

Social Media Report for 2025 AGM

Statistics collected on 11 October 2025.

Note that there are no blog posts over school holiday periods and this impacts the overall figures.

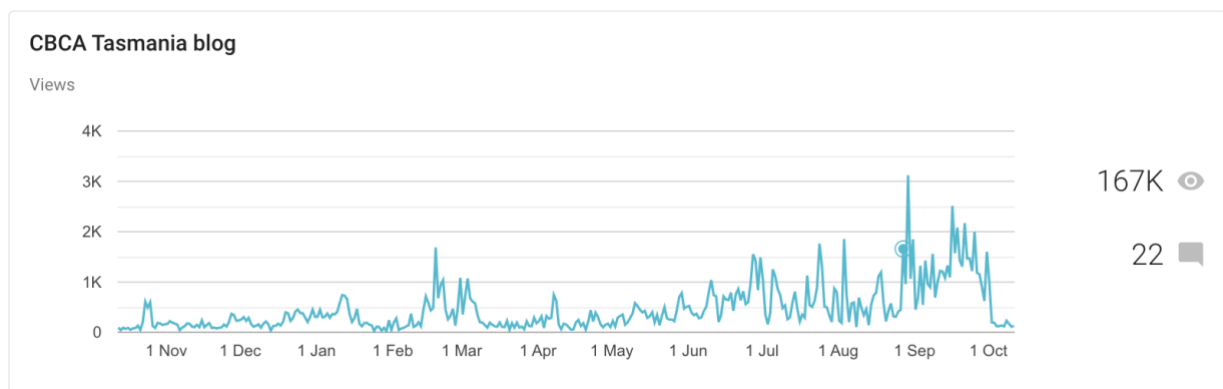
CBCA Tasmania' social presence has continued to grow throughout the past year. Statistics in readership of the blog and the number of followers on our Facebook site indicate a steady growth in active readers, many of whom like and share posts to a wider audience. Withdrawing from Twitter does not appear to have had a negative impact on our presence.

Blog: Our social media presence has remained steady with posts most weeks in term time. The small team of regulars are the backbone of the blog - reliable, informative, current and inspiring! Although sourcing guest authors is time consuming it is rewarding and Tasmanian authors and illustrators express appreciation for the opportunity. I do rely on others alerting me to potential contributors and Nella Pickup is my most reliable and regular source – thank you Nella!

Topics covered this year have been varied and engaging with quite a strong focus on CBCA related activities. Comments added to posts are still minimal – only 22 over the last year, and I will reiterate that committee members could be more active in this sphere – as blog contributors can then see that their posts are read – a quiet affirmation of appreciation.

Overall, activity has grown doubled in fact. Stats are for 12 months and has increased from 82.5K reads to 167K reads – comments from 21 to 22 ☺

Figure 1: Blog access for last 12 Months = 167K in 2025. History: 82.5K in 2024 | 44.8K. 2023 | 30.4K in 2021



This is reflected in the number of engagements with individual posts. In 2024 these were in the low hundreds for popular posts. The chart below shows much greater engagement.

Figure 2: Top 10 posts for the last 12 months with stats showing access to individual posts

Posts		
	Meet the Gorgeous Giselle Posted by CBCA Tasmania	692 
	Celebrating the National Simultaneous Storytime across Tasmania Posted by CBCA Tasmania	603 
	The Power of Science Storybooks: Nurturing Curiosity Through Storytelling Posted by CBCA Tasmania	562 
	Children's Book Week 2025: Book of the Year Awards Posted by CBCA Tasmania	519 
	Engaging Middle School Students with Reading Posted by CBCA Tasmania	496 
	Further Suggestions for Book an Adventure Posted by CBCA Tasmania	485 
	Engaging Young Readers Posted by CBCA Tasmania	439 
	School Adventures for Book Week Posted by CBCA Tasmania	436 
	The Bookmarked Life: Saving a Place for Reading Posted by CBCA Tasmania	421 
	Discovering Digger Digs Down Posted by CBCA Tasmania	420 

Facebook continues a slow but steady increase in followers and is being read across Australia (91.1% of followers) with global interest making up the remainder – USA and UK making the bulk. The majority of followers are female, and the majority range between 35 and 54 in age. It is pleasing to note that other branches regularly share CBCA Tas posts with their members.

Facebook

Followers

October 2025 -2,240 (+ 113)

August 2024 – 2,124 (+120)

October 2023 – 2,004 (+133)

October 2022 – 1,871 (+322)

October 2021 - 1,549 (+567)

October 2020 – 981 (+64)

October 2019 - 917

September 2018 - 771

September 2017 - 700 followers

March 2016 - 615

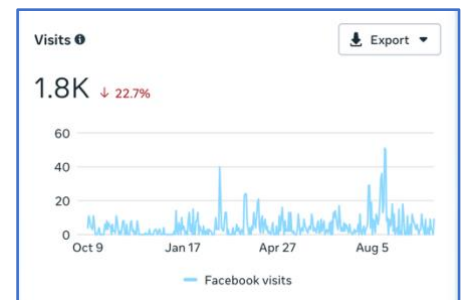
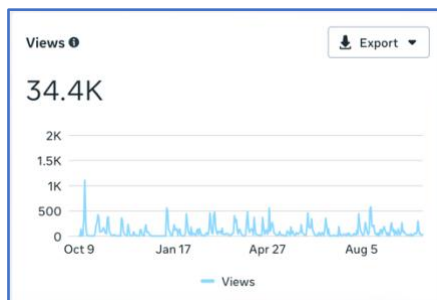
Audience information is now presented only as percentages not figures.

Within Australia, Melbourne and Sydney make up 22% of followers.

Overseas followers are mainly from USA, UK, NZ and Canada with single individuals in several other countries

Actual visits and the reach of posts has decreased over the last 12 months but is still of value for maintaining a visible presence.

Table is retained to present historical data



Challenges:

These remain similar to those presented in previous years.

- Succession planning for this position (currently non-existent for the blog).
 - It is important to build and maintain a skill base in this area - this remains an issue, for example in both Terms 2 and 3 there were less posts because I was physically unable to undertake sustained computer work.
 - At some point I will stand down.
- We have a small number of regular contributors who can commit to one post per school term. Ideally there would be another three on the regular list – please consider either becoming a contributor or targeting a colleague.
- Guest authors add spice and variety. Please keep your eye out for:
 - People to contact – authors, illustrators, publishers, interested parties
 - One-off reports for children’s literature events you or a colleague have participated in – such as a book launch or author talk.

Recommendations:

1. Actively seek a second person to become involved in the social media position.
2. Continue to work on a school term basis for posts.

A big thank you to all the contributors who have written for the blog this year and the varied and interesting posts that they have written. I am now looking out for 2026 so please keep the blog in mind when you attend events and have interesting children’s book related conversations.

Jennie Bales

Social Media Coordinator

11 October 2025