



COUNCIL MONTHLY REPORT

DEPARTMENT: ADMINISTRATION
SOCIAL MEDIA/COMMUNICATIONS

MONTH: June 2016

SOCIAL MEDIA

The City currently has two social media accounts: Facebook and Twitter. The CVB has separate Facebook, Twitter and Instagram accounts. In keeping with the larger population's use of social media, the City's Facebook account is the most active.

Social media activity is being tracked based on the list below. A recent Events category has been added to track notices and live posts about City events.

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

FACEBOOK

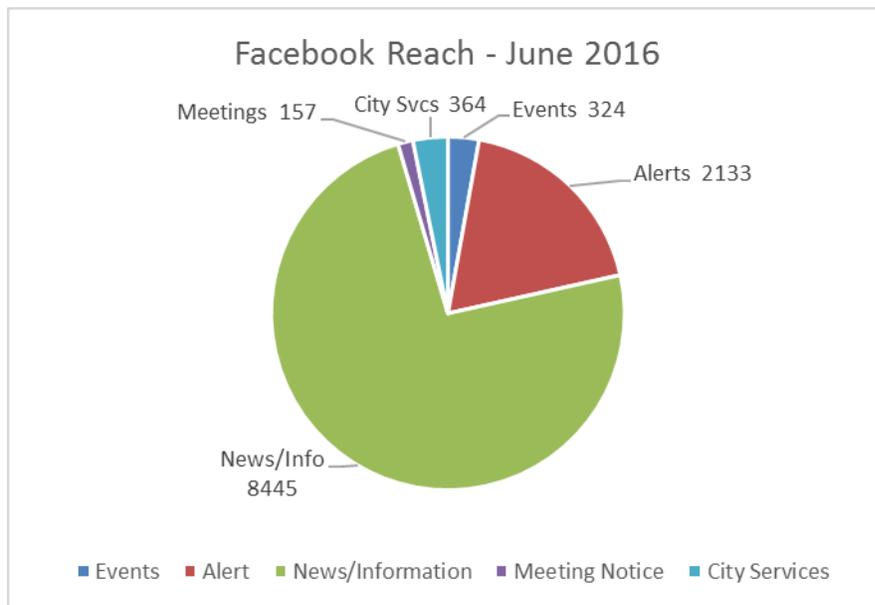
Followers (Fans): 651

The City's Facebook page is a "fan page" which has followers instead of friends. The forum has more social tone and is not dominated by hard news. Our Facebook account gains followers every month as a result of exposure and increasing engagement.

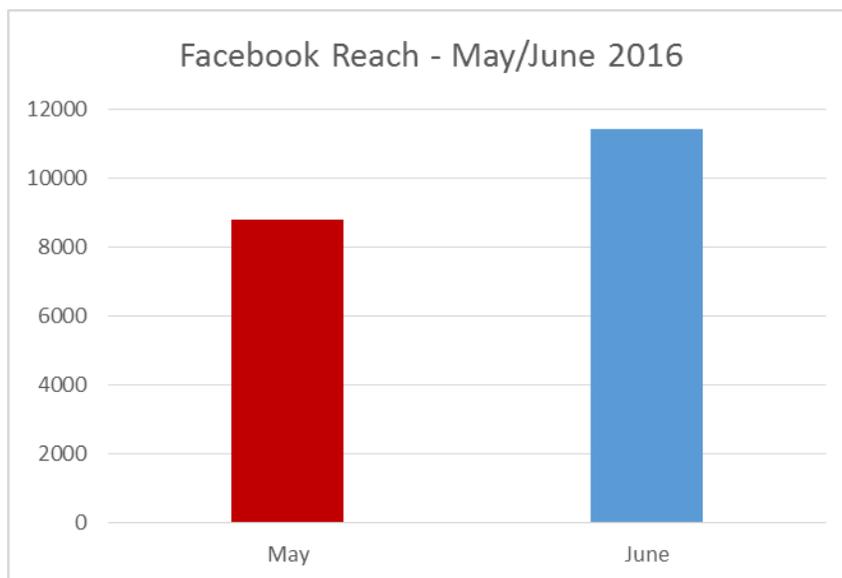
Reach/Engagement Drivers

The news/information category is very broad. The number of news/information posts outnumbered others, but in June, the main driver of Facebook reach and engagement was alerts related to severe weather, Police news, and opening of the Toddler Park.

We currently have a 100% response rate to inquiries on posts and messages sent through Facebook.



- Trend – Our Facebook reach increased significantly from May to June. We can attribute this to increased following, traction of our posts, and overall engagement. The posts related to flooding over the last few months drove people to our social media accounts and has kept attention there since then.



- New Feature – Facebook has made more changes to newsfeed ranking that favor posts from friends and family, but may result in a decline in reach and referral traffic for other pages. The philosophy behind this change is that people value information from their friends and family first, followed by general information posts second, and entertainment third. That said, posts from friends and family will appear first in personal newsfeeds. User engagement with other posts can alter that ranking.

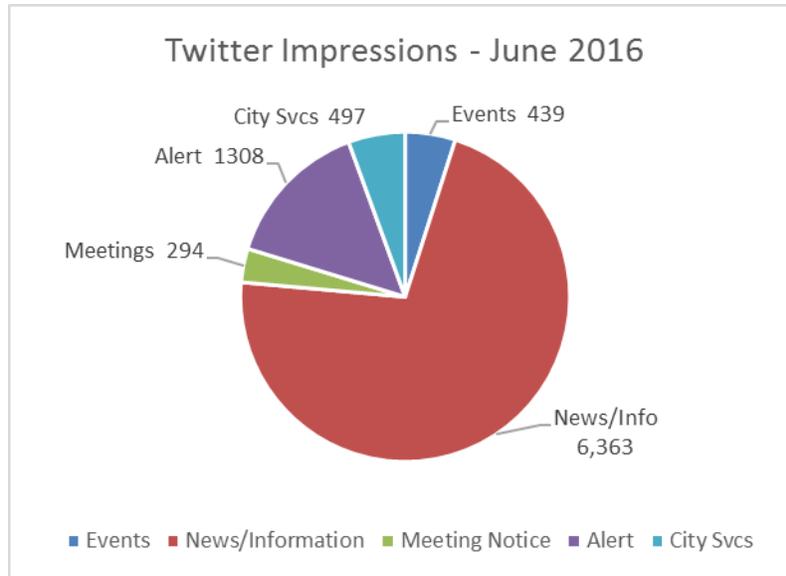
TWITTER

Followers: 903

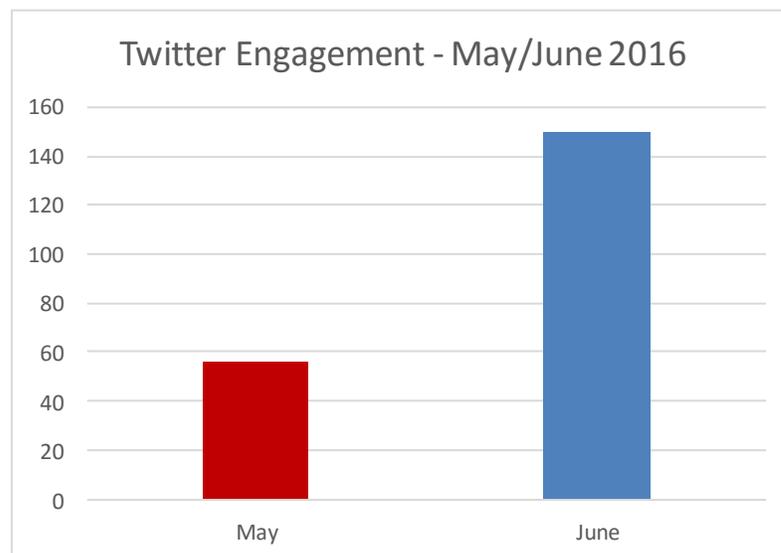
Following: 162

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.

The number of news/information posts outnumbered others again in June.



- Trend: Engagement on our Twitter account was up significantly from May to June. A number of our posts were retweeted and attached media had higher engagement as well. This can be generally attributed to posts about high water and flooding, school closures related to weather, and police news.



- New feature: Twitter recently announced an expansion of user capabilities, including the option to poll your community, reach with GIFs, and share Periscope broadcasts. They have also provided for more expression within the 140 character limit, and names and media attachments will no longer count toward the character count.
- Goals: Step up our Twitter activity using multimedia when possible and increase the number of accounts we follow to extend our reach.

SOCIAL MEDIA SUMMARY

We experienced a second round of severe weather and flooding in May and the City focused on quickly posting critical information to assist the public. It was a team effort as police department and public works personnel advised staff at city hall of road closures and other issues to help them inform the public. Based on feedback from our online audience, it was greatly appreciated.

The effective use of social media is based on authenticity, listening, engaging, and responding. Unlike web sites, which push out information in one direction, social media generates dialogue. It's easy in the traditional business environment to assume we know what our audience thinks and what they want, but we are often surprised by their feedback.

OTHER COMMUNICATIONS

Web Site:

The City's web site is regularly updated with pertinent information that is beneficial to users. Our site was a reliable resource for the public during the recent election.

Newsletter:

The City's newsletter has expanded slightly and will shift to two issues per year in addition to the annual report. The most recent issue included a more detailed overview of our budget process, debt, financial transparency, capital projects and tax revenue. We will produce the next issue in the fall.

Constant Contact:

Council recently approved the use of Constant Contact as another method of communicating information to the public. The City will kick this off in July following the second council meeting. The first outreach will summarize actions taken on agenda items at the meeting. It will deliver to email addresses each month and people who are not subscribed can sign up to receive it at their convenience.

SUBMITTED BY:

