



# COUNCIL MONTHLY REPORT

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

**MONTH: August 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

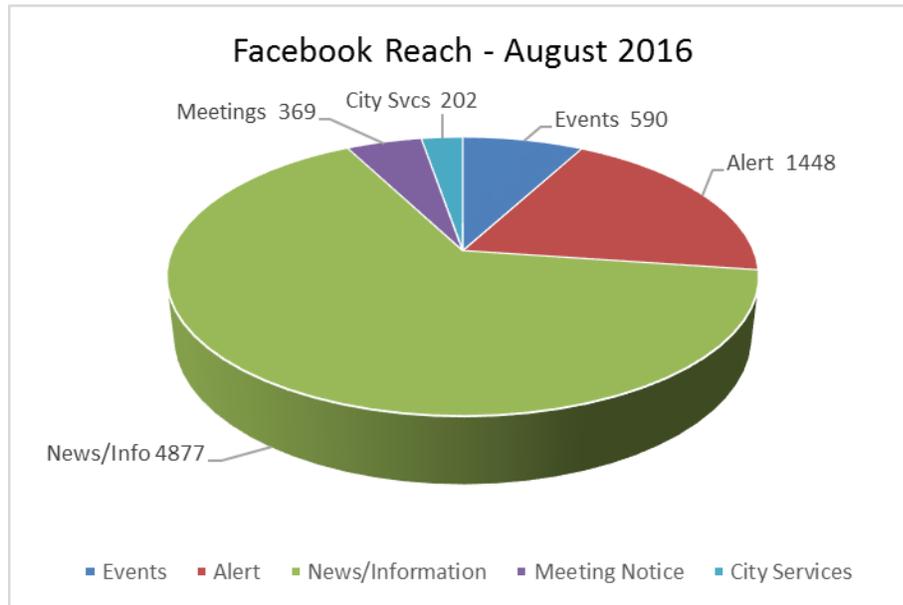
## FACEBOOK

Followers (Fans): 668

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 in August, particularly mid-month when an employee recognition post spiked the engagement. A single alert post about high water on the service road at SH242 came in second with high engagement.



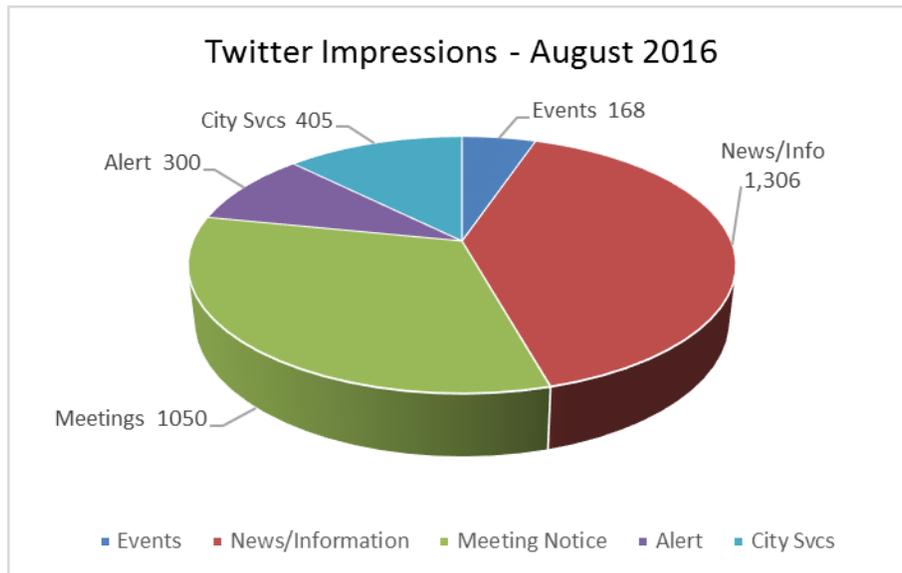
- Demographics – Our Facebook fans are 70% female and 29% male; with the the greatest number of users in the 35-44 age group. Fans in Conroe now lead with 138 and those in Shenanodah are second with 115. Woodlands fans are third, with 86. The most active age group is 25-34, and they are busiest on Facebook from 5:00pm to 6:00pm. Approximately 88% of those on Facebook within 165 feet of the City are local and 12% are traveling
- News – Facebook announced changes in August to help users control their advertising experience for greater control over ads they see. As they described, more content has shifted to the internet and vast improvements have been made, but digital ads have not progressed at the same pace. Ads that obscure content or slow down load times are very disruptive to users. That said, Facebook has simplified ad preferences to make them easier to use. This feature will allow users to block ads related to certain topics or interests that they don't want to see.

**TWITTER**

Followers: 939  
 Following: 184

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.

Twitter impressions remain fairly stable and we rarely see spikes. When we do see unusually high impressions or engagement, it's inconsistent with Facebook activity, which highlights the differences between the two platforms. Of particular interest in August was a single alert post with a photo about high water on the service road at SH242, which generated multiple retweets and reuses of the photo.



- Demographics – Our Twitter audience is 70% female and 30% male, with the largest group of users in our audience in the 35-44 age group. The 25-34 age group follows in second place, with the 45-54 age group in third. This is an interesting demographic, considering millennials are the strongest users of social media overall, but it also reflects the tendency of Twitter users toward high income brackets and business interests. Approximately 87% of the audience is in Texas and the majority of followers are commercial oriented.
- News – Twitter recently introduced its first live stream of a NFL game. It was the first major event for their live stream strategy, which is part of its long term plan to be a premier destination for live events. Part of this goal involves appealing to advertisers. Twitter plans to live stream the presidential and vice presidential debates.

**CONSTANT CONTACT**

The City has released five eNews updates using the new Constant Contact platform and we are averaging a 46.9% open rate, which is above average, and an average 9.8% click through rate. Our unsubscribe rate averages .58% and has slowed since the first release. In the most recent issue, information about the budget had the highest click through rate.

We currently have 1119 active contacts in the system. About 20% of those bounce back, indicating outdated information or otherwise undeliverable. The majority of the constant contact releases are opened on a mobile device (62%).

SUBMITTED BY: 