

headspace Adelaide x City of Adelaide Social Media Insights Report

July 2021

Claire Coleman



- **headspace Adelaide x City of Adelaide Social Media Insights Report**


Overview

Overall, 88 post were made about the Youth-led COVID-19 Recovery Grant across headspace Adelaide's Instagram and Facebook pages. These helped promote the grant activities, increase awareness about all the stakeholders involved in the project and helped increase awareness around mental health. 5,336 people like the headspace Adelaide Facebook page and 2,335 people follow the headspace Adelaide Instagram, providing a strong community to engage with about the project. The following report provides specific insights into each post related to the grant. Please note that Facebook changes its reporting tool during the course of the grant and this has impact consistency amongst the reporting.

Event 1 – Stretch Yourself

Post 1 – 04/12/20

Posted on – headspace Adelaide Instagram and Facebook pages

Image	Caption
	<p>headspaceadelaide Aged between 18 and 25 and living, working or studying in the City of Adelaide? Looking to conquer a challenge and discover your local area over the holiday period?</p> <p>We, at headspace Adelaide, are teaming up with our friends over at @cityofadelaide to bring you ANOTHER round of 'Stretch Yourself' 🙌🌿🌿</p> <p>Join us on Friday 11th December at 2pm for a Talkin' About Your headspace Youth Ambassador Workshop in the beautiful surroundings of the Adelaide Hime Gardens, followed by a chance to stretch yourself for FREE at @treeclimb.adelaide 🌿🌿</p> <p>Sound pretty awesome? We think so! If you'd like to be involved copy and past this link - www.eventbrite.com.au/e/stretch-yourself-tickets-131558596303 - into to your browser and register your details. We can't wait to see you there 🌟</p> <p>#sacouncils #partofyoureveryday</p> <p>@lga_of_sa @humanservicessa @cityofadelaide Less</p>

Instagram Post Performance:

- a. Likes: 15
- b. Comments: 0
- c. Saves: 0
- d. Interactions: 3
- e. Profile visits: 3
- f. Accounts reached: 306, 4% weren't following @headspaceadelaide
- g. Follows: 1
- h. Impressions: 338
 - i. From home page: 311
 - ii. From profile: 23
 - iii. From location: 2
 - iv. From other: 2

Facebook Post Performance:

- a. People reached: 1039
- b. Reactions, comments & shares:21
 - i. Likes: 16
 - ii. Reactions: 2
 - iii. Comments: 0
 - iv. Shares: 3
- c. Clicks: 15
 - i. On the photo: 4
 - ii. On the link: 3
 - iii. Other (on profile name or 'see more'): 8

Story 1 – 04/12/20

Posted on – headspace Adelaide Instagram stories



Instagram Story Performance:

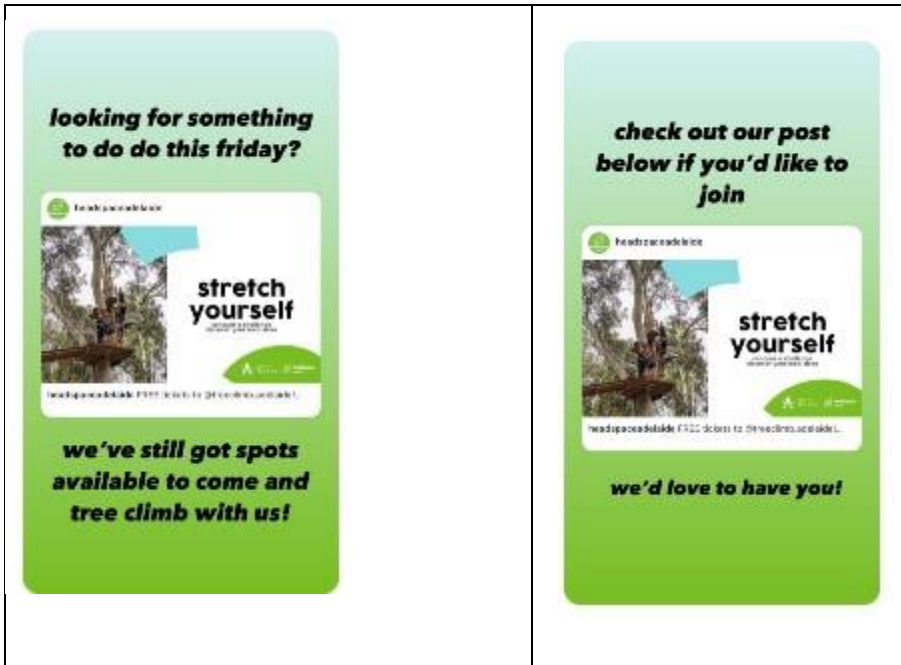
- a. Interactions: 16
- b. Shares: 1
- c. Profile visits: 3
- d. Sticker taps: 12:
 - a. @lga_of_sa: 4
 - b. @humanservicessa: 6
 - c. @treeclimb.adelaide: 2
- e. Accounts reached: 168
- f. Impressions: 169

Story 2 – 04/12/20

Posted on – headspace Adelaide Instagram stories



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Instagram Story Performance:

- a. Interactions: 0
- b. Profile visits: 0
- c. Accounts reached: 83
- d. Impressions: 85

Post 2 – 08/12/20

Posted on – headspace Adelaide Instagram and Facebook pages

Image	Caption
	<p>headspaceadelaide FREE tickets to @treeclimb.adelaide!</p> <p>Now that we have your attention, are you looking for something to do this Friday? Aged between 18 and 25 and living, working or studying in the City of Adelaide? Looking to conquer a challenge and discover your local area over the holiday period?</p> <p>We, at headspace Adelaide, are teaming up with our friends over at @cityofadelaide to bring you 'Stretch Yourself' 🧘🌿🧘</p> <p>Join us on Friday 11th December at 2pm for a Talkin' About Your headspace Youth Ambassador Workshop in the beautiful surroundings of the Adelaide Himeji Gardens, followed by a chance to stretch yourself for FREE at @treeclimb.adelaide 🌿🧘</p> <p>Sound pretty awesome? We think so! If you'd like to be involved copy and past this link - https://www.eventbrite.com.au/e/stretch-yourself-tickets-131558596303 - into to your browser and register your details. We can't wait to see you there 🌟</p> <p>#sacouncils #partofyoureveryday</p> <p>@lga_of_sa @humanservicessa @cityofadelaide Less</p>

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Instagram Post Performance:


- i. Likes: 11
- j. Comments: 0
- k. Saves: 0
- l. Interactions: 3
- m. Profile visits: 3
- n. Accounts reached: 264, 7% weren't following @headspaceadelaide
- o. Follows: 0
- p. Impressions:284
 - i. From home page: 243
 - ii. From location: 1
 - iii. From other: 12

Facebook Post Performance:


- a. People reached: 291
- b. Reactions, comments & shares: 5
 - i. Likes: 5
 - ii. Reactions: 0
 - iii. Comments: 0
 - iv. Shares: 0
- c. Clicks: 4
 - i. On the photo: 0
 - ii. On the link: 3
 - iii. Other (on profile name or 'see more'): 1

Post 3 – 17/12/20

Posted on – headspace Adelaide Instagram and Facebook pages

Image	Caption
	

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headspaceadelaide ... and just like that, another sublime tree climb under our (harness) belts 🧗🌳🧗

headspace Adelaide would like to thank our friends at the @cityofadelaide and @treeclimb.adelaide for hosting such an awesome day among the branches 🌿 we had so much fun, and loved having a chat about some ways we can maintain a healthy headspace against the backdrop of the beautiful himeji gardens - we hope you did too!!

aged between 18 and 25 and unable to travel home this holiday period due to COVID-19? keep your eyes peeled on our socials - we'll have more events coming your way SOON 🙌

#healthyheadspace
 #holidayfun
 #sacouncils
 #partofyoueveryday

@humanservicessa
 @lga_of_sa
 @cityofadelaide Less

Instagram Post Performance:

- a. Likes: 24
- b. Comments: 0
- c. Saves: 1
- d. Interactions: 1
- e. Profile visits: 1
- f. Accounts reached: 335, 14% weren't following @headspaceadelaide
- g. Impressions: 393
 - i. From home page: 329
 - ii. From profile: 56
 - iii. From explore: 1
 - iv. From other: 7


Facebook Post Performance:

- a. People reached: 329
- b. Reactions, comments & shares: 9
 - i. Likes: 8
 - ii. Reactions: 1
 - iii. Comments: 0
 - iv. Shares: 0
- c. Clicks: 7
 - i. On the photo: 3
 - ii. On the link: 0
 - iii. Other (on profile name or 'see more'): 4

Event 2 – Zoo Trail

Post 1 – 09/12/20

Posted on – headspace Adelaide Instagram and Facebook pages

Image	Caption
	<p>headspaceadelaide Are you between 18 and 25? Do you study in the City of Adelaide? Are you unable to travel home this holiday period due to COVID-19? 🌐</p> <p>If you answered 'yes' to any of these, we, at headspace Adelaide, want you to know that we see you 👁️, we're here for 🏠 you 🏠 and want to make your summer in Adelaide unreal ✨🌿🌊</p> <p>Teaming up with our friends at @cityofadelaide, we'll be hosting a range of FREE events over the next few months where you'll get the chance to experience ALL that Adelaide has to offer 🗨️</p> <p>If you haven't seen our first event, 'Stretch Yourself' happening this Friday, make sure to check it out on our previous post. We've still got a couple of spots left and we wouldn't want you to miss out on a chance to conquer the courses @treeclimb.adelaide 🧗🧗</p> <p>Otherwise, we're so excited to bring our next event - we're heading to @zoossa and we would love for you to come along! Join us on Friday 18th December from 1pm-4pm at Adelaide Zoo 🐼🐼🏠📍. Not only will you get a chance to visit over 2500 different animals, but you'll also hear from our Youth Ambassadors, as you enjoy some (FREE) food 🍷🍷 and participate in our "Talkin' About Your headspace Youth Ambassador Workshop"!!</p> <p>Sound like an awesome day? We think so! If you'd like to join us, copy and paste the link below into your browser to register for the day. Tickets are limited, so make sure to get in quick 🕒🕒</p> <p>https://www.eventbrite.com.au/e/zoo-trail-tickets-132192714969</p> <p>#zootrail #sacouncils #partofyoureveryday</p> <p>@lga_of_sa @humanservicessa @cityofadelaide @studyadelaide Less</p>

Instagram Post Performance:

- a. Likes:18
- b. Comments: 2
- c. Saves: 1
- d. Interactions: 2
- e. Profile visits: 2
- f. Accounts reached: 314, 8% weren't following @headspaceadelaide
- g. Follows: 0
- h. Impressions:
 - i. From home page: 291
 - ii. From profile: 42
 - iii. From location: 3
 - iv. From other: 3

Facebook Post Performance:

- a. People reached: 335
- b. Reactions, comments & shares: 6
 - i. Likes: 4

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- ii. Reactions: 0
- iii. Comments:1
- iv. Shares: 1
- c. Clicks :9
 - i. On the photo: 0
 - ii. On the link: 5
 - iii. Other (on profile name or 'see more'): 4

Story 1 – 09/12/20

Posted on – headspace Adelaide Instagram stories



Instagram Story Performance:

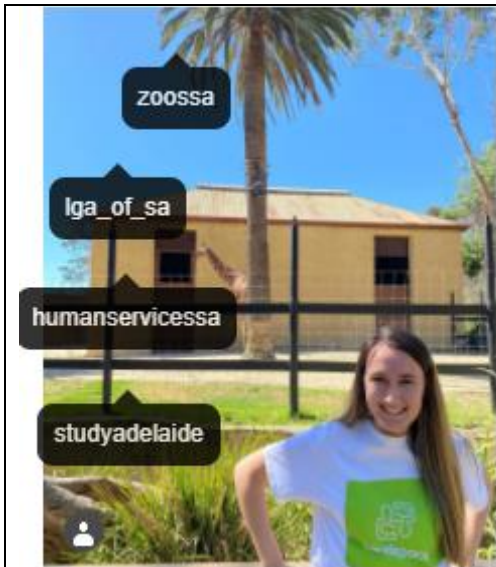
- e. Interactions: 0
- f. Profile visits: 0
- g. Accounts reached: 56
- h. Impressions: 56

Post 2 – 07/01/21

Posted on – headspace Adelaide Instagram and Facebook pages

Image	Caption
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headspaceadelaide our last event for 2020 saw ourselves, our friends over at @studyadelaide, and some wonderful young people who study and reside in the city of Adelaide venture to @zoossa for the day 🐼🐼🐼🐼

this was a great opportunity to get out in some sunshine, take a look over 2500 animals who call Adelaide Zoo 'home', and also have a chat about our mental health and the small steps that we can take to maintain a healthy headspace 🌻

we would like to thank the @cityofadelaide for supporting us on another event. being able to get out and about and explore all that the city has to offer has been so much fun. we look forward to continuing this over the next few months and hope you do too!

if you're between 18-25 and unable to travel home this holiday period due to COVID-19, stay tuned for more events coming your way soon 🤗🤗🤗

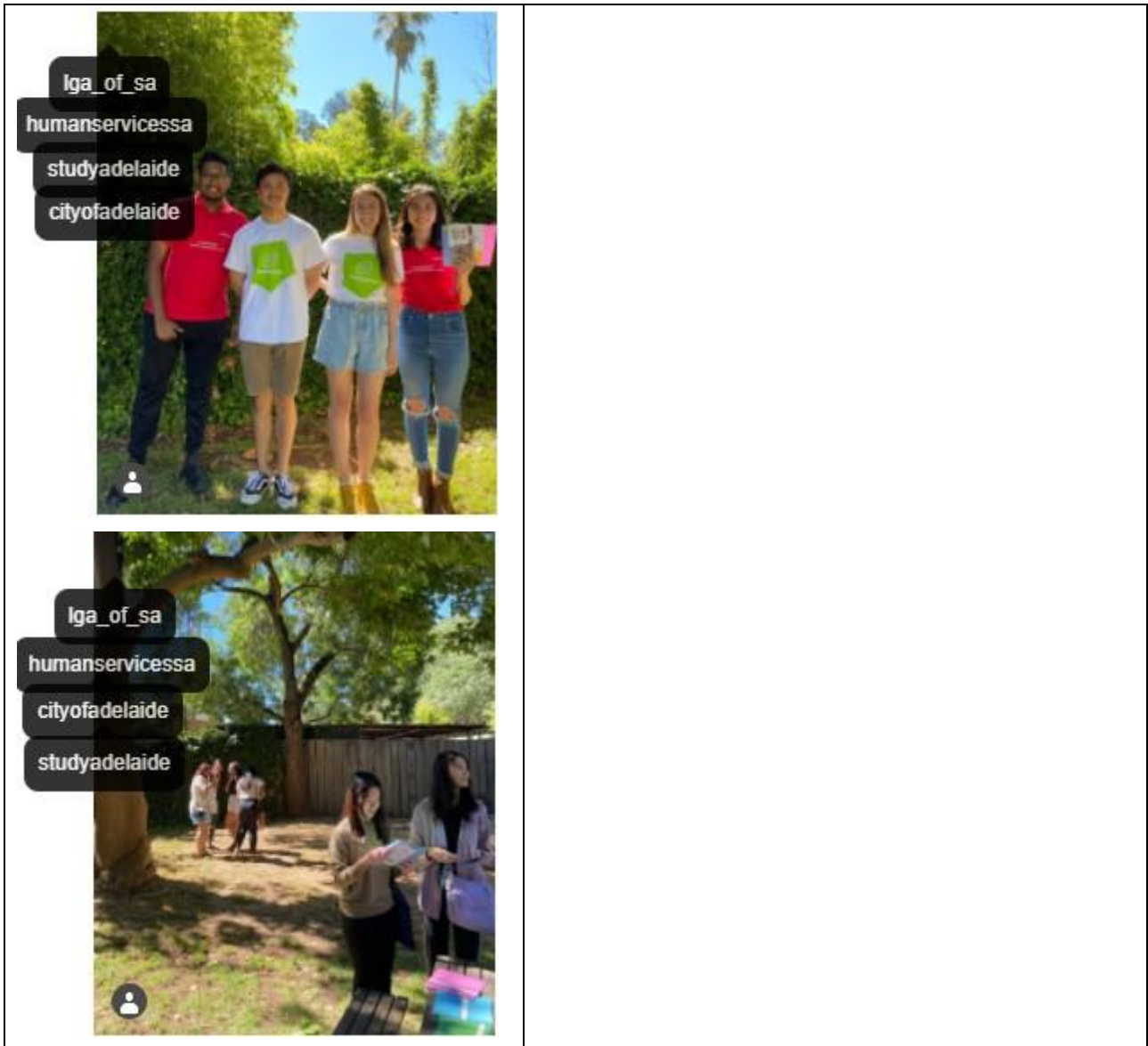
#sacouncils
#partofyoureveryday

@humanservicessa
@lga_of_sa
@cityofadelaide
@studyadelaide Less

7 Jan 2021



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Instagram Post Performance:

- a. Likes: 57
- b. Comments: 3
- c. Saves: 0
- d. Interactions: 3
- e. Profile visits: 3
- f. Accounts reached: 564, 4% weren't following @headspaceadelaide
- g. Follows: 0
- h. Impressions: 635
 - i. From home page: 593
 - ii. From profile: 30
 - iii. From location: 8
 - iv. From other: 4

Facebook Post Performance:

- a. People reached: 479
- b. Reactions, comments & shares: 16
 - i. Likes: 16
 - ii. Reactions: 0

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- iii. Comments: 0
- iv. Shares: 0
- c. Clicks: 16
 - i. On the photo: 7
 - ii. On the link: 0
 - iii. Other (on profile name or 'see more'): 9

Event 3 – Summer Flicks

Post 1 – 08/01/21

Posted on – headspace Adelaide Instagram and Facebook pages

Image	Caption
	<p>headspaceadelaide are you between 18-25, studying in the city of Adelaide, and unable to travel home this holiday period due to COVID-19?! 🤔🔗</p> <p>headspace Adelaide is proud to introduce our next collaboration with @cityofadelaide - we're heading to @walliscinemas_piccadilly NEXT FRIDAY (15th January) to see the new release 'Wonder Woman 1984' and we want YOU 🗨️ as our sidekicks 🍿🍦👍</p> <p>join us at 3:15pm to participate in a "Talkin' About Your headspace Youth Ambassador Workshop" before heading into the film. because we know a movie is always better with snacks in hand, each attendee will receive a FREE drink🍹, icecream🍦 and popcorn🍿 on us!!!</p> <p>if this day sounds as 🦹superhuman 🦹 as we think it does, copy and paste the link below into your browser to register for the day. tickets are l i m i t e d, so make sure you secure your spot faster than the speed of lighting ⚡⚡⚡</p> <p>Link in our bio!</p> <p>#wonderwoman1984 #summerofcinema #summerflicks #sacouncils #partofyoureveryday</p> <p>@lga_of_sa @humanservicessa @cityofadelaide @studyadelaide Less</p>

Instagram Post Performance:

- a. Likes: 17
- b. Comments: 0
- c. Saves: 1
- d. Interactions: 15
- e. Profile visits: 11
- f. Website clicks: 4
- g. Accounts reached: 372, 6% weren't following @headspaceadelaide
- h. Impressions: 397
 - i. From home page: 359
 - ii. From profile: 30
 - iii. From hashtags: 2
 - iv. From other: 6

Facebook Post Performance:

- a. People Reached: 148
- b. Reactions, comments & shares: 6
 - i. Likes: 6

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- ii. Reactions: 0
- iii. Comments: 0
- iv. Shares: 0
- c. Clicks: 5
 - i. On the photo: 1
 - ii. On the link: 3
 - iii. Other (on profile name or 'see more'): 1

Story 1 – 08/01/21

Posted on – headspace Adelaide Instagram stories



Instagram Story Performance:

- a. Interactions: 0
- b. Profile visits: 0
- c. Accounts reached: 29
- d. Impressions: 80

Story 2 –

Posted on – headspace Adelaide Instagram stories



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Instagram Story Performance:

- e. Interactions: 0
- f. Profile visits: 0
- g. Accounts reached: 131
- h. Impressions:132

Post 2 – 13/01/21

Posted on – headspace Adelaide Instagram and Facebook pages

Image	Caption
	<p>headspaceadelaide are you between 18-25, studying in the city of Adelaide, and unable to travel home this holiday period due to COVID-19?! 🌍🏠</p> <p>if you answered 'yes' to all of these questions, headspace Adelaide would like to remind you that we'll be heading to @walliscinemas_piccadilly THIS FRIDAY to see 'Wonder Woman 1984' and we VERY LIMITED spaces left 😭😭</p> <p>if sitting back and relaxing with a FREE bucket of popcorn 🍿, ice-cream 🍦 and drink 🍷 sounds like a 12/10 way to kick off your weekend, whip on your supersuit and register your details via the link in our bio NOW 🙌🙌</p> <p>#wonderwoman1984 #summerofcinema #summerflicks #sacouncils #partofyoureveryday</p> <p>@humanservicessa @lga_of_sa @cityofadelaide @studyadelaide @walliscinemas_piccadilly Less</p>

Instagram Post Performance:

- a. Likes:10
- b. Comments: 0
- c. Saves: 0
- d. Interactions: 3
- e. Profile visits: 3
- f. Accounts reached: 310, 12% weren't following @headspaceadelaide


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- g. Impressions: 331
 - i. From home page: 272
 - ii. From profile: 25
 - iii. From hashtags: 7
 - iv. From other: 7



Facebook Post Performance:

- a. People reached: 783
- b. Reactions, comments & shares: 5
 - i. Likes: 1
 - ii. Reactions: 2
 - iii. Comments: 0
 - iv. Shares: 2
- c. Clicks: 6
 - i. On the photo: 1
 - ii. On the link: 0
 - iii. Other (on profile name or 'see more'): 5

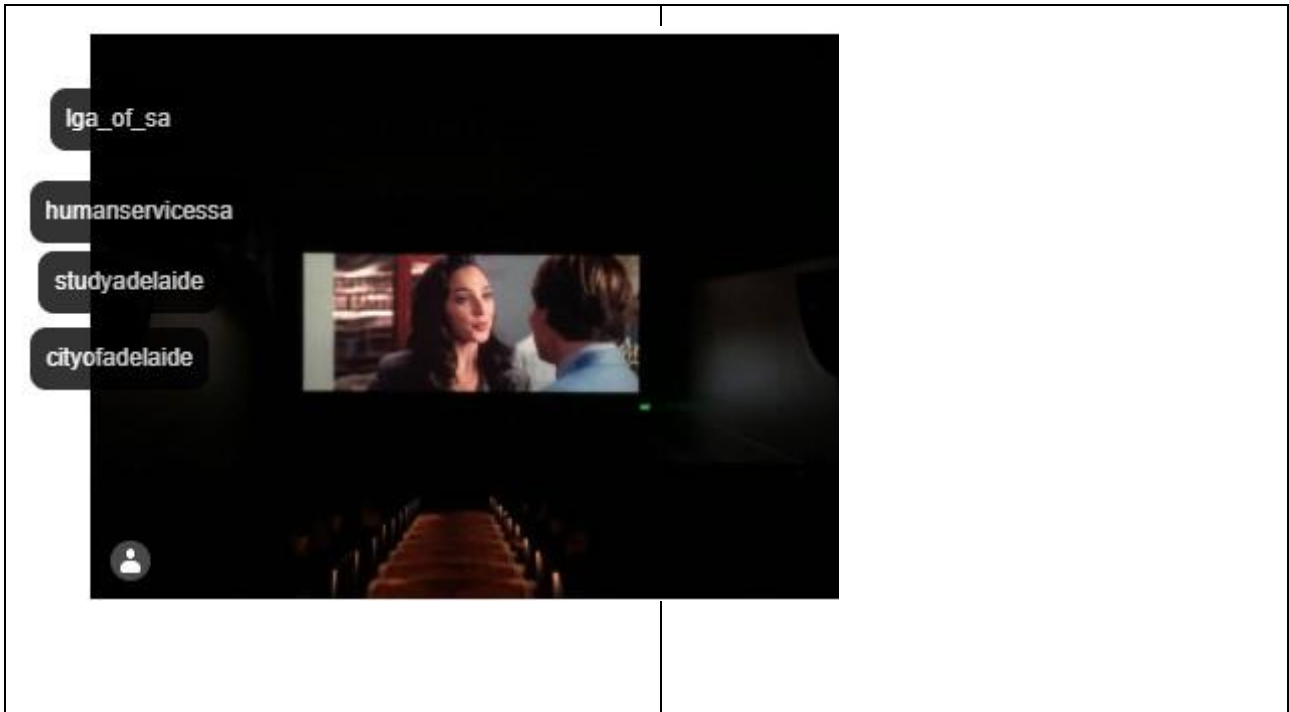
Post 3 – 21/01/21

Image	Caption
	

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 <p>lga_of_sa</p> <p>humanservicessa</p> <p>cityofadelaide</p> <p>studyadelaide</p>	<p>headspaceadelaide last friday we brought in the weekend courts at @cityofadelaide by heading on down to @walliscinemas_pic team from @studyadelaide and an awesome group of young pe release 'Wonder Woman 1984' 🧑🏻🧑🏻🧑🏻</p> <p>we loved getting to have a chat about the services available to y headspace Adelaide, our mental health, and some strategies th (particularly at the turn of a new year) to support a healthy mind getting to sit 📺, relax 🧘🏻🧘🏻 and enjoy some classic snacks 🍿 fantastic too!</p> <p>once again, we'd like to thank the @cityofadelaide for supportin our attendees for making the day such a blast 🚀🚀</p> <p>if you're between 18-25 and unable to travel home this holiday COVID-19, stay tuned for more events coming your way 📺</p> <p>#sacouncils #partofyoureveryday</p>
 <p>lga_of_sa</p> <p>cityofadelaide</p> <p>humanservicessa</p> <p>studyadelaide</p>	<p>@lga_of_sa @humanservicessa @cityofadelaide @studyadelaide Less</p>

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Instagram Post Performance:

- a. Likes: 37
- b. Comments: 0
- c. Saves: 2
- d. Interactions: 6
- e. Profile visits: 6
- f. Accounts reached: 481, 1% weren't following @headspaceadelaide
- g. Impressions: 533
 - i. From home page: 524
 - ii. From profile: 6
 - iii. From explore: 1
 - iv. From other: 2

Facebook Post Performance:


- a. People reached: 262
- b. Reactions, comments & shares: 5
 - i. Likes: 5
 - ii. Reactions: 0
 - iii. Comments: 0
 - iv. Shares: 0
- c. Clicks: 15
 - i. On the photo: 4
 - ii. On the link: 0
 - iii. Other (on profile name or 'see more'): 11

Please note: at this stage in reporting Facebook changed their data analytics. Therefore, data reporting changes at this point.

Event 4 – Escape Room adventure

Post 1 – 22/01/21

Posted on – headspace Adelaide Instagram and Facebook pages

Image	Caption
	<p>headspace Adelaide Published by Annabel Adelaide · 22 January · 🌐</p> <p>are you 18-25? do you study in the @cityofadelaide? are you unable to travel home this holiday period due to COVID-19? 🌐✈️</p> <p>if you answered 'yes' to any of these, why not escape with us?! 🗝️🔒</p> <p>we're heading over to @mindshift_escape_rooms NEXT FRIDAY (29th January) and we would ❤️ I o v e ❤️ for you to join.</p> <p>we'll be meeting at the headspace Adelaide centre at 1pm for a "Talkin About Your headspace Youth Ambassador" workshop and some light snacks 🍷🍷 before unlocking our escape room experience from 2-3 🗝️</p> <p>if you're looking for a fun, FREE friday affair, register your details via the link our bio. be sure to get in 🚀 quick 🚀, only a limited number of adventurers can join us!</p> <p>#escapewithus #adventurerooms #sacouncils #partofyoureveryday</p> <p>@lga_of_sa @humanservicessa @cityofadelaide</p>

Instagram Post Performance:


- Likes: 12
- Comments: 0
- Saves: 1
- People reached: 329

Facebook Post Performance:

- People reached: 391
- Post engagements: 9
- Reactions, comments & shares: 7
 - Likes: 5
 - Reactions: 0
 - Comments: 0
 - Shares: 1
- Impressions: 453

