



COUNCIL MONTHLY REPORT

DEPARTMENT: ADMINISTRATION
SOCIAL MEDIA/COMMUNICATIONS

MONTH: February 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.

Engagement is increasing as people get used to visiting our social media accounts as relevant sources of information. Feedback from users and two-way conversations on timely issues is becoming the norm. High engagement is particularly evident when there are alerts, such as severe weather or power outages. Police news in general has high engagement.

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.

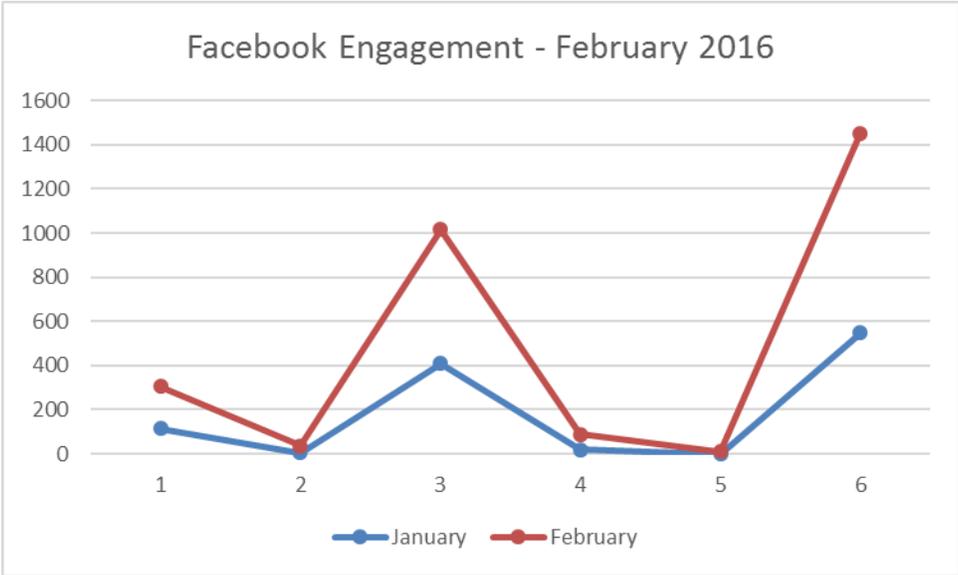
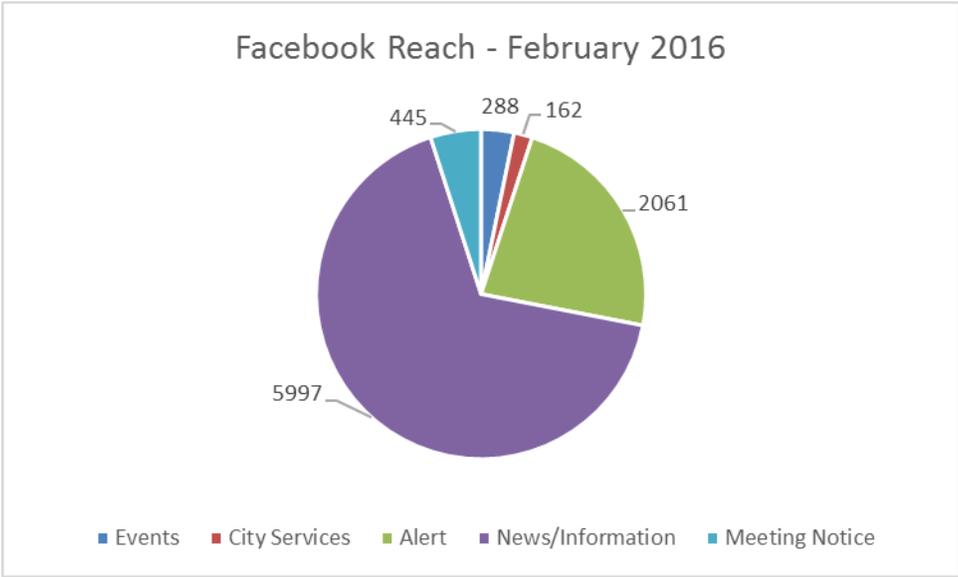
Type	Description
Events	City special events (Safe Streets, etc.)
City Services	General city information related to services (pool closed, etc.)
Alert	Police information; time and subject sensitive
News/Information	Feature news; lighter (yard of the month, employee awards, city news)
Meeting Notice	Council,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

FACEBOOK

Followers (Fans): 562

The City's Facebook page is a "fan page" which has followers instead of friends. The forum is more social and not dominated by hard news. Our Facebook account gains followers every month as a result of exposure and increasing engagement. During the month of February, we gained 16 fans and lost 3, for a net gain of 13 fans.

