

May 2026

Lockyer Valley and Somerset Water Collaborative Evaluation Report

The Project

The social media campaign for the Lockyer Valley and Somerset Water Collective continues to build on the strong foundations established during the initial rollout and ongoing campaigning, with a focus on deepening engagement across local communities, industry bodies and key stakeholders.

Like in April, in May, we focused on maintaining momentum through consistent content delivery, targeted messaging and ongoing collaboration with project partners. Despite a few unexpected hurdles in May, we were able to achieve engagement and reach.

In response, activity in May centred on refining content performance, optimising paid media on Facebook, and pushing harder to strengthen audience reach and engagement at a local level, ensuring the campaign continued to deliver strong visibility and community connection.

Since launch, the campaign has continued to grow its presence across both platforms, with a total of **77 content pieces** delivered to date and achieving **316,196 total impressions**.

In May, we delivered 4 pieces of content on Facebook and 4 pieces of content on LinkedIn, achieving **11,369 impressions**, **15,406 video views** and a **5.7% engagement rate**.



Cross Network Performance Summary – May 2026

Impressions	Engagements	Engagement Rate
11,369	646	5.7%
Audience	Video Views	Published Posts
348	15,406	8

Definitions:

Impressions: Or views. This is the number of times content is seen.
Engagement: The total interactions people have with your content including likes, comments, shares and clicks.
Engagement rate: This is a percentage number, advising the percentage figure of people who interacted with your content compared to those who saw it (on LinkedIn, a high engagement rate is 5.2%, while on Facebook 1% is considered a good engagement rate)

Facebook

Facebook Key Metrics

Impressions	Engagement	Reactions, Comments, Shares	Followers
19,354	15,678	572	173
	Video Views	Engagement Rate	
	15,106	2.4%	

In May, across Facebook we achieved a huge uptake in page views (impressions), which increased by 86.1% when compared with April and engagement, with reactions, comments and shares increasing by 500 compared to April and video views jumping to 15,106, up from 4,359 in April.

The audience grew from 145 in April to 173 in May.

In May, we shared 4 pieces of content across Facebook, however, we had to remove one video, which will be republished in early June.

Definitions:

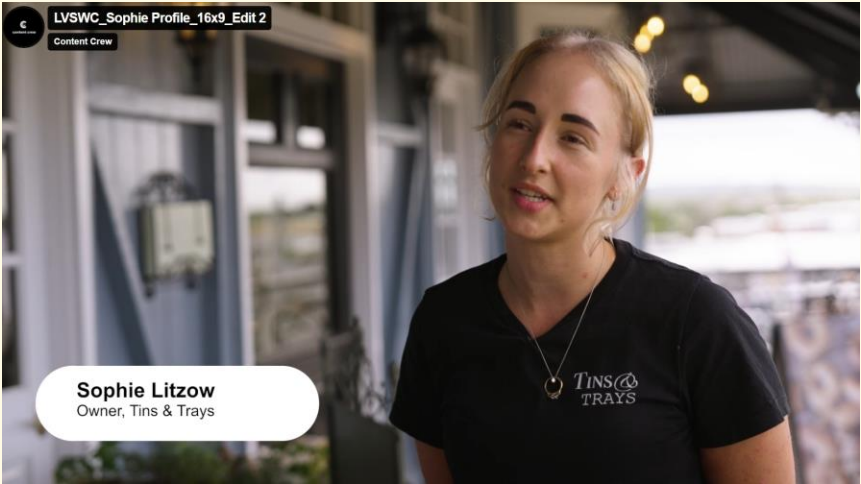
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*Reporting Period: May 2026

Top performing posts

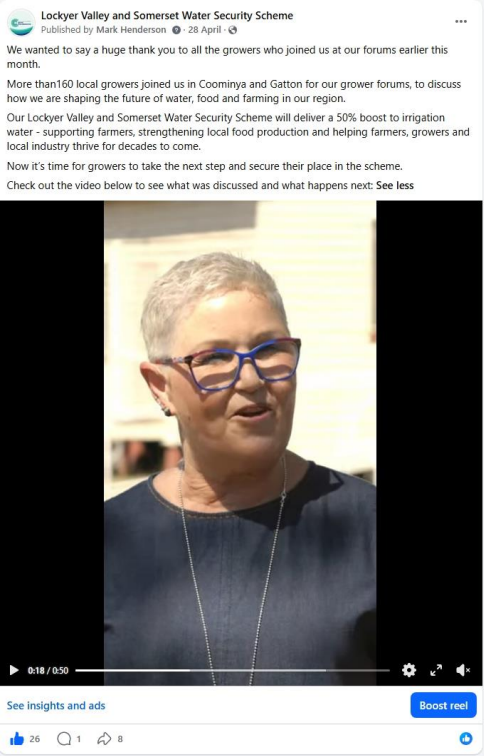


Why this works: Quality vision and engaging storytelling. This post was really relevant and spoke to our key audiences. The message was focused on the value of the project and water, rather than directly promotional.

Key takeaway: Short form, high value video content from the communities the project works in. This is real third-party endorsement for the project and showcases value, importance and consideration of the local community and businesses. This is the highest value content.

Date posted: 25 May 2026

Impressions	14,950
Engagements	288
Engagement Rate	2%



Date posted: 28 April 2026

Impressions	4,215
Engagements	229
Engagement Rate	5.4%

Why this works: Posted in late April, this post continued to perform well in May. It features familiar faces, speaks to the community, provides genuine value and insights and supports the project.
Key takeaway: This content really considered the audiences, thanked community members directly and leveraged key voices that are well-known and familiar in the community. This is high quality, very relevant content and it success reflects that.

LinkedIn

LinkedIn Key Metrics

Impressions	Engagement	Link Clicks	Followers
2,819	74	167	175
	Video Views	Engagement Rate	
	300	7.16%	

In May, LinkedIn campaigning continued to perform really well, with a 65.4% increase in post impressions compared to April, a 34.5% increase in the number of engagements and a solid 7.16% engagement rate across the 4 posts published in May, which again reiterates there is momentum for growth being driven on this platform with industry and stakeholder focused audiences.

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*Reporting Period: May 2026

Top performing posts



Lockyer Valley and Somerset Water Security Scheme
175 followers
1mo • 

At the Lockyer Valley & Somerset Water Collaborative, we are supporters of the South East Queensland (SEQ) Food System Strategy, led by [CSIRO](#) with the [Council of Mayors \(SEQ\)](#).

For regions like the Lockyer Valley and Somerset Region, CSIRO's calls for a bold 'food bowl' approach to safeguard the nation's food supply, aligns closely with our mission.

We believe CSIRO's SEQ Food System Strategy is a timely and important call for coordinated action to strengthen SEQ, including the Lockyer Valley and Somerset regions as champions for a resilient food bowl.

With rapid growth and the 2032 [#Olympic](#) and [#Paralympic](#) Games ahead, protecting agricultural land, securing water and backing our producers is critical.

We welcome the focus on collaboration across the full food system – right through from farm to the end consumers, ensuring long-term food security.

Read the report: <https://lnkd.in/g7-KdJJm>



Developing a Food System Strategy for South East Queensland - Food System Horizons
foodsystemhorizons.org

 19

1 comment • 3 reposts

Impressions	528
Engagements	34
Engagement Rate	6.44%

Why this works: This content speaks to a LinkedIn or corporate audience. It is data and industry led. It is informative, educational and speaks to the project and its alignment with other key initiatives, including the CSIRO food system strategy for SEQ and Australia.

Key takeaway: On LinkedIn, audiences engage with data, educational content and content that proves informative and adds value. This post does all of this.

Date posted: 1 May 2026



Impressions	717
Engagements	53
Engagement Rate	7.3%

Why this works: Quality vision and engaging storytelling. This post was really relevant and spoke to our key audiences. The message was focused on the value of the project and water, rather than directly promotional.

Key takeaway: Short form, high value video content from the communities the project works in. This is real third-party endorsement for the project and showcases value, importance and consideration of the local community and businesses. This is the highest value content.

Date posted: 25 May 2026

Learnings and Recommendations

Learnings and Recommendations

Learnings	Recommendations
Content which performed highly across both platforms was both informative, educational and highly relevant to the local communities and target audiences – without overcomplicating the work of the collaborative.	Recommend focusing on visually impactful content that is representative of the local areas, while also focusing in on benefits and impact that can be easily understood by key target audiences.
We boosted the Tins & Trays video on Facebook, and within a 4 day boosting period, we saw view numbers increase from 1,200 to more than 14,000. We used a very small boosting budget and saw significant reach.	Would recommend to continue boosting on Facebook (and potential for LinkedIn) to help drive stronger results and focused targeting to key audience groups helping to drive awareness and increase engagement and support for the scheme.
High quality visuals, short form video and content that speaks directly to our audiences, showcasing an awareness of who they are is extremely valuable.	More visual content and videos.
Continued cross-sharing of content is demonstrating success, driving engagement and helping deliver results.	While content is being shared from our platforms, we'd love to be sharing more content and would ask where possible that partners tag us in relevant content, they would like us to share.
Highly visual, engaging video content and easy to digest educational content resonated well with audiences.	Working more with community organisations, local groups and similar organisations to LVWSC to create content, provide visually appealing and supporting content, including sharing locals faces, stories and subject matter that is engaging and demonstrates the value of the collaborative now and into the future will drive engagement and champion the cause further.

Learnings and Recommendations

In May, we saw continued high value growth and engagement with the social media content.

As highlighted on the previous page, there are a few learnings and recommendations we would make.

However, to summarise and provide some clear direction:

Posts that work:

- Highly visual posts
- Local posts, talking to each region directly
- Video content – good quality video content is king and it is proving as much. We're seeing significant reach from our video content, especially content that features familiar faces and voices. We would strongly recommend using more of this.
- Boosted content.
- On LinkedIn, education and aligned content will work, however, these will not work as well on Facebook. The CSIRO post is evidence of such.

Less successful posts:

- Shared content that is not 100% focused on the regions.
- Facebook posts that share LinkedIn links and LinkedIn posts that share Facebook links. This is not massively surprising as the algorithms on social media works to keep people on their platforms, so cross-posting can be less successful.

Key recommendations:

- High quality video content will deliver cut through.
- Animations and high-quality content will also deliver quality cut through and impress on the audiences the value and importance of this project.
- Posts that feature locals, highlight positive storytelling and posts that speak directly to the community are best positioned
- To drive further reach and engagement, we would suggest some boosting budget be allocated, especially to high-value posts such as mayoral video content, tins & trays content and more.
- One other consideration is offering our audiences with tools to contact the project teams directly.
- In summary, we want to continue speaking to our audiences, providing value, education and where possible offering support to local communities, growers and farmers across the Lockyer Valley and Somerset regions.

Thank you