Post 2 – 27/01/21

Posted on – headspace Adelaide Instagram and Facebook pages

Image	Caption
	<p>headspace Adelaide Published by Annabel Adelaide · 27 January · 🌐</p> <p>FREE escape room experience sound like an awesome way to kick off your weekend?</p> <p>if you're 18-25, studying in the@cityofadelaide, and unable to travel home this holiday period due to COVID-19, we'd love to see you at our upcoming event 🙌🙌</p> <p>join us this FRIDAY (29th January) as we venture to @mindshift_escape_rooms!! we'll be meeting at the headspace Adelaide centre at 1pm for a "Talkin' About Your headspace Youth Ambassador" workshop and some light snacks 🍷🍷 before unlocking our escape room experience from 2-3 😊</p> <p>if this sounds like something you'd like to get involved with, copy and paste the following link into your browser and register your deets: https://headspaceadelaide.eventbrite.com.au - we can't wait to escape with you SOON 🎉👾</p> <p>#escapewithus #adventurerooms #sacouncils #partofyoueveryday</p> <p>Local Government Association of South Australia Human Services SA City of Adelaide</p>

Instagram Post Performance:

- Likes: 16
- Comments: 1
- Saves: 1
- People reached: 372

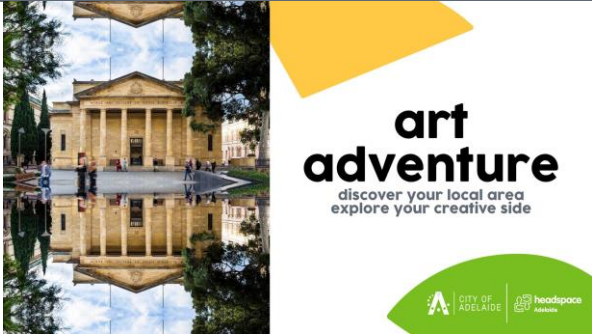
Facebook Post Performance:

- People reached: 147
- Post engagements: 11
- Reactions, comments & shares: 6
 - Likes: 6
 - Reactions: 0
 - Comments: 0
 - Shares: 0
- Impressions: 186

Event 5 – art adventure

Post 1 – 29/01/21

Posted on – headspace Adelaide Instagram and Facebook pages

Image	Caption
	<p>headspace Adelaide Published by Shane Adelaide · 29 January · 🌐</p> <p>are you 18-25? do you study in the City of Adelaide? are you unable to travel home this holiday period due to COVID-19? 🌐✈️ if you answered 'yes' to any of these, join us FRIDAY (Feb 5) at the Art Gallery of South Australia for a guided art adventure and explore your creative side 📷</p> <p>if this sounds like something you'd like to get involved with, copy and paste the following link into your browser and register your deets: https://headspaceadelaide.eventbrite.com.au</p> <p>Oh and did we should not forget mention that food and drink vouchers provided on the day!</p> <p>be sure to get in ⚡quick⚡, only a limited number of adventurers can join us!</p> <p>#sacouncils #partofyoureveryday Local Government Association of South Australia Human Services SA City of Adelaide</p>

Instagram Post Performance:

- Likes: 12
- Comments: 0
- Saves: 0
- People reached: 327


Facebook Post Performance:

- People reached: 147
- Post engagements: 3
- Reactions, comments & shares: 1
 - Likes: 0
 - Reactions: 0
 - Comments: 0
 - Shares: 0
- Impressions: 185

- **headspace Adelaide x City of Adelaide Social Media Insights Report**

Post 2 – 01/02/21

Posted on – headspace Adelaide Instagram and Facebook pages

Image	Caption
	<p>headspace Adelaide Published by Claire Adelaide · 1 February · 🌐</p> <p>how does a FREE bite to eat/drink and a guided tour of the Art Gallery of South Australia sound to start your weekend?</p> <p>if you're 18-25, studying in the @cityofadelaide, and unable to travel home this holiday period due to COVID-19, we'd love to see you at our upcoming event 🙌🙌</p> <p>join us FRIDAY (Feb 5) at the Art Gallery of South Australia for a guided art adventure and explore your creative side 🖼️</p> <p>to get involved, copy and paste the following link into your browser and register your deets: https://headspaceadelaide.eventbrite.com.au</p> <p>We'll be providing food and drink vouchers on the day too! be sure to get in 🕒 quick 🕒, only a limited number of adventurers can join us!</p> <p>#sacouncils #partofyoueveryday Local Government Association of South Australia Human Services SA City of Adelaide</p>

Instagram Post Performance:

- Likes: 12
- Comments: 0
- Saves: 0
- People reached: 341


Facebook Post Performance:

- People reached: 184
- Post engagements: 3
- Reactions, comments & shares: 1
 - Likes: 0
 - Reactions: 0
 - Comments: 0
 - Shares: 0
- Impressions: 185

Employability 2 – brand yourself

Post 1 – 05/02/21

Posted on – headspace Adelaide Instagram and Facebook pages

Image	Caption
	<p>headspace Adelaide Published by Claire Adelaide · 5 February · 🌐</p> <p>are you 18-25? do you study in the @cityofadelaide? are you unable to travel home this holiday period due to COVID-19? 🌐✈️ are you looking to LEVEL UP 📈 your skills set?</p> <p>if you answered 'yes' to any of these, why not come develop your personal brand? We're hosting a LinkedIn📄, networking 🗣️ and communication skills 🗣️, workshop NEXT FRIDAY (12th February) and we would 📍love📍 for you to join!</p> <p>we'll be hosting it at the headspace Adelaide centre 10am-12.30pm followed by a FREE LUNCH 🍴 till 1.30pm in our beautiful local parklands</p> <p>if you're looking for a fun, FREE friday affair, register your details via the link our bio. be sure to get in 📍quick📍, only a limited number of people can join us!</p> <p>https://www.eventbrite.com.au/.../brand-yourself-tickets...</p> <p>#influencewithus #sacouncils #partofyoueveryday</p> <p>Local Government Association of South Australia Human Services SA City of Adelaide</p>

Instagram Post Performance:


- Likes: 13
- Comments: 0
- Saves: 0
- People reached: 348

Facebook Post Performance:

- People reached: 272
- Post engagements: 8
- Reactions, comments & shares: 4
 - Likes: 4
 - Reactions: 0
 - Comments: 0
 - Shares: 0
- Impressions: 316

Post 1 – 09/02/21

Posted on – headspace Adelaide Instagram and Facebook pages

Image	Caption
	<p>headspace Adelaide Published by Claire Adelaide · 9 February · 🌐</p> <p>aged 18-25? unable to travel home this holiday period due to COVID-19? mastering LinkedIn always been on your to-do list?</p> <p>If you answered 'yes' to any of these, register to join us THIS FRIDAY 🗓️ - https://headspaceadelaide.eventbrite.com.au</p> <p>We're hosting a LinkedIn 🤝, networking 🍷 and communication skills 🗣️ workshop THIS FRIDAY (12th Feb) and we would ❤️ love ❤️ for you to join!</p> <p>we'll be hosting it at the headspace Adelaide centre 10am-12.30pm followed by a FREE LUNCH 🍴 till 1.30pm in our beautiful local parklands</p> <p>if you're looking for a fun, FREE friday affair, register your details via the link our bio. be sure to get in ⚡ quick ⚡, only a limited number of people can join us!</p> <p>https://headspaceadelaide.eventbrite.com.au</p> <p>#influencewithus #sacouncils #partofyoueveryday</p> <p>Local Government Association of South Australia Human Services SA City of Adelaide</p>

Instagram Post Performance:

- Likes: 8
- Comments: 0
- Saves: 0
- People reached: 242


Facebook Post Performance:

- People reached: 242
- Post engagements: 1
- Reactions, comments & shares: 4
 - Likes: 0
 - Reactions: 0
 - Comments: 0
 - Shares: 0
- Impressions: 278

Employability 1 – RSA training

Post 1 – 11/02/21

Posted on – headspace Adelaide Instagram and Facebook pages

Image	Caption
	<p>headspace Adelaide Published by Claire Adelaide · 11 February · 🌐</p> <p>aged 18-25? unable to travel home this holiday period due to COVID-19? 🍹 want to complete your responsible service of alcohol (RSA) training for only \$10? 📄</p> <p>If you answered 'yes' to all of these, register to join us NEXT TUESDAY at the Adelaide Hospitality Training School and gain your RSA! 📄</p> <p>Normally \$120 to complete, we are supporting this event so you only have to pay \$10! A great opportunity for those that want expand their employability!</p> <p>register your details via the link our bio. be sure to get in ⏱️ quick ⏱️, only a limited number of people can join us!</p> <p>https://www.eventbrite.com.au/.../responsible-service-of-...</p> <p>#levelupwithus #sacouncils #partofyoueveryday</p> <p>Local Government Association of South Australia Human Services SA City of Adelaide</p>

Instagram Post Performance:


- Likes: 9
- Comments: 2
- Saves: 3
- People reached: 373

Facebook Post Performance:

- People reached: 276
- Post engagements: 10
- Reactions, comments & shares: 3
 - Likes: 3
 - Reactions: 0
 - Comments: 0
 - Shares: 1
- Impressions: 312

Post 2 – 06/08/21

Posted on – headspace Adelaide Instagram and Facebook pages

Image	Caption
	<p>headspace Adelaide Published by Annabel Adelaide · 6 August at 17:17 · 🌐</p> <p>headspace Adelaide recently had the pleasure of levelling up our employability with AHTS - Training and Education RTO 0137 Cricos 01774a through some Responsible Service of Alcohol Training 🙌👩🏻</p> <p>It was super interesting learning about the 'ins and outs' of the hospitality industry, and we were so happy to be joined by three different groups of young people who were keen to fill their minds with industry knowledge 🤔💡🗣️</p> <p>We would like to thank Local Government Association of South Australia, Human Services SA and the City of Adelaide for making this event possible, and of course AHTS - Training and Education RTO 0137 Cricos 01774a and the awesome attendees for making each training session so engaging and fun 😊</p> <p>#sacouncils #partofyoureveryday #headspaceadelaide #rsatraining</p>

Instagram Post Performance:

- Likes: 27
- Comments: 0
- Saves: 0
- People reached: 359


Facebook Post Performance:

- People reached: 419
- Reactions, comments & shares: 1
 - Likes: 1
 - Reactions: 0
 - Comments: 0
 - Shares: 0
- Impressions: 397

Event 7 – Cruise with us

Post 1 – 12/02/21

Posted on – headspace Adelaide Instagram and Facebook pages

Image	Caption
	<p>headspace Adelaide Published by Shane Adelaide · 12 February · 🌐</p> <p>want to make like enya and sail away?</p> <p>if you're between 18-25, study 📖, work 🏢 or live 🏠 in the city of adelaide, and have been unable to travel home this holiday period due to travel restrictions.....</p> <p>welcome aboard 🚢 it's cruise time!!</p> <p>join us on thursday 18th February for a FREE private charter on the Popeye and Paddle Boats on the Torrens River. meet our headspace adelaide ambassadors at the elder park rotunda at 1pm for a "Talkin' About Your headspace Youth Ambassador" workshop before hopping on board. from there, we'll be enjoying boardgames, food, and of course, the view, as we sail along torrens river 🌊</p> <p>sound like the ultimate unwind? we think so!!</p> <p>head on over to https://www.eventbrite.com.au/.../cruise-with-us-tickets... and register your details through the link provided. we can't wait to meet our fellow sailors 🚢🚢</p> <p>#cruisewithus #popeyerivercruise #sacouncils #partofyoureveryday</p> <p>Local Government Association of South Australia Human Services SA City of Adelaide</p>

Instagram Post Performance:


- Likes: 14
- Comments: 0
- Saves: 1
- People reached: 357

Facebook Post Performance:

- People reached: 1,742
- Post engagements: 52
- Reactions, comments & shares: 17
 - Likes: 11
 - Reactions: 0
 - Comments: 2
 - Shares: 4
- Impressions: 1,805

Post 2 – 29/04/21

Posted on – headspace Adelaide Instagram and Facebook pages

Image	Caption
	<p>headspace Adelaide Published by Annabel Adelaide · 29 April · 🌐</p> <p>Sail away, sail away, sail away 🚣🌊</p> <p>headspace Adelaide had such a wonderful time with our friends from Popeye and Paddle Boats on the Torrens River, who were kind enough to take us and an awesome group of young people on a private cruise along the Torrens recently 🚢</p> <p>After sitting down to chat about our mental health in Elder Park, Captain Tony (who we think might be the best Captain ever) picked us up and taught us all there is to know about the surrounding area 🌊🌳☀️</p> <p>Once again, we would like to thank Local Government Association of South Australia for making this event possible, our friends from StudyAdelaide for joining in on the fun, and of course the Popeye and Paddle Boats on the Torrens River for being such excellent hosts - we couldn't recommend taking some time out for yourself to enjoy a inner-city cruise more!</p> <p>#sacouncils #partofyoueveryday #headspaceadelaide #enyaenergy</p> <p>Local Government Association of South Australia Human Services SA City of Adelaide StudyAdelaide</p>

Instagram Post Performance:

- Likes: 14
- Comments: 0
- Saves: 1
- People reached: 357


Facebook Post Performance:

- People reached: 373
- Post engagements: 24
- Reactions, comments & shares: 8
 - Likes: 8
 - Reactions: 0
 - Comments: 0
 - Shares: 0
- Impressions: 398

Employability 3 – maximising employability

Post 1 – 15/02/21

Posted on – headspace Adelaide Instagram and Facebook pages

Image	Caption
 <p>maximising your employability in a global world</p> <p>connect with your local area increase your employability</p>	<p>headspace Adelaide Published by Claire Adelaide · 15 February · 🌐</p> <p>aged 18-25? unable to travel home this holiday period due to COVID-19? wanting to 🙌STAND OUT🙌 with employers?</p> <p>Register! https://www.eventbrite.com.au/.../maximising...</p> <p>Join us at the City Library for an interactive workshop aimed at highlighting strategies to help you maximise your employability. Increase your awareness of the skills and attributes desirable to employers and help yourself 'stand out'!</p> <p>if you're looking for a fun, FREE monday motivation, register your details. be sure to get in ⚡quick⚡, only a limited number of people can join us!</p> <p>https://www.eventbrite.com.au/.../maximising...</p> <p>#standout #sacouncils #partofyoureveryday</p> <p>Local Government Association of South Australia Human Services SA City of Adelaide</p>

Instagram Post Performance:

- Likes: 8
- Comments: 0
- Saves: 0
- People reached: 280


Facebook Post Performance:

- People reached: 328
- Post engagements: 7
- Reactions, comments & shares: 3
 - Likes: 2
 - Reactions: 0
 - Comments: 0
 - Shares: 1
- Impressions: 368

Post 2 – 18/02/21

Posted on – headspace Adelaide Instagram and Facebook pages

- **headspace Adelaide x City of Adelaide Social Media Insights Report**

Image	Caption
	<p>headspace Adelaide Published by Annabel Adelaide · 18 February · 🌐</p> <p>looking to escalate your employability 📈📄?</p> <p>if you're 18-25, studying, working or living in the city of adelaide, and were unable to travel home during the holiday period due to COVID-19, then we have the event for you!</p> <p>join headspace adelaide at the City Library for an interactive workshop. we'll be uncovering strategies to help maximise our employability, especially in an increasingly global market 🌐 we'll also be exploring our awareness of the skills and attributes desirable to employers, and ways we can stand out from the crowd!</p> <p>if you're looking to make 2021 the year of the job 💼 as well as the year of the ox 🐂, register your details for our FREE workshop here: https://www.eventbrite.com.au/.../maximising...</p> <p>#maximiseyourpotential #maximiseyouremployability #sacouncils #partofyoureveryday</p> <p>Human Services SA Local Government Association of South Australia City of Adelaide</p>


Facebook Post Performance:

- People reached: 319
- Post engagements: 3
- Reactions, comments & shares: 3
 - Likes: 3
 - Reactions: 0
 - Comments: 0
 - Shares: 0
- Impressions: 359

Event 6 – fringe with us

Post 1 – 03/03/21

Posted on – headspace Adelaide Instagram and Facebook pages

Image	Caption
	<p>headspace Adelaide Published by Claire Adelaide · 3 March · 🌐</p> <p>are you aged between 18-25, study 📖, work 🏢 or live 🏠 in the City of Adelaide, and have been unable to travel home due to travel restrictions?</p> <p>it's time to have some fun at fringe! 🎉</p> <p>join us on the 16th of March for a FREE ticket 🎟 to 'Journey' - an African Asian Music, Theatre, Dance & Spoken Word Show!</p> <p>meet our headspace adelaide ambassadors at Ngnyawayiti Theatre at Tandanya National Aboriginal Cultural Institute at 7.30pm for a "Talkin' About Your headspace Youth Ambassador" workshop before the show starts.</p> <p>sound like a great way to get involved with the fringe? 🗣️ we think so!</p> <p>to grab a FREE ticket 🎟, head to https://headspaceadelaide.eventbrite.com.au</p> <p>we can't wait to see you there! 🥳</p> <p>#sacouncils #partofyoureveryday</p> <p>Local Government Association of South Australia Human Services SA City of Adelaide</p>

Instagram Post Performance:

- Likes: 4
- Comments: 0
- Saves: 1
- People reached: 262


Facebook Post Performance:

- People reached: 219
- Post engagements: 2
- Reactions, comments & shares: 1
 - Likes: 1
 - Reactions: 0
 - Comments: 0
 - Shares: 0
- Impressions: 248

Post 2 – 10/03/21

Posted on – headspace Adelaide Instagram and Facebook pages

- **headspace Adelaide x City of Adelaide Social Media Insights Report**

Image	Caption
	<p>headspace Adelaide Published by Claire Adelaide · 10 March · 🌐</p> <p>Are you available NEXT Tuesday (16 March)? Aged between 18-25, study 📖, work 🏢 or live 🏠 in the City of Adelaide?</p> <p>Come join us for a FREE Fringe show! https://headspaceadelaide.eventbrite.com.au</p> <p>we've covered the cost of the ticket and we'd love you to join us to watch Journey - an African Asian Music, Theatre, Dance & Spoken Word Show. 🎭</p> <p>meet our headspace adelaide ambassadors at Ngnyawayiti Theatre at Tandanya National Aboriginal Cultural Institute at 7.30pm for a "Talkin' About Your headspace Youth Ambassador" workshop before the show starts.</p> <p>to grab a FREE ticket 🎫, head to https://headspaceadelaide.eventbrite.com.au we can't wait to see you there! 😊</p> <p>#sacouncils #partofyoureveryday</p> <p>Local Government Association of South Australia Human Services SA City of Adelaide</p>

Instagram Post Performance:



- Likes: 5
- Comments: 0
- Saves: 0
- People reached: 272

Facebook Post Performance:

- People reached: 216
- Post engagements: 1
- Reactions, comments & shares: 1
 - Likes: 1
 - Reactions: 0
 - Comments: 0
 - Shares: 0
- Impressions: 244

Post 3 – 17/03/21

Posted on – headspace Adelaide Instagram and Facebook pages

Image	Caption
	<p>headspace Adelaide Published by Claire Adelaide · 17 March · 🌐</p> <p>Journey - an African Asian Music, Theatre, Dance & Spoken Word Show ★★★★★</p> <p>Last night we were treated to an incredible experience that showcased the complexities of migrating to the new country. A combination of rap, poetry and spoken word, the show highlighted the wonderful talents of those involved.</p> <p>There's still tickets available for their last show THIS Sunday if you're looking for something to finish this fringe season off with https://adelaidefringe.com.au/fringetix/journey-af2021</p> <p>#sacouncils #partofyoueveryday</p> <p>Local Government Association of South Australia Human Services SA City of Adelaide</p>
	

Instagram Post Performance:

- Likes: 36
- Comments: 1
- Saves: 0
- People reached: 387

Facebook Post Performance:

- People reached: 256
- Post engagements: 10
- Reactions, comments & shares: 4
 - Likes: 8


- **headspace Adelaide x City of Adelaide Social Media Insights Report**

- Reactions: 0
- Comments: 0
- Shares: 0
- Impressions: 281

Social event 8 – roof top yoga with us

Post 1 – 08/04/21

Posted on – headspace Adelaide Instagram and Facebook pages

Image	Caption
	<p>headspace Adelaide Published by Claire Adelaide · 8 April · 🌐</p> <p>do you work, live or study in the City of Adelaide? are you aged 18-25? are you looking for something to do this mid-semester break?</p> <p>Come join us for a roof top yoga session! 🧘 https://www.eventbrite.com.au/.../roof-top-yoga-with-us...</p> <p>If you can breathe, you can do yoga, this session is for all different abilities and mobilities. We will be providing the yoga mats 🧘, sunny weather (it's forecast for 25 degrees) ☀️ and a refreshing snack 🍷 after the session</p> <p>meet us at dwell student accomodation at 10am for yoga and we'll then walk down to a cafe together after the session ☺️</p> <p>grab your free ticket! 🎫 https://www.eventbrite.com.au/.../roof-top-yoga-with-us...</p> <p>we can't wait to see you there! 😊</p> <p>#sacouncils #partofyoueveryday</p> <p>Local Government Association of South Australia Human Services SA City of Adelaide</p>

Instagram Post Performance:


- Likes: 24
- Comments: 1
- Saves: 0
- People reached: 426

Facebook Post Performance:

- People reached: 483
- Post engagements: 34
- Reactions, comments & shares: 15
 - Likes: 13
 - Reactions: 0
 - Comments: 1
 - Shares: 1
- Impressions: 527

Post 2 – 09/05/21

Posted on – headspace Adelaide Instagram and Facebook pages 📱

Image	Caption
	<p>headspace Adelaide Published by Annabel Adelaide · 9 May · 🌐</p> <p>We're going down, we're feeling limbeerrrr 🧘🏻‍♀️🧘🏻‍♀️</p> <p>headspace adelaide recently had the pleasure of stretching our way to a healthier headspace with a group of young people and the wonderful Leah from Bumblebee Yoga 🍯🐝</p> <p>What made this more than a regular yoga session you ask?</p> <p>Getting to do it in the rooftop of dwell East End Adelaide and enjoying some delicious goodies from Bomdia Bowls Açai Bar left us feeling as relaxed as can be 🥰🧘🏻‍♀️</p> <p>We're feeling pretty zen that we got to take part in this day, and so would like to thank the Local Government Association of South Australia for all their support in making this event possible!</p> <p>Looking to move your way to a healthier headspace? Make sure to check out Leah's Instagram here: Bumblebee Yoga 🍯</p> <p>#sacouncils #partofyoureveryday #headspaceadelaide</p> <p>Local Government Association of South Australia Human Services SA City of Adelaide</p>

Instagram Post Performance:

- Likes: 33
- Comments: 5
- Saves: 1
- People reached: 517



Facebook Post Performance:

- People reached: 551
- Post engagements: 38
- Reactions, comments & shares: 8
 - Likes: 8
 - Reactions: 0
 - Comments: 2
 - Shares: 0
- Impressions: 589

Employability 4 – employability workshop

Post 1 – 30/04/21

Posted on – headspace Adelaide Instagram and Facebook pages

Image	Caption
	<p>headspace Adelaide Published by Annabel Adelaide · 30 April · 🌐</p> <p>headspace Adelaide recently spent the day levelling up our employability with an incredibly engaged group of young people and the Careers Services team from @uniofadelaid 📖✍️</p> <p>From stellar interviewing techniques to learning how to make our resumes ✨ stand out ✨ from the crowd, we certainly left feeling more job ready!</p> <p>headspace Adelaide would like to thank Tony and Sue for their awesome careers insight and the @lga_of_sa for making this event possible.</p> <p>Aged between 18-25 and live, work or study in the City of Adelaide? Make sure to keep your eyes 🙌 peeled 🙌 on our socials for more employability opportunities coming to you soon!!</p> <p>#sacouncils #partofyoueveryday #headspaceadelaide #levelupyouremployability</p> <p>@lga_of_sa @humanservicessa @cityofadel@cityofadelaide</p>
	

Instagram Post Performance:

- Likes: 45
- Comments: 1
- Saves: 0
- People reached: 617

Facebook Post Performance:

- People reached: 335
- Post engagements: 17
- Reactions, comments & shares: 3


- **headspace Adelaide x City of Adelaide Social Media Insights Report**

- Likes: 3
- Reactions: 0
- Comments: 0
- Shares: 0
- Impressions: 361

Employability 5 – know your rights

Post 1 – 06/05/21

Posted on – headspace Adelaide Instagram and Facebook pages

Image	Caption
	<p>headspace Adelaide Published by Annabel Adelaide · 6 May · 🌐</p> <p>Are you between 18 and 25? Are you studying, living or working in the City of Adelaide? Want to know your what your employment rights are in South Australia? 🧑🏻🎓 🧑🏻👔</p> <p>Join headspace Adelaide on Friday 21st May from 1pm-3pm in the City Library as we chat with some final year students from Adelaide Law School about the legal aspects of working in hospitality 🍷, retail 🛒 and while on a visa 🇺🇸, as well as some strategies we can use if we feel like we're being mistreated at work!</p> <p>Because we know that finding work can be hard, headspace Adelaide wants to give you a helping hand 🙌. That's why we'll be gifting attendees a FREE goodie bag worth \$40 filled with tidbits, tips and tricks, and work-related supplies 📁📌📎 to not only get you into that interview, but also out the otherside!</p> <p>Looking for a way to level-up and protect your employability? Register for this FREE event here: https://headspaceadelaide.eventbrite.com.au or through our LinkTree 🌳</p> <p>#sacouncils #partofyoueveryday</p> <p>@lga_of_sa @humanservicessa @cityofadelaide @studyadelaide</p>

Instagram Post Performance:

- Likes: 10
- Comments: 0
- Saves: 0
- People reached: 259


Facebook Post Performance:

- People reached: 185
- Post engagements: 3
- Reactions, comments & shares: 2
 - Likes: 2
 - Reactions: 0
 - Comments: 0
 - Shares: 0
- Impressions: 211

- **headspace Adelaide x City of Adelaide Social Media Insights Report**

Post 2 – 13/05/21

Posted on – headspace Adelaide Instagram and Facebook pages

Image	Caption
	<p>headspace Adelaide Published by Annabel Adelaide · 13 May · 🌐</p> <p>Want to take ALL THIS away for FREE?</p> <p>Join headspace Adelaide next Friday 21st May at City Library from 1-3pm as we chat with our friends from Adelaide Law School about our employability and how to protect it 🙌📖👓</p> <p>Exploring the fields of Hospitality 🍷 and Retail 🛒, final year Law students will explain how to work safely in SA, providing us with some handy phrases to say to our employers when we find ourselves in difficult situations.</p> <p>We'll also be sure to have a chat about our mental health, how our employment can be affected by this, and some ways we can maintain a healthy headspace in stressful times 🧠</p> <p>As we alluded to, attendees will also take away a FREE employability survival pack, filled with gizmos and gadgets ready to get to help you put your best foot forward 🙌📁</p> <p>Sound like an important event to get yourself to? We think so! Check out our Link Tree in our bio to register. Spaces are limited, so make sure to get in QUICK 🕒🕒🕒</p> <p>Local Government Association of South Australia Human Services SA City of Adelaide</p>

Instagram Post Performance:


- Likes: 14
- Comments: 0
- Saves: 1
- People reached: 357

Facebook Post Performance:

- People reached: 329
- Post engagements: 11
- Reactions, comments & shares: 2
 - Likes: 2
 - Reactions: 0
 - Comments: 0
 - Shares: 1
- Impressions: 355

Post 3 – 18/05/21

Posted on – headspace Adelaide Instagram and Facebook pages

Image	Caption
	<p>headspace Adelaide Published by Claire Adelaide · 18 May · 🌐</p> <p>looking to protect your employability? 🤔</p> <p>if you're between 18 and 25, and study, work or live in the city of Adelaide, then you will not want to miss this event!</p> <p>join headspace Adelaide THIS FRIDAY the 21st of May from 1-3pm at the City Library 📖 for an enriching chat about working safely in SA with some of Adelaide's final Law students. We will be sure to explore the fields of hospitality and retail, as well as share some tips for maintaining a healthy headspace when you find yourself in difficult situations at work.</p> <p>all who attend will take home with them a FREE employability survival pack, including \$40 worth of the best tools to help you get into that interview and out with a smile! 😊</p> <p>if you're looking to make 2021 the year of levelling-up, register via our Link Tree in our bio, or use this link https://headspaceadelaide.eventbrite.com.au</p> <p>Local Government Association of South Australia Human Services SA City of Adelaide</p>

Instagram Post Performance:


- Likes: 17
- Comments: 0
- Saves: 0
- People reached: 342

Facebook Post Performance:

- People reached: 222
- Post engagements: 4
- Reactions, comments & shares: 4
 - Likes: 4
 - Reactions: 0
 - Comments: 0
 - Shares: 0
- Impressions: 249

Post 4 – 14/05/21

Posted on – headspace Adelaide Instagram and Facebook pages

Image	Caption
	<p>headspace Adelaide Published by Annabel Adelaide · 14 June · 🌐</p> <p>Talk about a knowledge knockout 🧠👏!!</p> <p>headspace Adelaide recently spent some time levelling up our employability and learning about our employment rights with our friends from Adelaide Law School, @cityofadelaide, @studyadelaide and some fantastic young people 🥰💚</p> <p>It was great to hear from headspace volunteers Stevie and Shru about some ways that we can maintain a healthy headspace, especially when things are not going so great at work 🧩👏.</p> <p>This was followed up by Annie, Tash, Leon and Annabel, who talked us through South Australia's laws relevant to young people at work, providing some awesome practical examples of how to stick up for ourselves and explain our employment rights to others 🗣️📖👤.</p> <p>headspace Adelaide would like to thank @adelaidecitylibraries for hosting us, the @cityofadelaide, @lga_of_sa and @humanservicessa for making this event possible, and all the young people who attended and were involved in our 'know your rights' workshop - it was a pleasure 😊😊.</p> <p>Sound like something you'd want to get attend? Keep your eyes out on our socials over the next few weeks for more employability workshops coming your way!!</p> <p>#sacouncils #partofyoureveryday @lgaofsa @humanservicessa @cityofadelaide</p>

Instagram Post Performance:

- Likes: 52
- Comments: 0
- Saves: 2
- People reached: 547


Facebook Post Performance:

- People reached: 597
- Post engagements: 37
- Reactions, comments & shares: 9
 - Likes: 8
 - Reactions: 0
 - Comments: 0
 - Shares: 0
- Impressions: 619

Event 9 – night at the museum

Post 1 – 07/05/21

Posted on – headspace Adelaide Instagram and Facebook pages

Image	Caption
	<p>headspace Adelaide Published by Annabel Adelaide · 7 May · 🌐</p> <p>headspace Adelaide recently had the absolute pleasure of venturing to the South Australian Museum with a group of young people to explore a 'Night at the Museum' 🦕🌍</p> <p>If our mid 2000's hearts weren't already exploding, our tour was lead by the fantastic Professor Flint, a singing palaeontologist, who helped us navigate our way through the ancient artefacts afterhours 🗨️🎤</p> <p>We had so much fun getting to know more about our world while connecting with new friends and learning about our mental health 🧠. headspace Adelaide would like to thank Local Government Association of South Australia, the City of Adelaide and of course, the South Australian Museum for making this opportunity possible 🙌🌍.</p> <p>Are you aged between 18-25, studying, working or living in the City of Adelaide and looking for ways to meet people like you? Keep your eyes out on our socials over the next few weeks for more events just like these ❤️</p> <p>#sacouncils #partofyoureveryday #headspaceadelaide #nightatthemuseum</p> <p>Local Government Association of South Australia Human Services SA City of Adelaide</p>

Instagram Post Performance:

- Likes: 41
- Comments: 0
- Saves: 1
- People reached: 542


Facebook Post Performance:

- People reached: 316
- Post engagements: 15
- Reactions, comments & shares: 4
 - Likes: 4
 - Reactions: 0
 - Comments: 0
 - Shares: 0
- Impressions: 346

Event 10 – movies in may

Post 1 – 14/05/21

Posted on – headspace Adelaide Instagram and Facebook pages

Image	Caption
	<p>headspace Adelaide Published by Annabel Adelaide · 14 May · 🌐</p> <p>are you aged between 18-25, studying in the city of Adelaide, and wanting to take a break from study? 🤔🤔</p> <p>well we have you covered because we're doing a movie in May! Join us on the 31st of May as we go on an adventure with Raya and the Last Dragon at Wallis Piccadilly Cinema. 🎬</p> <p>arrive at 6pm to participate in a "Talkin' About Your headspace Youth Ambassador Workshop" before heading into the film. because we know a movie is always better with snacks in hand, each attendee will receive a FREE drink 🥤, icecream 🍦 and popcorn 🍿 on us!!!</p> <p>tickets are limited so make sure you secure your FREE ticket here: https://www.eventbrite.com.au/.../movies-in-may-tickets...</p> <p>#sacouncils #partofyoueveryday Human Services SA Local Government Association of South Australia City of Adelaide StudyAdelaide Wallis Cinemas Piccadilly</p>

Instagram Post Performance:


- Likes: 7
- Comments: 0
- Saves: 1
- People reached: 275

Facebook Post Performance:

- People reached: 262
- Post engagements: 6
- Reactions, comments & shares: 2
 - Likes: 2
 - Reactions: 0
 - Comments: 0
 - Shares: 0
- Impressions: 288

Post 2 – 27/05/21

Posted on – headspace Adelaide Instagram and Facebook pages

Image	Caption
	<p>headspace Adelaide Published by Claire Adelaide · 27 May · 🌐</p> <p>are you looking for a relaxing break from study? Are you aged 18-25 and live, work or study in the City of Adelaide?</p> <p>join us NEXT MONDAY for a movie! We'll be going on an adventure with Raya and the Last Dragon at Wallis Piccadilly Cinema.</p> <p>arrive at 6pm to participate in a "Talkin' About Your headspace Youth Ambassador Workshop" before heading into the film. because we know a movie is always better with snacks in hand, each attendee will receive a FREE drink 🍹, icecream 🍦 and popcorn 🍿 on us!!!</p> <p>tickets are limited so make sure you secure your FREE ticket here: https://www.eventbrite.com.au/.../movies-in-may-tickets...</p> <p>#sacouncils #partofyoureveryday Human Services SA Local Government Association of South Australia City of Adelaide StudyAdelaide Wallis Cinemas Piccadilly</p>

Instagram Post Performance:

- Likes: 28
- Comments: 0
- Saves: 1
- People reached: 407

Facebook Post Performance:

- People reached: 295
- Post engagements: 3
- Reactions, comments & shares: 3
 - Likes: 3
 - Reactions: 0
 - Comments: 0
 - Shares: 0
- Impressions: 330

Post 3 – 11/06/21

Posted on – headspace Adelaide Instagram and Facebook pages

Image	Caption
	<p>headspace Adelaide is at Wallis Cinemas Piccadilly. Published by Annabel Adelaide · 11 June · North Adelaide, Adelaide · 🌐</p> <p>headspace Adelaide recently ventured to @walliscinemas_piccadilly to see 'Raya and the Last Dragon' with an awesome group of young people who live, work and study in the @cityofadelaide 🎬🍿</p> <p>It was fantastic to be able to take some time out of our busy lives, unwind and have a chat about our mental health and the ways we can make sure we're looking after our headspace 🧠 (while also enjoying some delicious movie snacks as well 🍿🥤🥤).</p> <p>headspace Adelaide would like to thank @lga_of_sa, @humanservicessa and the @cityofadelaide for making this event possible, @walliscinemas_piccadilly for hosting us, and of course, the young people who attended - you were a RAYA sunshine 😊☀️.</p> <p>#sacouncils #partofyoueveryday @humanservicessa @lga_of_sa @cityofadelaide @studyadelaide @walliscinemas_piccadilly</p>

Instagram Post Performance:

- Likes: 26
- Comments: 0
- Saves: 1
- People reached: 440

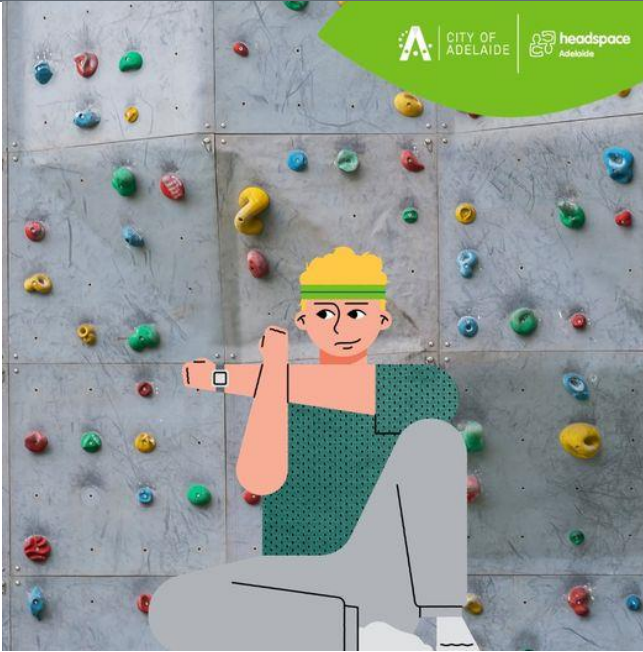
Facebook Post Performance:

- People reached: 703
- Post engagements: 35
- Reactions, comments & shares: 5
 - Likes: 4
 - Reactions: 0
 - Comments: 1
 - Shares: 0
- Impressions: 726

Event 12 – bouldering break

Post 1 – 24/06/21

Posted on – headspace Adelaide Instagram and Facebook pages

Image	Caption
	<p>headspace Adelaide Published by Claire Adelaide · 24 June at 15:39 · 🌐</p> <p>are you aged between 18-25 and looking for something to do Monday night?</p> <p>join us for a bouldering break with our friends Beyond Bouldering. 🧗 Register for this FREE event here: https://www.eventbrite.com.au/.../bouldering-break... or through our LinkTree 🌳</p> <p>arrive at 6pm for some dinner 🍽️ and a chat about how to keep a healthy headspace. we'll then tackle the bouldering walls together 🧗 suitable for all skill levels!</p> <p>#sacouncils #partofyoueveryday Human Services SA Local Government Association of South Australia City of Adelaide StudyAdelaide</p>

Instagram Post Performance:

- Likes: 11
- Comments: 0
- Saves: 1
- People reached: 210

Facebook Post Performance:

- People reached: 294
- Post engagements: 5
- Reactions, comments & shares: 0
 - Likes: 0
 - Reactions: 0
 - Comments: 0
 - Shares: 0
- Impressions: 312

Event 11 – putt with us

Post 1 – 13/07/21

Posted on – headspace Adelaide Instagram and Facebook pages

Image	Caption
	<p>headspace Adelaide is at Holey Moley Golf Club (Adelaide). Published by IG headspace Adelaide · 13 July at 14:33 · Adelaide</p> <p>🏌️🇳🇵 HOLY MOLEY 🇳🇵🏌️</p> <p>headspace Adelaide recently had the pleasure of PUTTING our way to a healthier headspace with our friends at @holeymoleygolf and some amazing young people as a part of our covid-19 recovery grant.</p> <p>It was fantasTEEtic to get out and about amongst the local community and connect with new people, enjoy some delicious food, and have a chat about our mental health and accessing some above PAR support 🥰❤️</p> <p>headspace Adelaide would like to thank the @cityofadelaide, @humanservicessa and @lga_of_sa for making this event possible, and of course, to the wonderful team at @holeymoleygolf Adelaide for hosting us!!</p> <p>Are you between 18 and 25 and living, studying or working in the city of Adelaide? Keep your eyes out on our socials for a new social event dropping tonight 🌃👀</p> <p>#sacouncils #partofyoueveryday #headspaceadelaide #puttputt</p>

Instagram Post Performance:

- Likes: 47
- Comments: 1
- Saves: 0
- People reached: 571

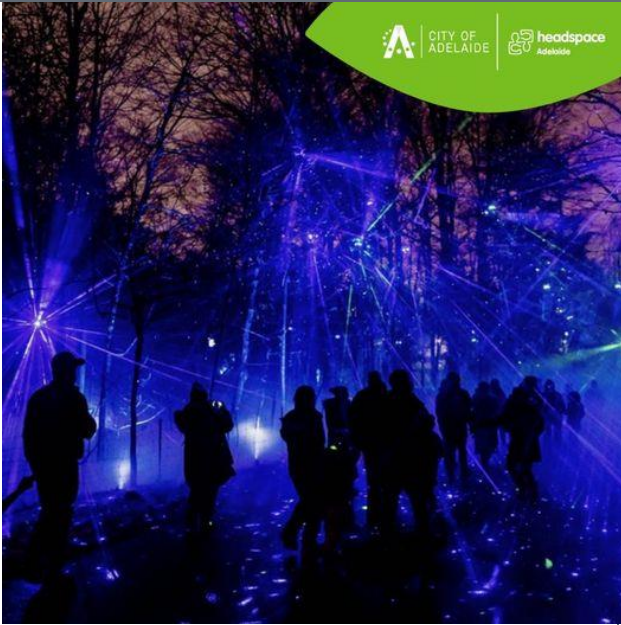
Facebook Post Performance:

- People reached: 299
- Post engagements: 14
- Reactions, comments & shares: 6
 - Likes: 6
 - Reactions: 0
 - Comments: 0
 - Shares: 0
- Impressions: 322

Event 14 – illuminate

Post 1 – 13/07/21 (*Cancelled added on the 20th of July due to impact of COVID*)

Posted on – headspace Adelaide Instagram and Facebook pages

Image	Caption
	<p>headspace Adelaide Published by Shane Adelaide · 13 July at 17:21 · 🌐</p> <p>CANCELLED: are you aged between 18-25? live or study in the City of Adelaide? want to check out the new Illuminate festival? ✨</p> <p>join us on the 20th July at San Churros for a dessert dinner 🍰 followed by a chance to immerse yourself in Light Cycles at the Adelaide Botanical Gardens 🌳</p> <p>#sacouncils #partofyoureveryday Human Services SA Local Government Association of South Australia City of Adelaide StudyAdelaide</p> <p>📷 credit, Illuminate Adelaide</p>

Instagram Post Performance:

- Likes: 23
- Comments: 0
- Saves: 1
- People reached: 293


Facebook Post Performance:

- People reached: 387
- Post engagements: 16
- Reactions, comments & shares: 3
 - Likes: 0
 - Reactions: 0
 - Comments: 3
 - Shares: 0
- Impressions: 397

Employability 8 – present yourself

Post 1 – 10/08/21

Posted on – headspace Adelaide Instagram and Facebook pages

Image	Caption
	<p>headspace Adelaide is at Talent Academy. Published by Annabel Adelaide · 10 August at 17:17 · 🌐</p> <p>Present Yourself 🗣️</p> <p>We know that for many young people the thought of speaking in front of an audience sends shivers down their spines. Luckily, headspace Adelaide was able to hang out with Talent Academy recently, bringing along some fabulous young people who were ready to conquer their fears and master public speaking (and of course, enjoy a delicious lunch too 🍴🥗)</p> <p>headspace Adelaide would like to thank Local Government Association of South Australia, Human Services SA and the City of Adelaide for making this event possible and Sanja for being an excellent host ❤️ We're certainly feeling more confident in communicating and we hope our young people are too!!</p> <p>#sacouncils #partofyoureveryday #headspaceadelaide #presentyourself</p>

Instagram Post Performance:

- Likes: 36
- Comments: 1
- Saves: 1
- People reached: 446


Facebook Post Performance:

- People reached: 499
- Post engagements: 5
- Reactions, comments & shares: 5
 - Likes: 5
 - Reactions: 0
 - Comments: 0
 - Shares: 0

Event 13 – cook with us

Post 1 – 10/08/21

Posted on – headspace Adelaide Instagram and Facebook pages

Image	Caption
	<p>headspace Adelaide is at dwell East End Adelaide. Published by Annabel Adelaide · 12 August at 17:17 · Adelaide, SA · 🌐</p> <p>After all of that wintery weather yesterday, our minds were on warming ourselves up with a delicious hearty meal (yummmmm) 🍲👍</p> <p>This reminded us of our recent collaboration with Adelaide University Union, dwell East End Adelaide and Baptist Care SA where we and some awesome young people (aka future kitchen wizards 🧙) cooked our way to a healthier headspace, learning all about how to eat well while on a budget!</p> <p>We know that when we're working with limited funds and have busy schedules, it can be incredibly challenging to find the motivation to whip up a nutritious meal 🍲👍. However, with the help of the wonderful Rebecca from Nourish Adelaide, we were able to learn that with a few cheap ingredients we can create delicious food to sustain us throughout each week 🍷👉</p> <p>As well as a cooking class, attendees received a \$25 voucher to Baptist Care SA's Food Hub and a goodie bag filled with treats to support them through the rest of their studies.</p> <p>headspace Adelaide would like to thank Local Government Association of South Australia, Human Services SA, City of Adelaide, Adelaide University Union, dwell East End Adelaide, Nourish Adelaide and Baptist Care SA for making this all possible ❤️</p> <p>#sacouncils #partofyoureveryday #eatingwellforahealthyheadspace #winterwarmies #delicioustreats</p>

Instagram Post Performance:

- Likes: 27
- Comments: 0
- Saves: 0
- People reached: 326

Facebook Post Performance:

- People reached: 499
- Post engagements: 5
- Reactions, comments & shares: 4
 - Likes: 4
 - Reactions: 0
 - Comments: 0
 - Shares: 0

Glossary of Terms

Instagram Posts:

Likes:

The number of accounts that have hit the 'like' button on the post.

Comments:

The number of accounts that have 'commented' on the post.

Saves:

The number of unique accounts that have 'saved' the post to view at a later date.

Interactions:

The total number of actions taken on the post.

Profile visits:

Amount of users that have visited the @headspaceadelaide Instagram profile.

Website clicks:

The number of users who have clicked on the website link in the @headspaceadelaide Instagram bio.

Accounts reached:

The number of unique accounts that have seen the post.

Impressions:

The total number of times that the post has been seen.

From home page:

The post was seen by the user on their Instagram home page.

From profile:

The post was seen by the user by clicking on the @headspaceadelaide Instagram profile.

From explore:

The post was seen by the user on their Instagram explore page.

From other:

The post was seen by users through either:

- Shares – the post was shared in direct messages or outside of the app

- Saves – the post was saved in the Instagram app by the user to be viewed later

- Tags – from posts by other Instagram accounts where @headspaceadelaide was tagged

- Mentions – from posts where other Instagram accounts mentioned @headspaceadelaide in the caption

- Notifications – the post showed up in the 'following' tab in the users' notifications section

Instagram Stories:

Interactions:

As above.

Shares:

The number of users who have posted the story onto their own account.

Profile visits:

The number of users who visited the @headspaceadelaide profile after viewing the story.

Sticker taps:

The number of times users have interacted with the stickers (geotags, hashtags, mentions) in the story.

Accounts reached:

As above.

Impressions:

As above.

Facebook Posts:

People reached:

The total number of people that saw the post on their timeline.

Likes:

As above.

Reactions:

The number of people who used one of the reactions other than the 'like' button. Reactions include: love, haha, wow, sad, care or angry.

Comments:

As above.

Shares:

The number of accounts that shared the post onto their own timeline or page.

Clicks:

The total number of clicks on a post, not including comments, likes or shares.

On the photo:

The number of clicks onto the actual photo in the post.

On the link:

- **headspace Adelaide x City of Adelaide Social Media Insights Report**

The number of clicks onto the actual photo in the post.

Other (on profile name or 'see more'):

Profile name:

The number of clicks onto the headspace Adelaide profile.

'See more':

The number of clicks on the 'see more' button. This means the user has likely read the entire post caption.