



# COUNCIL MONTHLY REPORT

**DEPARTMENT: ADMINISTRATION**  
**SOCIAL MEDIA/COMMUNICATIONS**

**MONTH: November 2016**

**SOCIAL MEDIA**

The City currently has two social media accounts: Facebook and Twitter. The CVB has separate Facebook, Twitter and Instagram accounts and monitors their activity separately. In keeping with the larger population’s use of social media, the City’s Facebook account is the most active. The City began using its social media accounts actively within the last two years. Before that time, posts generated automatically through an RSS feed from the web site calendar. The RSS feed has since been disabled.

Overall gain in reach, engagement and fan/follower base is gradual on the City side since social media is used to inform and not as a push mechanism for campaigns, contests, or sales of products or services.

Social media activity is being tracked based on the list below. A recent Features category has been added to break out lighter human interest posts from general news and information.

Type	Description
Events	City special events (Safe Streets, etc.)
City Services	General city information related to services (pool closed, phones down, etc.)
Alert	Police information; time and subject sensitive
News/Information	General city news
Feature	Light news; people (yard of the month, employee awards, etc.)
Meeting Notice	Council, P&Z, Civic Club meetings

**FACEBOOK**

Followers (Fans): 724

The City’s Facebook page is a “fan page” which has followers instead of friends. The platform has more social tone and is not dominated by hard news. Activity for the month of November is shown in the table that follows:

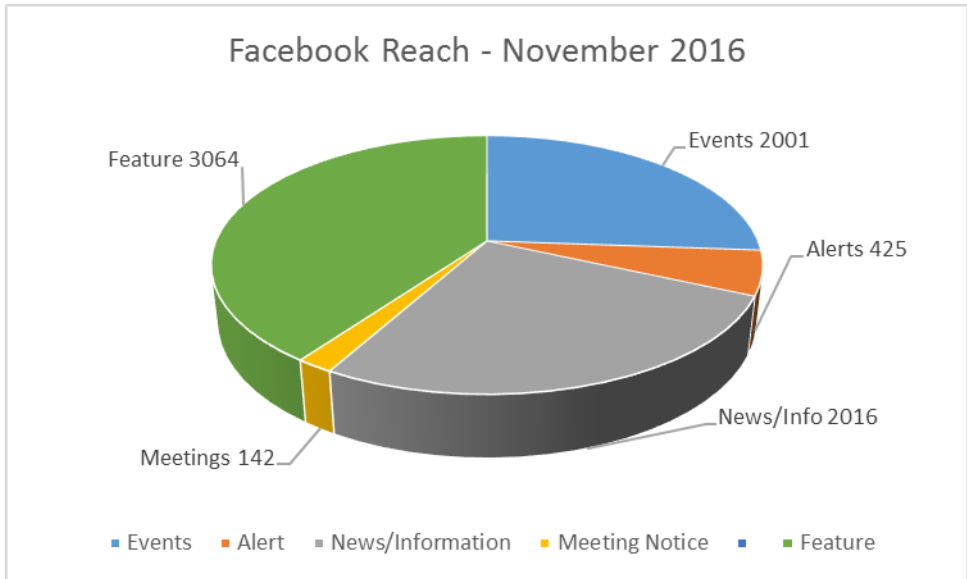
Date	Type of Post	Post Details	Posted By
11/1/2016	Feature	Lost dogs found at the pool	Admin
11/2/2016	Meeting Notice	Townhall meeting 11/2	Admin
11/3/2016	News/Info	PGA Superstore now open	Admin
11/6/2016	News/Info	Daylight Saving Time ends	Admin

11/4/2016	Meeting Notice	Council Meeting	Admin
11/7/2016	Feature	Halloween Decoration winners	Admin
11/9/2016	News/Info	Temporary Road Closures	Admin
11/9/2016	News/Info	Entergy tree trimming	Admin
11/9/2016	News/Info	PGA Superstore grand opening promotion	CVB
11/10/2016	Feature	Shaw receives Chief badge	Admin
11/10/2016	News/Info	PGA Superstore grand opening promotion	CVB
11/10/2016	News/Info	PGA Superstore grand opening promotion	Admin
11/10/2016	News/Info	PGA Superstore grand opening promotion	Admin
11/11/2016	Feature	Veterans Day	Admin
11/12/2016	Feature	PGA Superstore grand opening day of	CVB
11/14/2016	Feature	Schokolad Thanksgiving specials	CVB
11/15/2016	Feature	Tiff Treats fall specials	CVB
11/16/2016	Feature	Buca Thanksgiving specials	CVB
11/16/2016	Alert	SPD responded to home burglary	Admin
11/17/2016	Alert	Major accident I-45	Admin
11/21/2016	News/Info	City hall closed for Thanksgiving	Admin
11/22/2016	Event	LOTA	Admin
11/23/2016	Event	LOTA promotion	Admin
11/25/2016	Event	LOTA promotion	Admin
11/28/2016	Event	LOTA promotion	Admin
11/29/2016	Event	LOTA day of preparation	Admin
11/29/2016	Event	LOTA during event	Admin
11/29/2016	Event	LOTA during event	Admin
11/29/2016	Event	LOTA during event	Admin
11/30/2016	Event	LOTA photo slideshow	Admin

