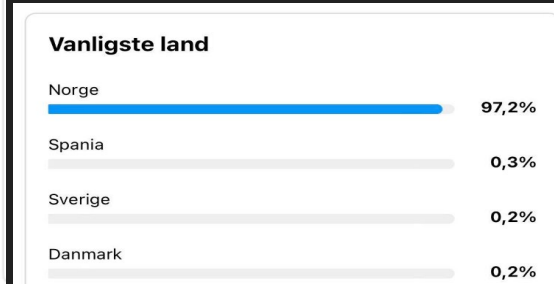
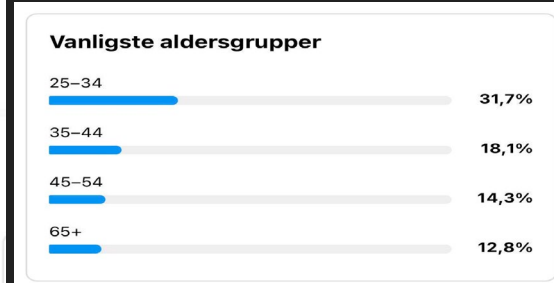
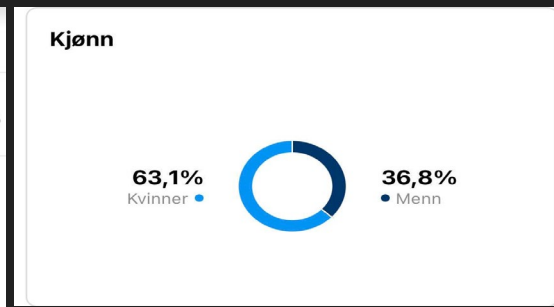
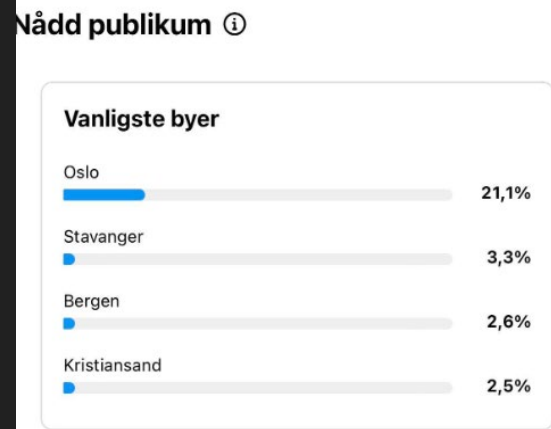
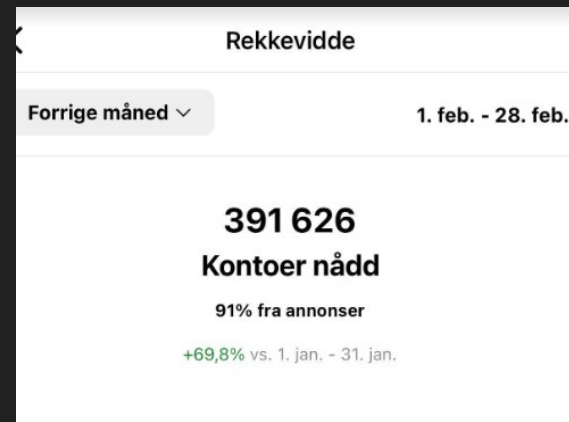
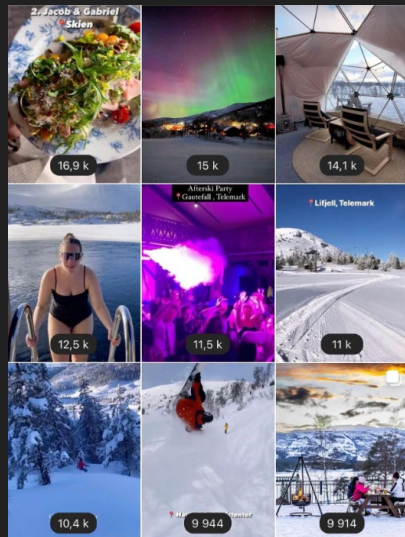
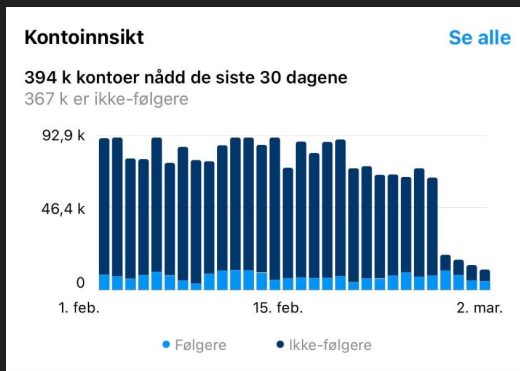
1 Plass på Instagram blant lokale medier



Visit Telemark mot andre destinasjoner & lokale medier



Instagram status februar –rekkevidde





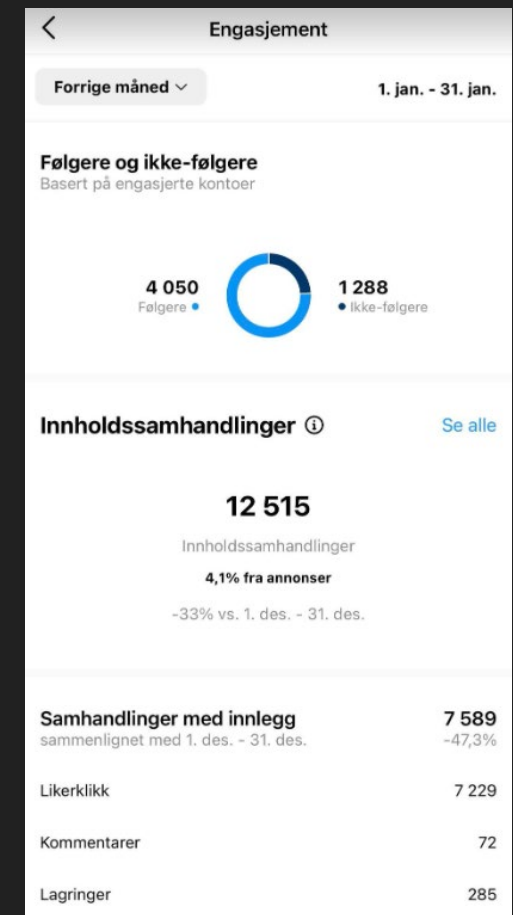
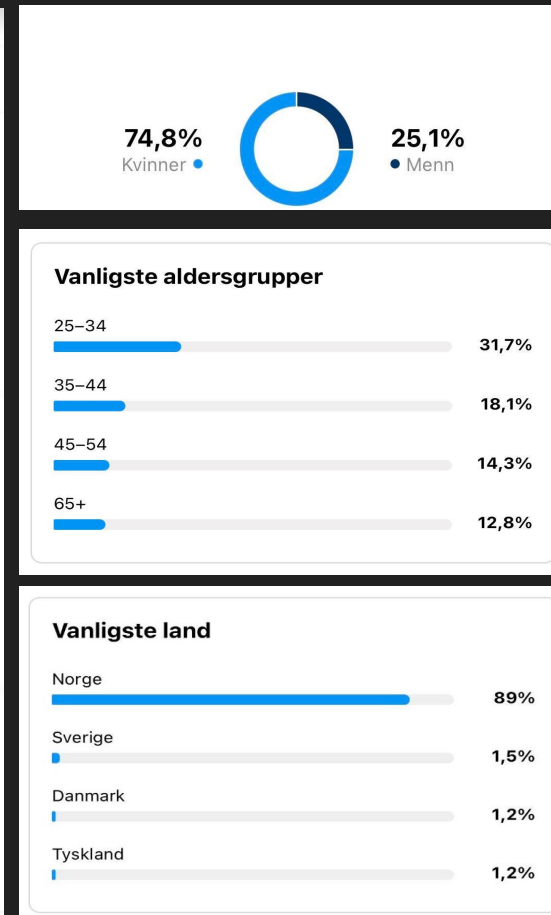
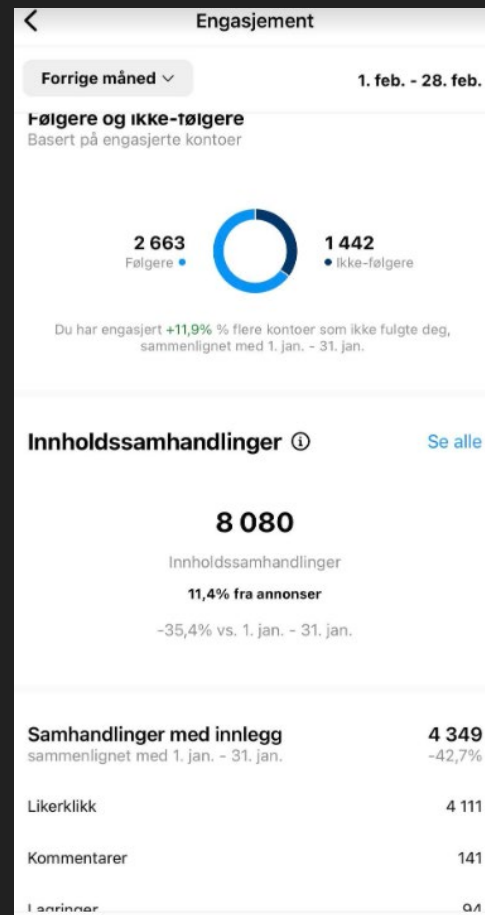
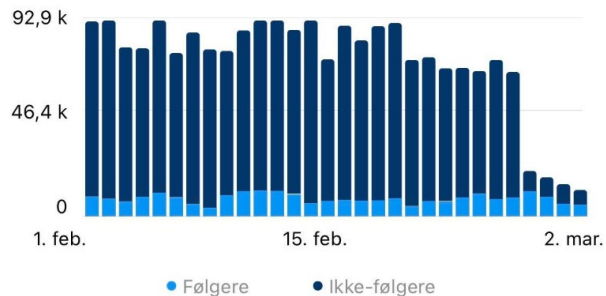
Instagram status februar –engasjement

Kontoinnsikt

[Se alle](#)

394 k kontoer nådd de siste 30 dagene

367 k er ikke-følgere



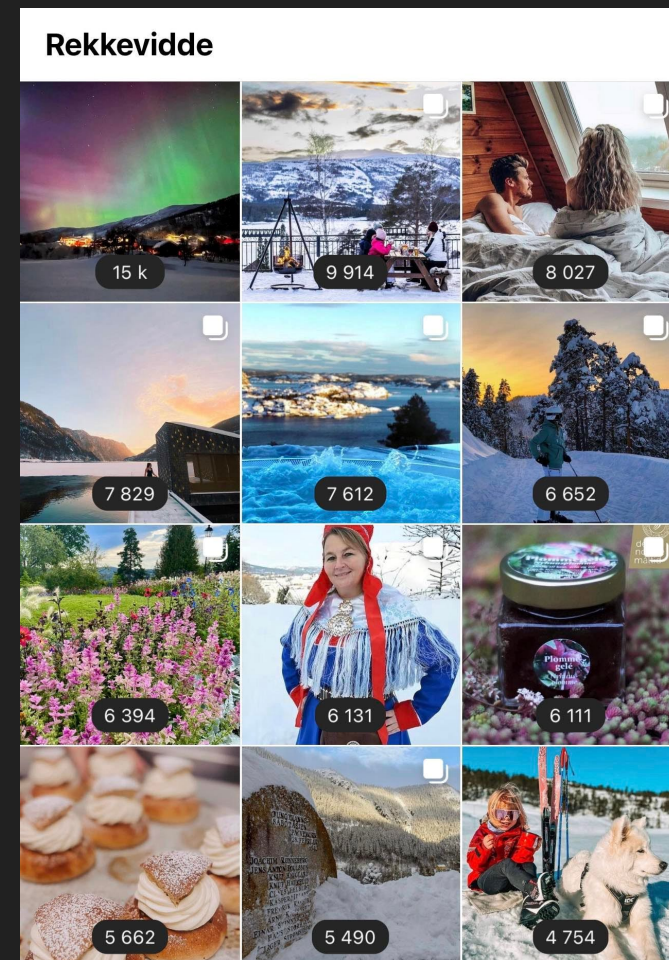
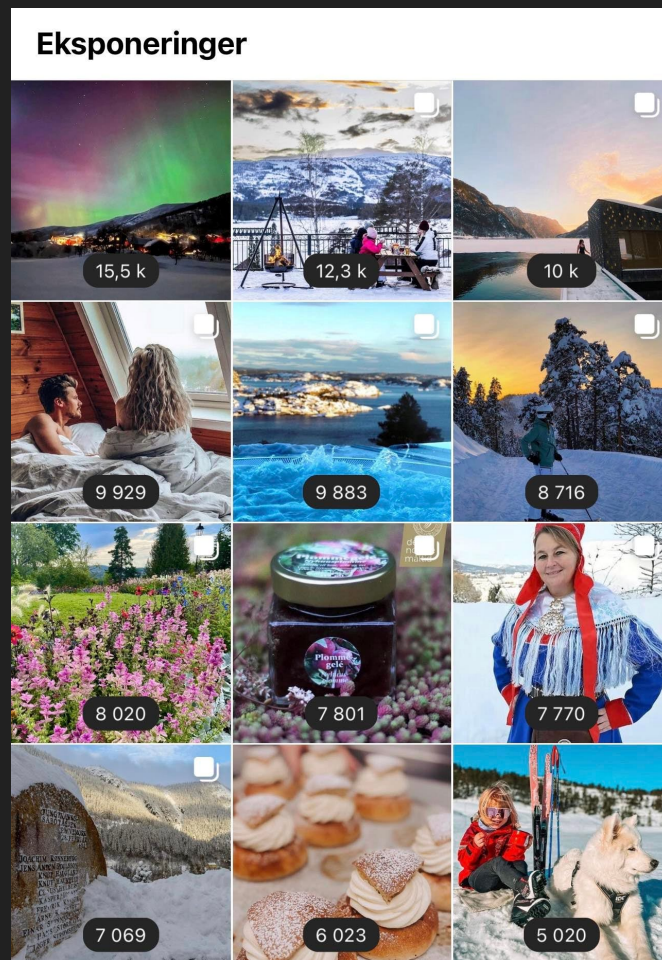
Topp 12 innlegg

Eksponeeringer

- Totalt antall ganger innlegget ditt har blitt sett

Rekkevidde

- Antall unike kontoer som har sett innlegget ditt



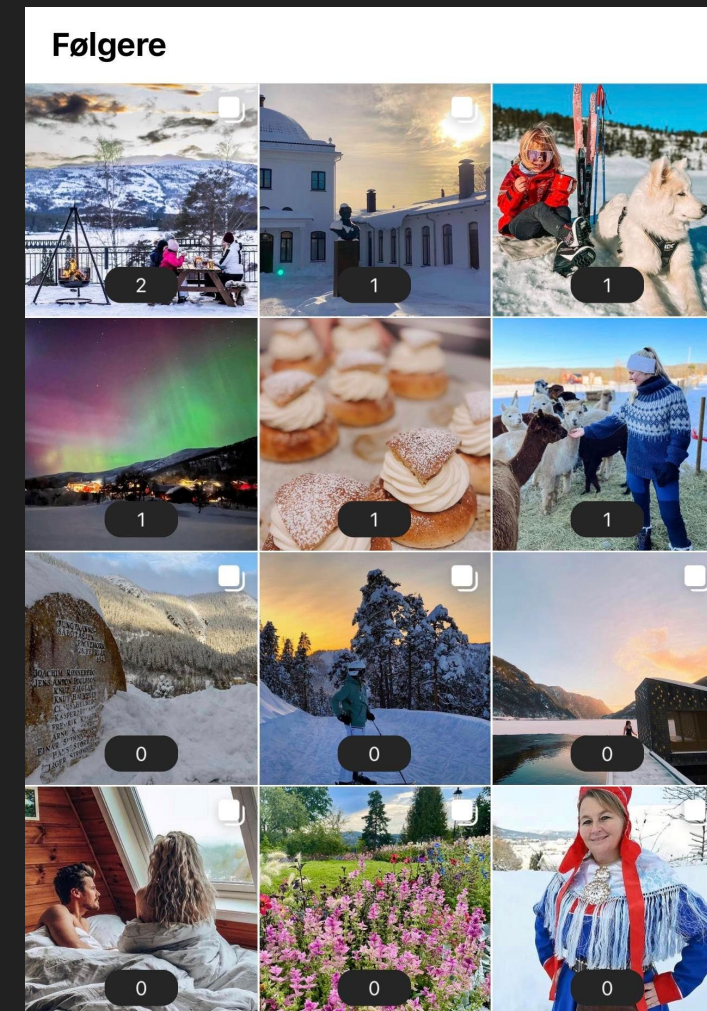
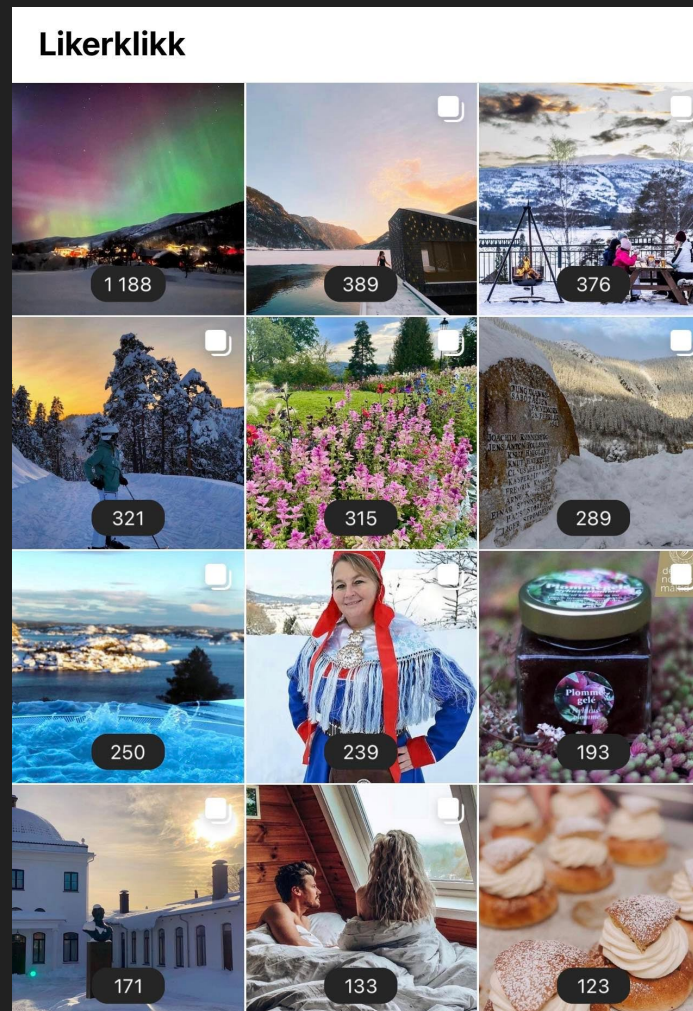
Topp 12 innlegg

Likerklakk

- Antall unike kontoer som har likt

Følgere

- Antall følgerebilde generert av bildet



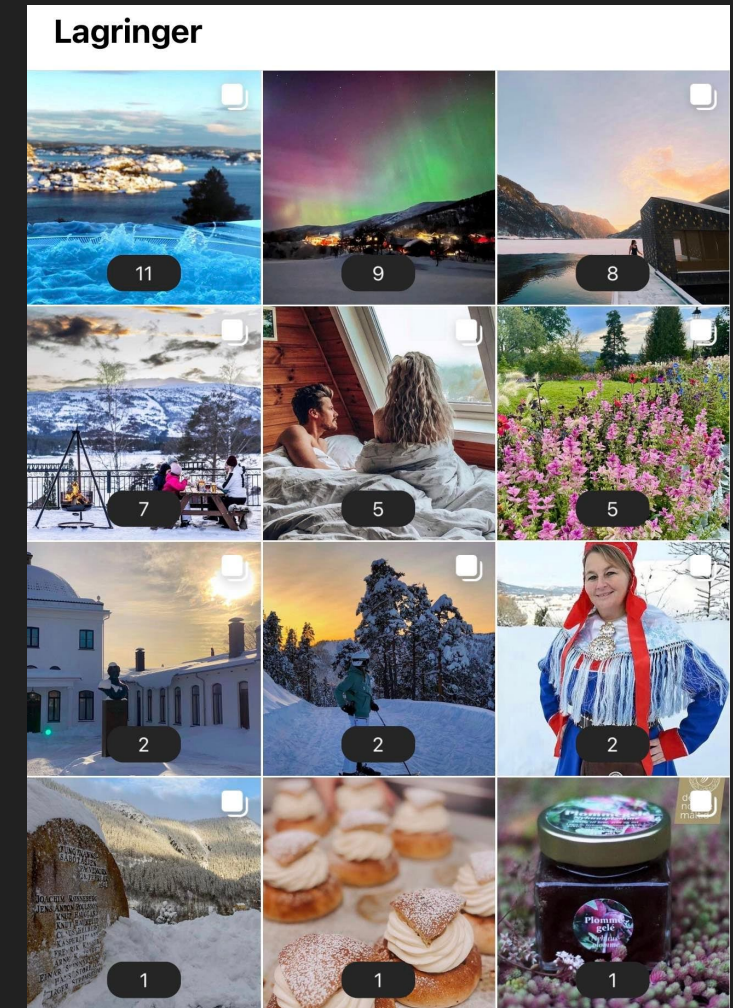
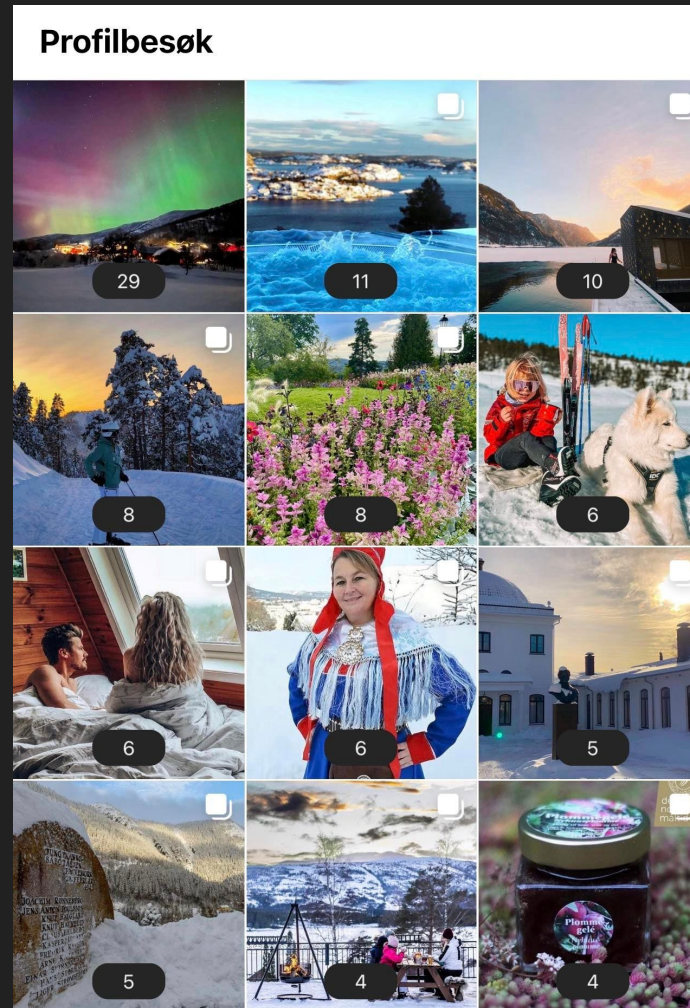
Topp 12 innlegg

Profilbesøk

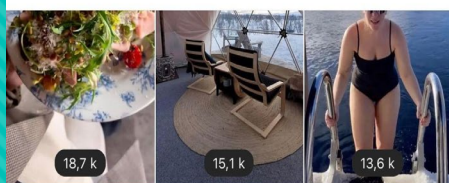
- Antall ganger profilen din har blitt sett

Lagret

- Antall ganger bildene er lagret, ofte brukt i planlegging



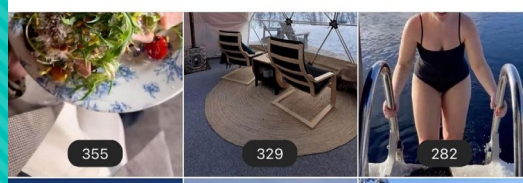
Avspillinger



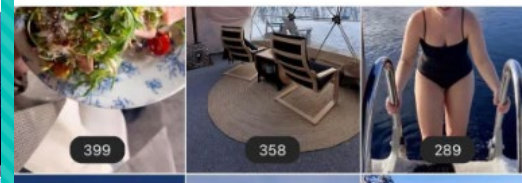
Rekkevidde



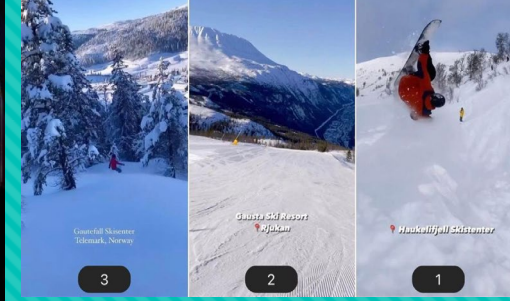
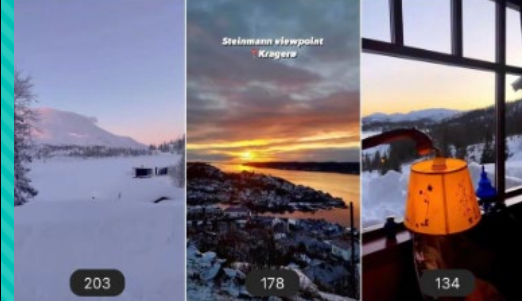
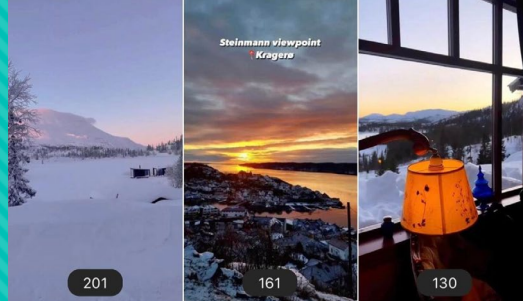
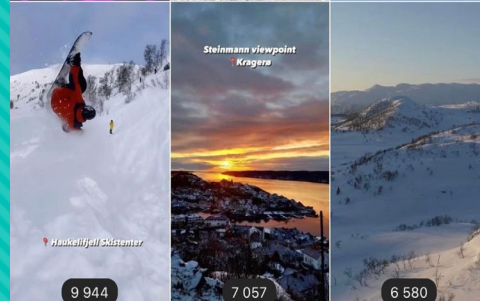
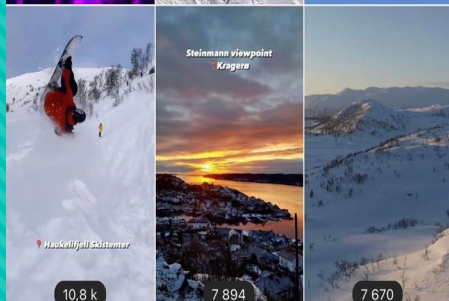
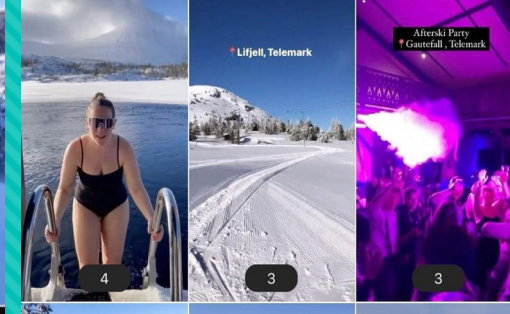
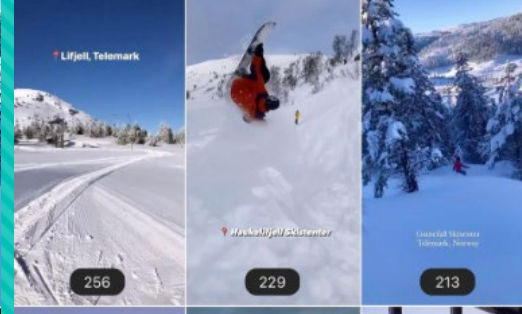
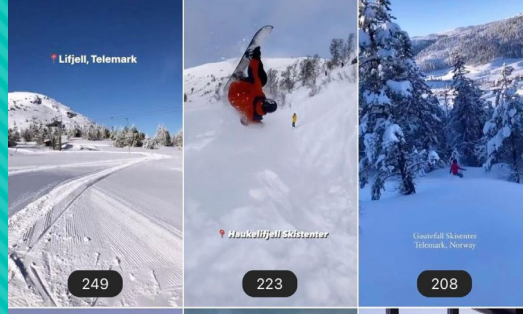
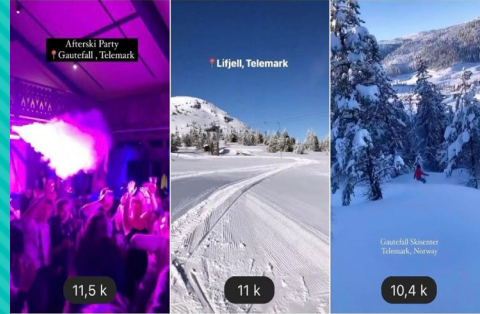
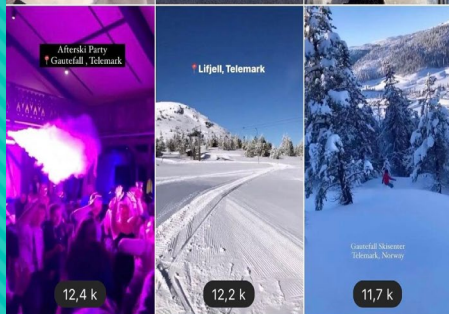
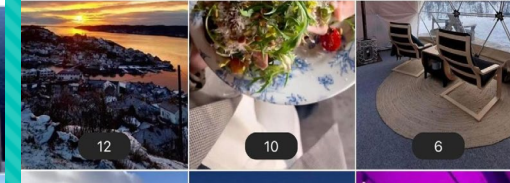
Likerklikk



Samhandlinger med Reels-videoer



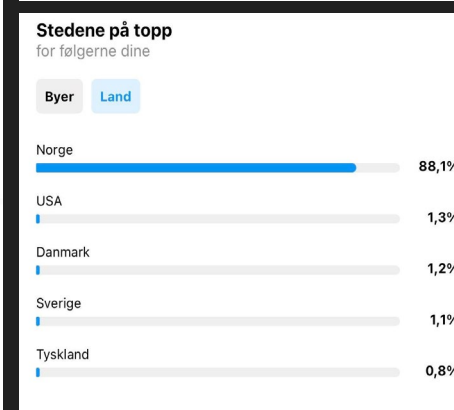
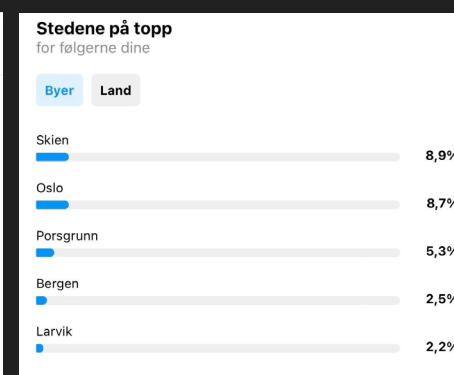
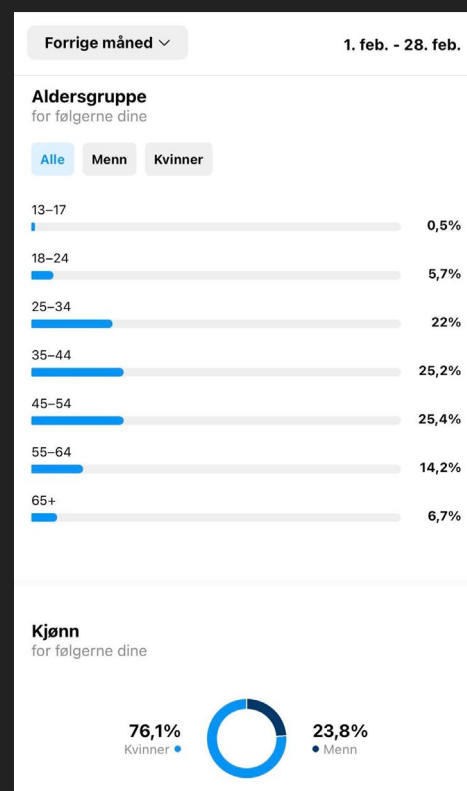
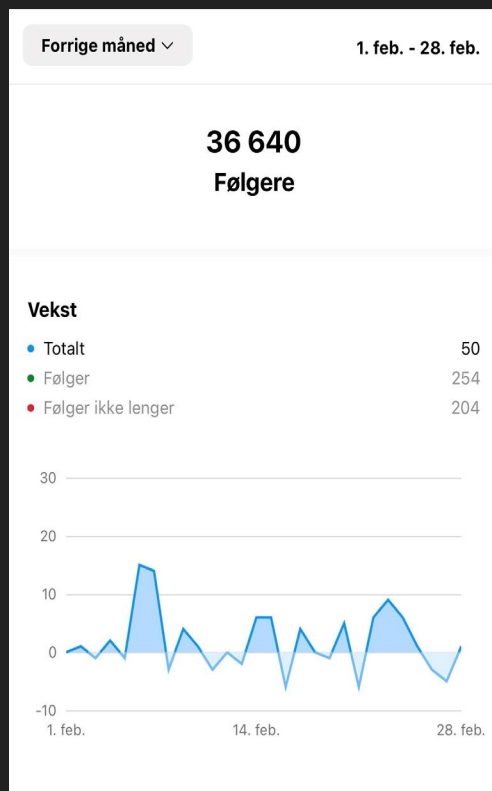
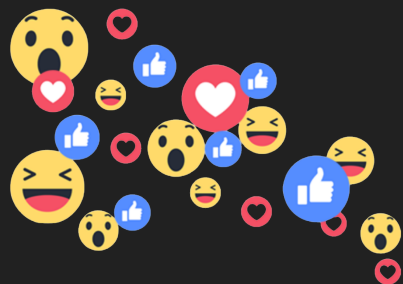
Kommentarer



Reels i februar

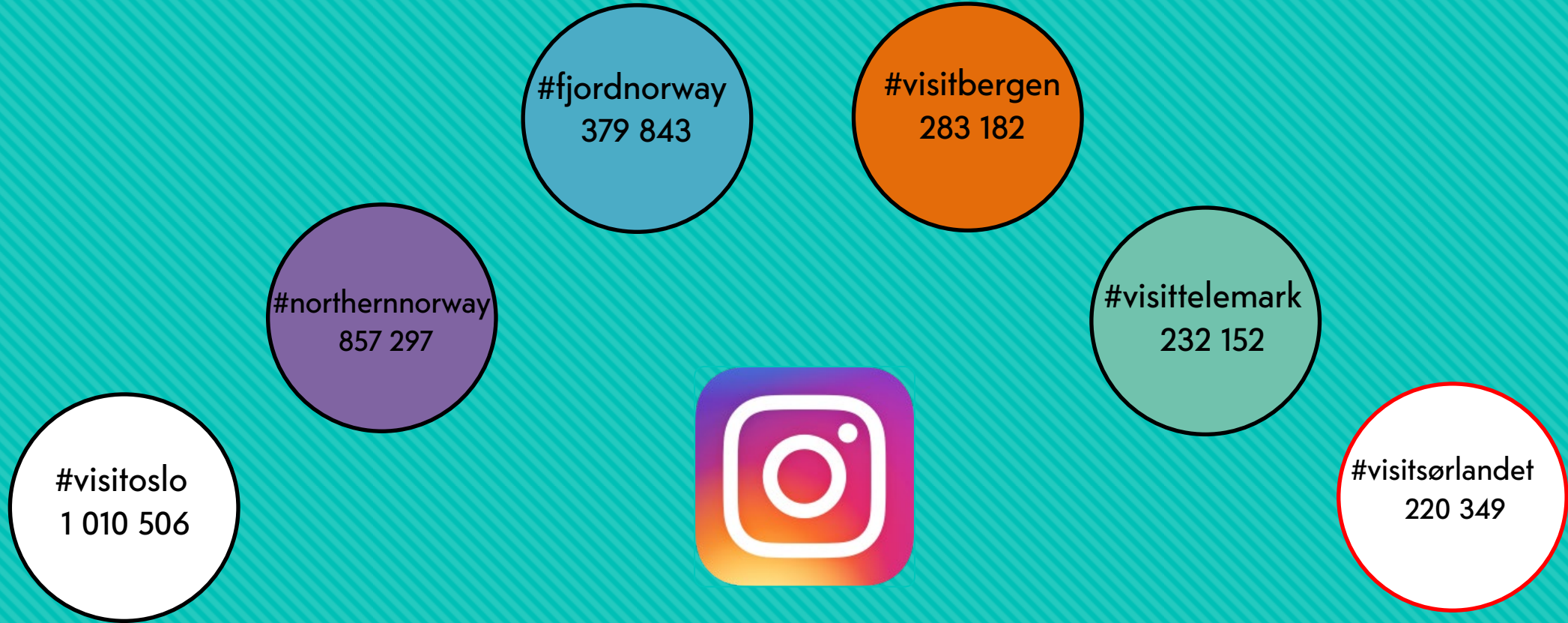


Publikum Visit Telemark

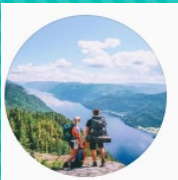


Beste tidspunkter:

- ❖ Mandag: kl. 18
- ❖ Tirsdag: kl. 18
- ❖ Onsdag: kl. 18
- ❖ Torsdag: kl. 18
- ❖ Fredag: kl. 21
- ❖ Lørdag: kl. 18-21
- ❖ Søndag: kl. 18



Bruk av # på destinasjoner i Norge

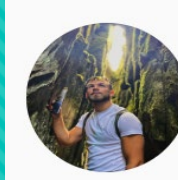


#sommertelemark
5,011 innlegg

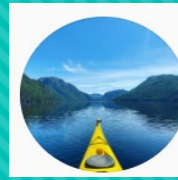


#påsketelemark
712 innlegg

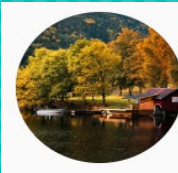
Følger



#vandretelemark
5,587 innlegg




#telemarkskanalen
18,959 innlegg



#høsttelemark
3,652 innlegg




#julitelemark
804 innlegg



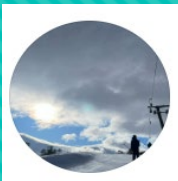
#sykkeltelemark
1,717 innlegg



#telemarkskysten
918 innlegg




#telemark
533 523 innlegg




#vintertelemark
2 991 innlegg



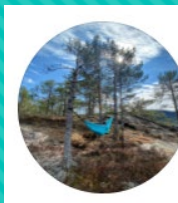
#hjerterfortelemark
413 innlegg



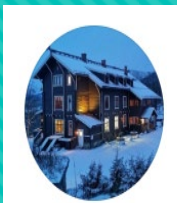
#telemarkski
41 130 innlegg



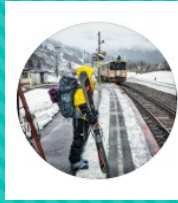
#telemarksfe
744 innlegg




#vårtelemark
235 innlegg



#smakenavtelemark
225 innlegg



#telemarkskiing
51 495 innlegg



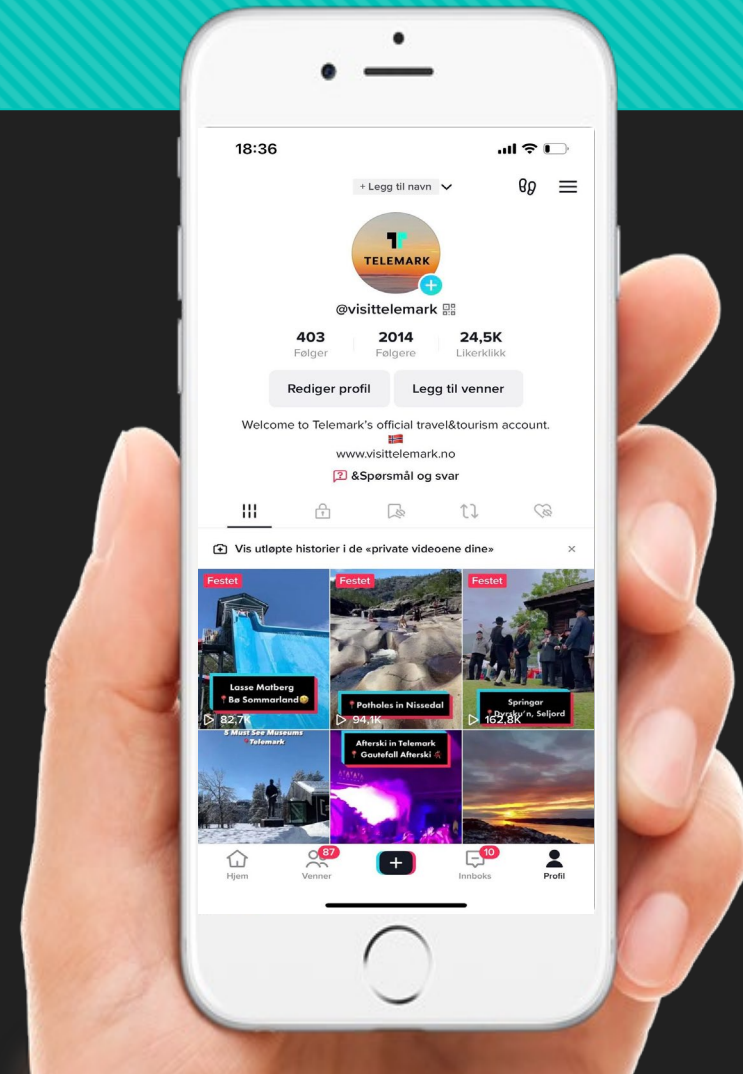
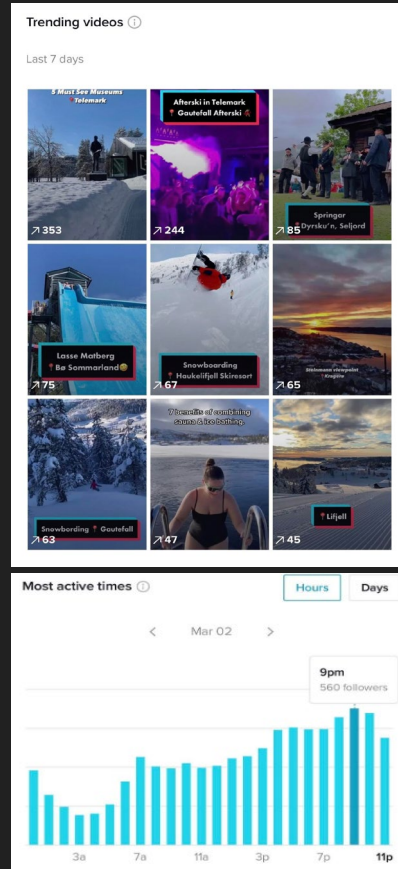
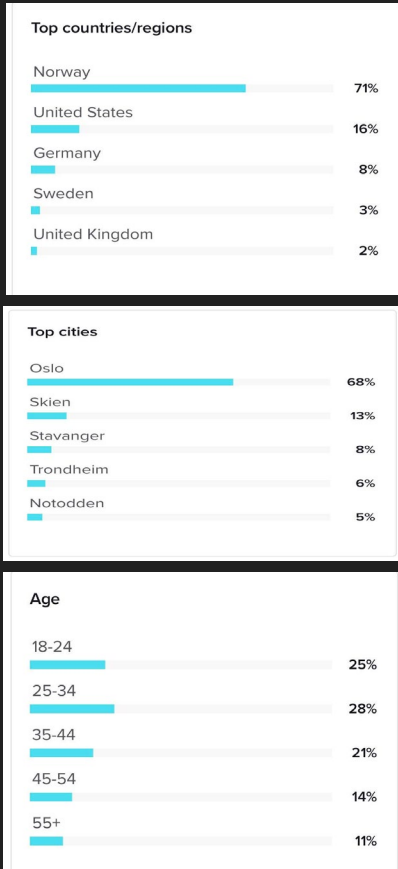
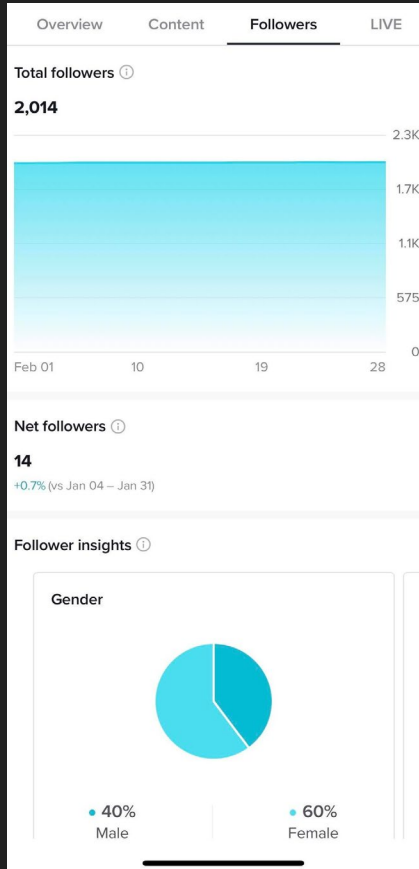
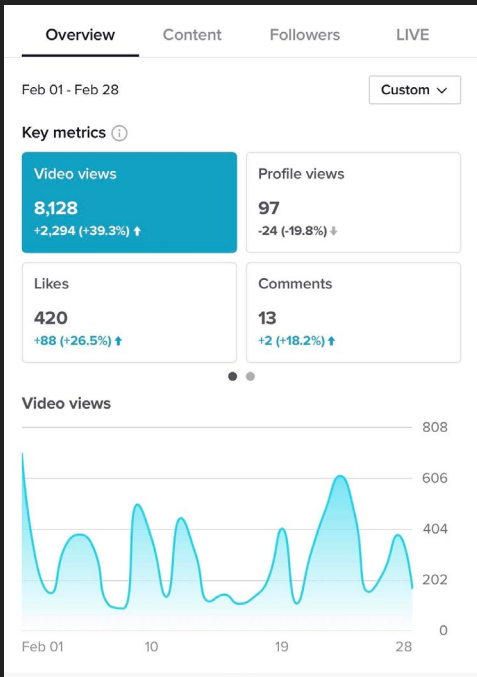
#telemarksbunad
3,675 innlegg



Visit Telemark



TikTok status februar

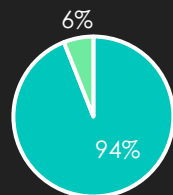


SoMe status Visit Telemark 2023

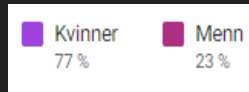
Totalt Rekkevidde: 1,8 mill, Engasjement: 306k, Antall følgere: 158,6 k



120 000 likere
(+0,12% mot 2022)



■ Norge ■ Utlandet



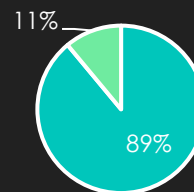
Alder 35-54 år

5 plass i Norge

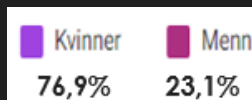
1. Visit Oslo
2. Fjord Norway
3. Visit Northern Norway
4. Visit Bergen
5. Visit Telemark



36 640 følgere
(+0,05% mot 2022)



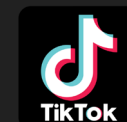
■ Norge ■ Utlandet



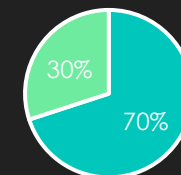
Alder 25-54 år

7 plass i Norge

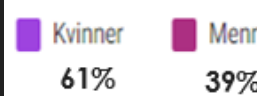
1. Visit Oslo
2. Visit Northern Norway
3. Fjord Norway
4. Visit Svalbard
5. Visit Bergen
6. Visit Tromsø
7. Visit Telemark



2014 følgere
23,8 k likes



■ Norge ■ Utlandet



Alder 18-44 år

5 plass i Norge

1. Visit Sirdal
2. Visit Oslo
3. Visit Norway
4. Visit Bergen
5. Visit Telemark

Vekst FB	01.-02.23	01.-02.22	%endring
Rekkevidde	1,2 mill	1,1mill	+9%
Engasjement	281,9k	177,8k	+58,5%

Vekst IG	01.-02.23	01.-02.22	%endring
Rekkevidde	621k	208k	+198,5%
Engasjement	9443	11959	-21%

TikTok	01.-02.23	01.-02.22
Rekkevidde	14k	10,3k
Engasjement	14,8k	10,8k