

### Social media audiences Top 10 in NSW

		Region	Facebook	Instagram	Total
1	Sydney	Sydney	2,668,815	1,006,083	3,674,898
2	Byron Bay	North Coast - Northern Rivers	118,740	68,551	187,291
3	Barrington Coast	North Coast - Mid North Coast	69,953	31,923	101,876
4	Lord Howe Island	North Coast	32,454	67,445	99,899
5	Newcastle	Sydney Surrounds North - Hunter	75,787	11,680	87,467
6	Wollongong	Sydney Surrounds South	52,814	31,997	84,811
7	Shoalhaven	Sydney Surrounds South	52,737	28,496	81,233
8	Hunter Valley	Sydney Surrounds North - Hunter	29,484	24,458	53,942
9	Sapphire Coast	Southern NSW - Far South Coast	32,278	21,620	53,898
10	Port Stephens	Sydney Surrounds North - Hunter	33,432	18,827	52,259

at 10 Dec 2020