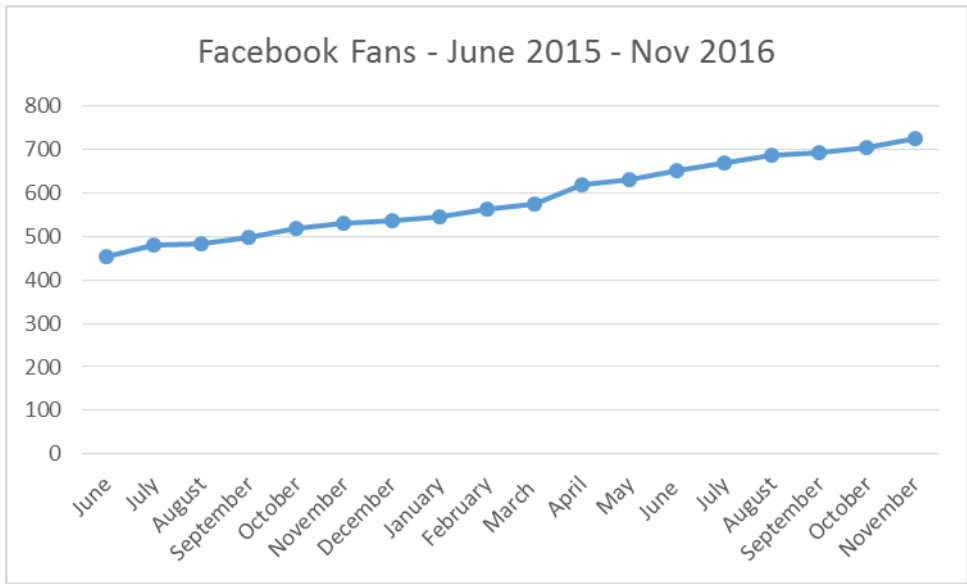
**Highlight:**

On November 10, a feature post announcing Raymond Shaw receiving the Police Chief badge had a reach of 1,980, with 142 reactions (likes, etc.), 15 shares, 292 post clicks, and 20 comments (congratulations, etc.), making it the most active post for the entire month. Second to that were posts from Lighting of the Angels (average reach 307). In summary, the City’s Facebook users respond the most to feature posts that focus on human interests, especially involving the police department. Safety alerts are the second highest area of interest and response.

The graph that follows illustrates Facebook reach across the different categories of posts in November. Media, such as images and links increase reach and engagement and are used as often as possible.



The City consistently gains an average of 15.94 followers (fans) per month on Facebook, with a total gain of 271 over the last 17 months.



**TWITTER**

Followers: 996  
Following: 191

Twitter is the second most popular social media platform. It is most widely used in emergency communications and social activism, and has a broader business application than Facebook. It is also a growing news source for many users. An estimated 23% of internet users have Twitter accounts. Similar to Facebook and other social media networks, the higher the education and income, the greater the use of Twitter.

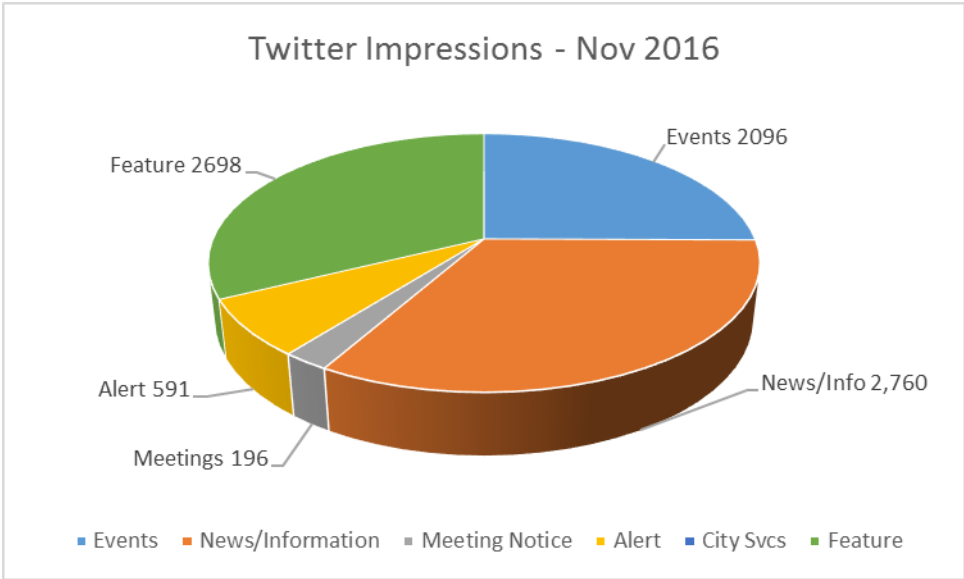
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11/10/2016	News/Info	PGA Superstore grand opening promotion	Admin
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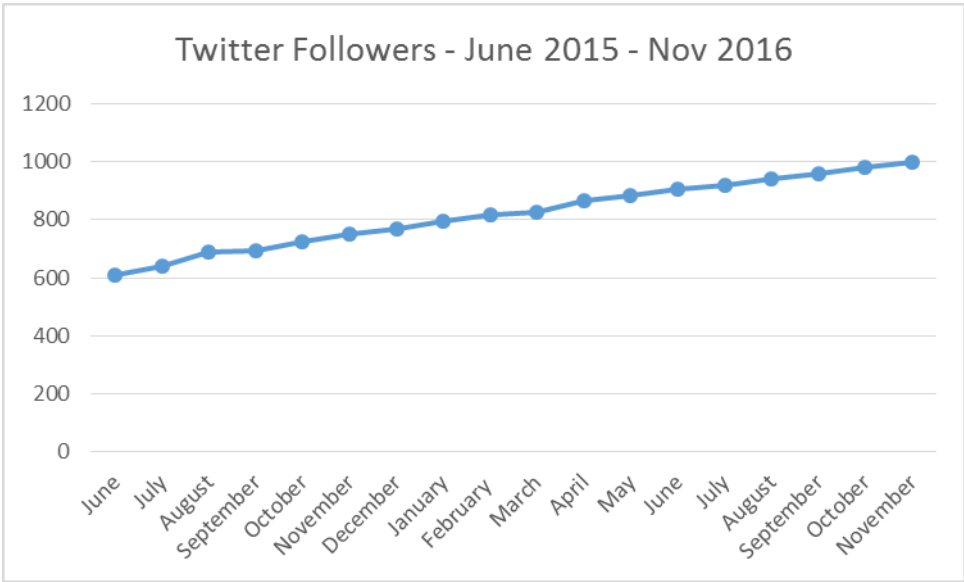
**Highlight:**

In contrast with Facebook, the Twitter posts with the greatest number of impressions and engagement were a) photos from the PGA Superstore opening, posted on November 14 (1391 impressions), and b) alert about temporary road closures posted on November 9 (685 impressions).

The graph that follows illustrates Twitter impressions across the different categories of posts in November. Media, such as images and links increase reach and engagement and are used as often as possible.



The City consistently gains an average of 23 followers per month on Twitter, with a total gain of 388 over the last 17 months.



**CONSTANT CONTACT**

The City has released 10 eNews updates using the new Constant Contact platform and we are averaging a 44% open rate, which is above average. Our unsubscribe rate averages .4% and has slowed considerably since the first release. The City is gradually gaining subscribers to Constant Contact since we purged bad contacts we currently have 954 emails in our contact list. The table that follows shows activity from July 2016 through November 2016.

Date	Type	Sent	Open Rate (%)	Bounce	Unsubscribed	Not Opened
7/29/2016	Council Update	1111	53.4	219	16	416
8/15/2016	Council Update	1112	44.6	222	3	493
8/17/2016	Council Update	1110	43.9	223	7	498
8/25/2016	Council Update	1109	46.3	221	2	477
9/16/2016	Council Update	1114	46.5	224	4	476
9/29/2016	Council Update	1121	42.9	223	2	513
10/13/2016	Council Update	1136	43.5	227	2	499
10/28/2016	Council Update	937	42.3	34	0	514
11/11/2016	Council Update	947	43.9	31	1	514
11/21/2016	Civic Club - LOTA	954	42	31	2	527

  
 SUBMITTED BY: