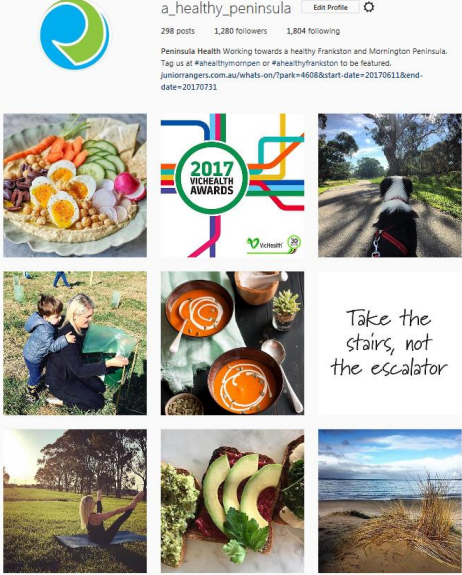




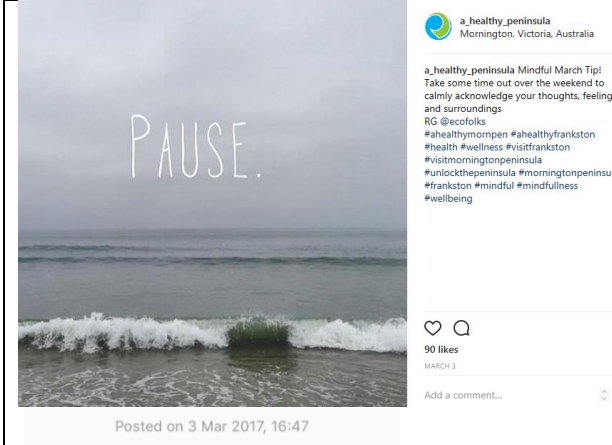

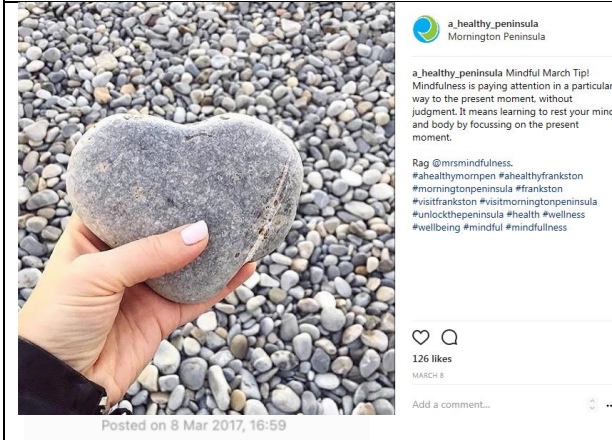
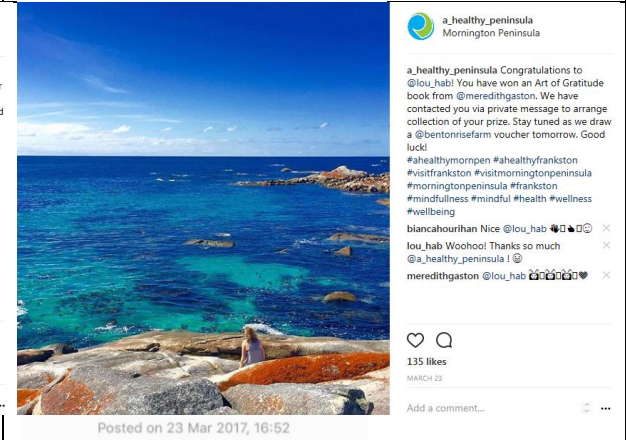
Instagram Content Examples and Data

*Data indicates over time that the engagement increases as the account continues to run



| Instagram Post and Data Captured | |
|--|---|
|  <p>a_healthy_peninsula 298 posts 1,280 followers 1,804 following</p> <p>Peninsula Health Working towards a healthy Frankston and Mornington Peninsula. Tag us at #ahealthymorpen or #ahealthyfrankston to be featured. juniorrangers.com.au/whats-on/?park=4608&start-date=20170611&end-date=20170731</p> <p>Take the stairs, not the escalator</p> | <p>This data was captured between July 2016 – June 2017</p> <ul style="list-style-type: none"> • Followers: 1,270 • Follower data: 22% men, 78% women aged between 13 – 65+ • Posts: 293 • Likes: 14,166 • Impressions: 149,097 • Reach: 103,074 • Engagement: 20,906. |

| Active April Examples | | | | | | | | | | | | | |
|--|---|-------------------|------------|--------------------|--------------|-------------------|---|--------------|---------------|------------|--------------------|--------------|-------------------|
|  <p>a_healthy_peninsula Millionaires Walk-Sorrento</p> <p>a_healthy_peninsula Our 2nd FREE walk across Frankston and the Mornington Peninsula is Millionaires Walk – Sorrento. This walk is 1.5km return and starts at either end of Point King Road or Lentell Avenue. For more info, check out the web link in our bio.</p> <p>RG @sorrento_village #ahealthymorpen #ahealthyfrankston #morningtonpeninsula #frankston #visitfrankston #visitmorningtonpeninsula #unlockthepeninsula #longweekend #findyourwaymorningtonpeninsula #health #wellness #wellbeing #activeapril #sprinklesonthecalories Cool! localloveo I have been meaning to do this one for a long time, thanks for the suggestion, maybe over Easter x</p> <p>120 likes</p> <p>APRIL 12</p> <p>Posted on 12 Apr 2017, 17:51</p> |  <p>a_healthy_peninsula The Blowhole</p> <p>a_healthy_peninsula Our 2nd walk for @premieractiveapril is Finders Blowhole Walking Track. This walk is 400m return and takes less than 1 hour to complete. It is made up of stairs and a wooden boardwalk. If you have enjoyed our featured walks and would like to find out more, or search for more options suitable for you, check out the web link in our bio.</p> <p>RG @seedowander #ahealthymorpen #ahealthyfrankston #morningtonpeninsula #frankston #unlockthepeninsula #activeapril #health #visitfrankston #visitmorningtonpeninsula #findersblowhole #finders</p> <p>105 likes</p> <p>APRIL 30</p> <p>Posted on 30 Apr 2017, 20:18</p> | | | | | | | | | | | | |
| <table border="1"> <tr> <td>120 Likes</td> <td>3 Comments</td> <td>5 Saved</td> </tr> <tr> <td>850 Impressions</td> <td>624 Reach</td> <td>128 Engagement</td> </tr> </table> | 120 Likes | 3 Comments | 5 Saved | 850 Impressions | 624 Reach | 128 Engagement | <table border="1"> <tr> <td>105 Likes</td> <td>0 Comments</td> <td>4 Saved</td> </tr> <tr> <td>854 Impressions</td> <td>624 Reach</td> <td>109 Engagement</td> </tr> </table> | 105 Likes | 0 Comments | 4 Saved | 854 Impressions | 624 Reach | 109 Engagement |
| 120 Likes | 3 Comments | 5 Saved | | | | | | | | | | | |
| 850 Impressions | 624 Reach | 128 Engagement | | | | | | | | | | | |
| 105 Likes | 0 Comments | 4 Saved | | | | | | | | | | | |
| 854 Impressions | 624 Reach | 109 Engagement | | | | | | | | | | | |

Mindful March Examples

| | | | | | | | | | | | | | |
|---|------------|----------------|---------|-----------------|-----------|----------------|--|-----------|------------|---------|-----------------|-----------|----------------|
|  <p>a_healthy_peninsula Mornington, Victoria, Australia</p> <p>a_healthy_peninsula Mindful March Tip! Take some time out over the weekend to calmly acknowledge your thoughts, feelings and surroundings RG @ecofolks #ahealthymorpen #ahealthyfrankston #health #wellness #visitfrankston #visitmorningtonpeninsula #unlockthepeninsula #morningtonpeninsula #frankston #mindful #mindfulness #wellbeing</p> <p>90 likes MARCH 3</p> <p>Posted on 3 Mar 2017, 16:47</p> <table border="1"> <tr> <td>90 Likes</td> <td>0 Comments</td> <td>1 Saved</td> </tr> <tr> <td>598 Impressions</td> <td>431 Reach</td> <td>91 Engagement</td> </tr> </table> | 90 Likes | 0 Comments | 1 Saved | 598 Impressions | 431 Reach | 91 Engagement |  <p>a_healthy_peninsula Mornington Peninsula</p> <p>a_healthy_peninsula Mindful March Tip! Take a couple of minutes to notice your breathing. Breathe in deep filling your stomach with air like a balloon. Now breathe out. Repeat 10 times and feel the mindful moment setting in. RG @poppiesforgace. #ahealthymorpen #ahealthyfrankston #morningtonpeninsula #frankston #visitfrankston #visitmorningtonpeninsula #mindful #mindfulmarch #mindfulness #back2fit#hastings Great tip, thank you jesbartram I'm really enjoying your page! bobbieandco Pretty sweet</p> <p>96 likes MARCH 21</p> <p>Posted on 21 Mar 2017, 16:58</p> <table border="1"> <tr> <td>96 Likes</td> <td>3 Comments</td> <td>0 Saved</td> </tr> <tr> <td>695 Impressions</td> <td>495 Reach</td> <td>99 Engagement</td> </tr> </table> | 96 Likes | 3 Comments | 0 Saved | 695 Impressions | 495 Reach | 99 Engagement |
| 90 Likes | 0 Comments | 1 Saved | | | | | | | | | | | |
| 598 Impressions | 431 Reach | 91 Engagement | | | | | | | | | | | |
| 96 Likes | 3 Comments | 0 Saved | | | | | | | | | | | |
| 695 Impressions | 495 Reach | 99 Engagement | | | | | | | | | | | |
|  <p>a_healthy_peninsula Mornington Peninsula</p> <p>a_healthy_peninsula Mindful March Tip! Mindfulness is paying attention in a particular way to the present moment, without judgment. It means learning to rest your mind and body by focussing on the present moment. Rag @mrsmindfulness. #ahealthymorpen #ahealthyfrankston #morningtonpeninsula #frankston #visitfrankston #visitmorningtonpeninsula #unlockthepeninsula #health #wellness #wellbeing #mindful #mindfulness</p> <p>126 likes MARCH 8</p> <p>Posted on 8 Mar 2017, 16:59</p> <table border="1"> <tr> <td>126 Likes</td> <td>0 Comments</td> <td>0 Saved</td> </tr> <tr> <td>638 Impressions</td> <td>459 Reach</td> <td>126 Engagement</td> </tr> </table> | 126 Likes | 0 Comments | 0 Saved | 638 Impressions | 459 Reach | 126 Engagement |  <p>a_healthy_peninsula Mornington Peninsula</p> <p>a_healthy_peninsula Congratulations to @lou_hab! You have won an Art of Gratitude book from @meredithgaston. We have contacted you via private message to arrange collection of your prize. Stay tuned as we draw a @bentonrisefarm voucher tomorrow. Good luck! #ahealthymorpen #ahealthyfrankston #visitfrankston #visitmorningtonpeninsula #morningtonpeninsula #frankston #mindfulness #mindful #health #wellness #wellbeing biancahourihan Nice @lou_hab lou_hab Woohool! Thanks so much @a_healthy_peninsula! meredithgaston @lou_hab</p> <p>135 likes MARCH 23</p> <p>Posted on 23 Mar 2017, 16:52</p> <table border="1"> <tr> <td>135 Likes</td> <td>3 Comments</td> <td>0 Saved</td> </tr> <tr> <td>730 Impressions</td> <td>500 Reach</td> <td>138 Engagement</td> </tr> </table> | 135 Likes | 3 Comments | 0 Saved | 730 Impressions | 500 Reach | 138 Engagement |
| 126 Likes | 0 Comments | 0 Saved | | | | | | | | | | | |
| 638 Impressions | 459 Reach | 126 Engagement | | | | | | | | | | | |
| 135 Likes | 3 Comments | 0 Saved | | | | | | | | | | | |
| 730 Impressions | 500 Reach | 138 Engagement | | | | | | | | | | | |



Try for 5 Examples

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|--|---|
|  <p>a_healthy_peninsula Benton Rise Farm</p> <p>a_healthy_peninsula Try for 5 & WIN! National Nutrition Week is here & it's photo comp time! We will be drawing 2 prizes this weekend, so stay tuned. All you have to do is add veggies to your meal, share your pics & tag us at #ahealthypeninsula for the chance to win! Prizes listed below: • 1 of 2 @saltyriffschool vouchers • 1 of 5 @parcfrankston \$150 vouchers • 1 of 2 @peninsulahotsprings bathing passes • 1 of 5 @bentonrisefarm \$50 vouchers Winners announced between Oct 16 - Oct 28. For full T&C's check out our web link in bio. RG @bentonrisefarm. #ahealthymorpen #ahealthyfrankston #morningtonpeninsula #frankston #frankstonbeach</p> <p>70 likes OCTOBER 21, 2016</p> |  <p>a_healthy_peninsula Mornington Peninsula</p> <p>a_healthy_peninsula Congratulations @100milefoodie! You have won a @peninsulahotsprings bathing pass. We have contacted you via private message to arrange collection of your prize. #ahealthymorpen #ahealthyfrankston #morningtonpeninsula #frankston #frankstonbeach #visitmorningtonpeninsula #visitfrankston #unlockthepeninsula #morpenfit #findyourwaymorningtonpeninsula #morpen #health #wellness #nutrition #nationalnutritionweek #nationalnutritionweek2016 #healthyeating #eatwell #livebetter #competition #win #rispo #tryforfive Itsmetaylor98 These look amazing! mainstreetmordialloc Yum!</p> <p>80 likes OCTOBER 23, 2016</p> |
|--|---|

Peninsula Health – Health Promotion

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|------------------------------|---------------|------------------|------------------------------|---------------|------------------|
| Posted on 21 Oct 2016, 17:18 | | | Posted on 23 Oct 2016, 19:36 | | |
| 70 Likes | 1 Comments | 0 Saved | 80 Likes | 3 Comments | 0 Saved |
| 539 Impressions | 307 Reach | 71 Engagement | 523 Impressions | 324 Reach | 83 Engagement |

Other Posts reflecting Health Messages

| | | | |
|--|---|-----------------------------|--------------------|
|  <p>a_healthy_peninsula Mornington Peninsula</p> <p>a_healthy_peninsula It's a pick you own veggies kind of day!</p> <p>RG @nourishthetribes #ahealthymornpen #ahealthyfrankston #frankston #morningtonpeninsula #visitfrankston #visitmorningtonpeninsula #inspo #veggies #growyourown #health #wellness</p> <p>156 likes JUNE 16</p> <p>Add a comment...</p> |  <p>a_healthy_peninsula Linen House Centre - St Kilda Footb...</p> <p>a_healthy_peninsula Providing our community with a healthy environment is important to us! This weekend @aifsoutheast is hosting the Quit Challenge round @seafordfnc. Enter the handball competition and meet the @stkildafc & @aifwomens representatives tomorrow between 12:30 - 3:00pm. We hope to see you there. Thank you to our partners: @goodsportsclubs @frankstoncity</p> <p>218 views JUNE 2</p> <p>Add a comment...</p> | | |
| Posted on 16 Jun 2017, 17:20 | | Posted on 2 Jun 2017, 16:44 | |
| 156 Likes | 0 Comments | 1 Saved | 63 Likes |
| 797 Impressions | 587 Reach | 157 Engagement | 3 Comments |
| | | | 1 Saved |
| | | | 716 Impressions |
| | | | 547 Reach |
| | | | 67 Engagement |