In February, the main driver of Facebook reach was general news and information and alerts from the Police Department. We saw spikes in reach and engagement on February 8, 11, 14 and 25, all of which were related to police news, such as the promotion of Sgt. Reuvers, recent power outages, traffic accidents and crime related incidents. The second driver was general news and information, including notification and follow up about the townhall meetings.



- Demographics: Facebook users within 50 miles of Shenandoah are within the 25 to 34 age group (32%) with the second largest group falling within the 36 to 44 age range (25%). Within this same geographic area, 85% of those users are residents and 15% are travelers. Their greatest activity on Facebook is at 8:00am, 12:00pm, and between 4:00pm and 6:00pm. Posting is usually timed around these patterns.
- New features: Facebook recently introduced “reactions” that give users options for reacting to different posts across a range of emotions, such as “love, sad, surprised, or angry.” Reactions are also visible to other users. These new reactions will ultimately be an indicator of how people respond to different posts. Some of our fans are using these new reactions and so far “love” is the one we’re seeing, which is obviously a positive response to content.
- Goals: Produce more creative content; continue to increase engagement with relevant information, high quality images, and links.

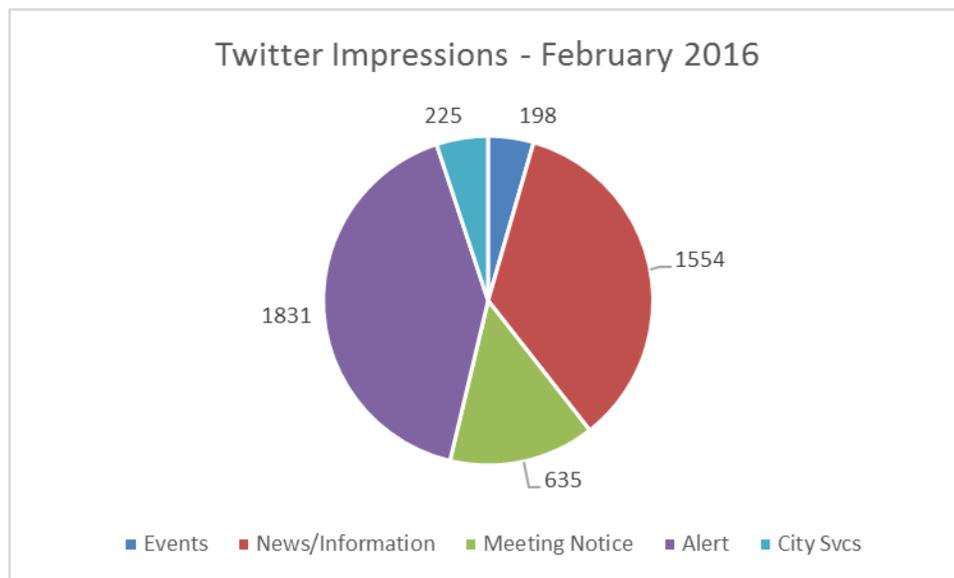
TWITTER

Followers: 795

Following: 145

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.

In February, police department news dominated the activity, followed by general information posts. The impression rate spiked on February 9, 12 and 23 and activity was driven by alert posts by the police department about power outages, traffic accidents, and crime related incidents. General news and information posts were the second contributing factor in Twitter activity.



The Twitter account gains followers each month, albeit at a more gradual rate than the Facebook account. Engagement is increasing month to month as we post more frequently and include photos, hashtags, and links.

- New feature: Twitter recently changed the design of the embedded timeline to a cleaner, modern, media-forward look. It will support new features, such as polls, and also automatically expand media rather than cutting off oversized images as it did in the past.
- Demographics: Our Twitter audience has mostly business interests, with politics and current events being second. Consumer spending habits are in line with the typical patterns of a middle class/affluent community, with a focus on premium brands, healthy lifestyle, and travel. Our audience generally has an annual household income of \$150,000 to \$250,000+.
- Goals: Increase our reach on Twitter by following more accounts, increasing engaging content, and including media whenever possible.

OTHER COMMUNICATIONS

Web Site:

The City's web site is regularly updated with relevant information that is beneficial to users. A recent example is the follow up to recent townhall meetings, where we placed the presentation and audio on the web site the morning after each meeting. We also set up a location on eGov where people could submit questions or comments after the fact. All of this information was promoted on our web site and on social media accounts to raise awareness.

Annual Report:

The 2014-2015 Annual Report went to residents in February and provided a general recap of revenue, expenses, major projects, and other City operations.

Newsletter:

We are continuing the quarterly newsletter and the next one will distribute in April for the first quarter of 2016.

Water Bill Inserts:

The City used water bill inserts in December and January to notify residents of the upcoming town hall meetings to discuss fiber to the home internet service. Inserts were also used to remind residents about Arbor Day and to notify them about the Park Re-Grand Opening and Easter Egg Hunt as a combined event.

SUBMITTED BY:

