



COUNCIL MONTHLY REPORT

DEPARTMENT: ADMINISTRATION SOCIAL MEDIA ACTIVITY

MONTH: **January 2016**

SOCIAL MEDIA ACCOUNTS

The City currently has two social media accounts: Facebook and Twitter. The CVB has separate Facebook, Twitter and Instagram accounts.

On the City side, the most activity is on the Facebook page, which reflects the population at large, where around 72% of online adults over age 18 are on Facebook. About 39% of online adults over age 65 also use Facebook and this is slowly trending upward. Up to 77% of social network users are college educated or have some college, and 54% have a high school diploma or less. Around 68% of users are female and 62% are male.

City staff are coordinating information to keep our social media accounts current and relevant. The Police Department does an excellent job posting information about events that occur after hours, such as major road closures due to accidents and extended power outages.

PERFORMANCE STATISTICS

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

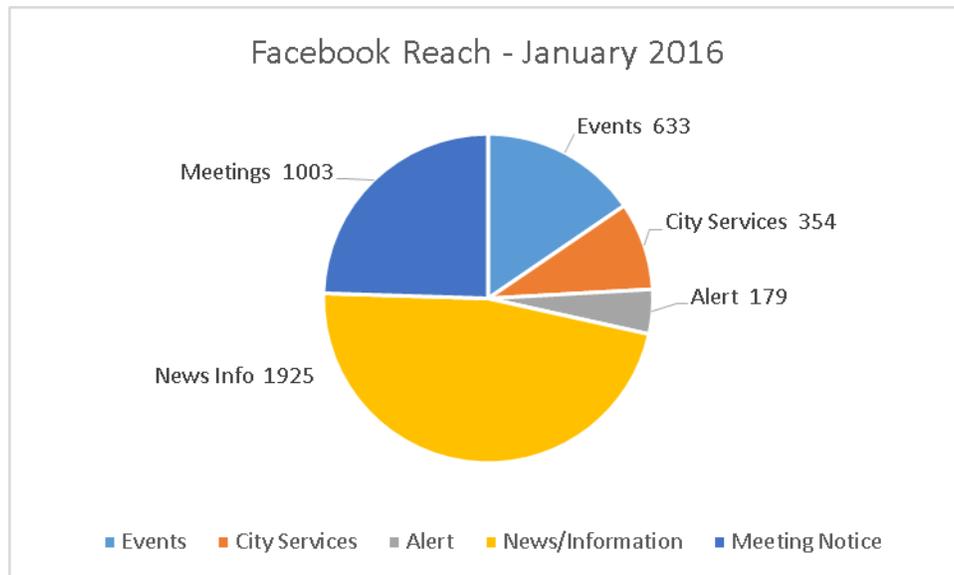
Type	Description
Events	City special events (Safe Streets, etc.)
City Services	General city information related to services (pool closed, etc.)
Alert	Police information; time and subject sensitive
News/Information	Feature news; lighter (yard of the month, employee awards, city news)
Meeting Notice	Council,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

FACEBOOK

Followers (Fans): 546

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 greatest activity is on Facebook, which trends with the larger population's use of social media. Our Facebook account gains followers every month as a result of exposure and higher engagement.

In January, the main driver of Facebook reach was general news and information, which is consistent with previous months. Meeting notices had higher reach than usual as a result of the Townhall meeting on January 28. The graph below summarizes reach activity from January 2016.



Engagement was down in January, driven by a drop in event activity after the holidays. We have a 100% response rate to questions posted to Facebook with an average response time of three minutes.

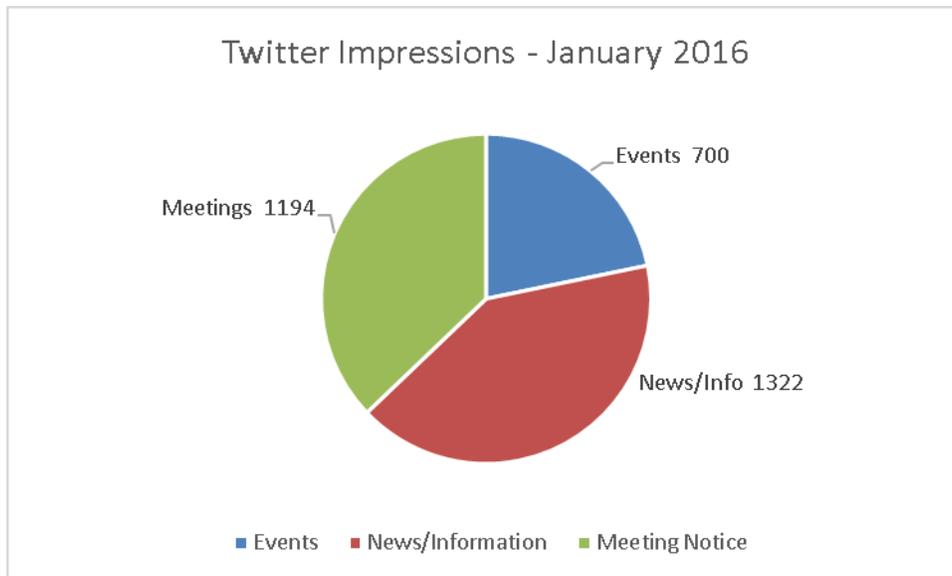
New features: Facebook rolled out two new features since the New Year, including an updated newsfeed algorithm to rank stories based on probability of engagement. This change is designed to show more relevant posts at the top of user newsfeeds. Another new feature is the ability to reply privately to a comment made on a post. Both of these features have potential to benefit the City’s communications. First, we are using photos, images, and links to increase engagement, and more active posts will rank higher in the newsfeed. Secondly, the ability to reply privately to comments would allow us to provide additional information to an individual without distracting from the original post.

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 January, news/information posts dominated the activity, followed by meeting posts. The increase in impressions for City Meeting notices was due to the Townhall meetings. The graph below summarizes the activity on Twitter during January.



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.

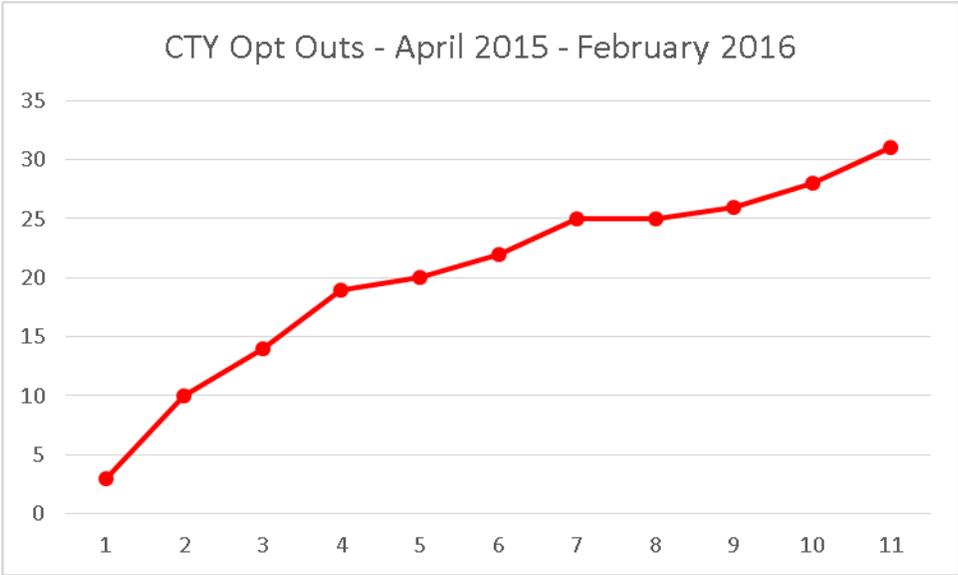
New feature: Twitter recently updated their homepage to users across 23 countries to reach them on mobile devices even when they are logged out. The rationale is that it will make it easier for them to “discover stories and conversations happening on Twitter without signing in.” As our Twitter reach increases, this feature could be a benefit.

ENGAGEMENT

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 news of accidents or road closures, severe weather, or power outages. Police news in general has high engagement.

OTHER COMMUNICATIONS: CTY

The City uses CTY Blackboard-Connect to send phone, text and email messages. In April 2015, the City began sending monthly notices that included the list of meetings to be held each month. In April, three (3) recipients had opted out of receiving messages. This number increased each month and currently 31 recipients have opted out. An average of 660 emails are delivered each month. There is no way to see if the emails are opened. There are 84 invalid email addresses. The graph below shows the rise in number of recipients opting out of receiving CTY notifications.



SUBMITTED BY: 