



COUNCIL MONTHLY REPORT

DEPARTMENT: ADMINISTRATION
SOCIAL MEDIA/COMMUNICATIONS

MONTH: July 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

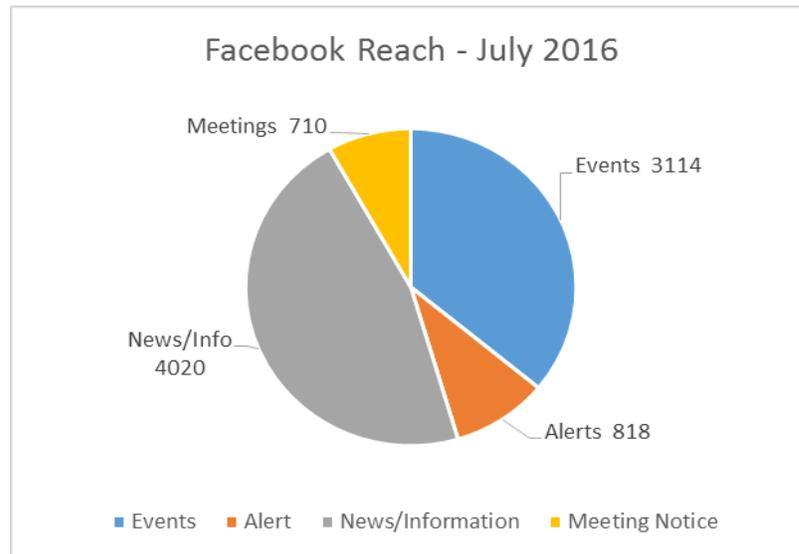
FACEBOOK

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, but in July, the events category came in as a close second due to active posting about the opening of the Toddler Park.



- Demographics – Our Facebook fans are 69% female and 30% male; with the the greatest number of users in the 35-44 age group. Fans in Conroe now lead with 133 and those in Shenanodah are second with 117. Woodlands fans are third, with 82. The most active age group is 24-34, and they are busiest on Facebook from 4:00pm to 6:00pm. Approximately 85% of those on Facebook within 165 feet of the City are local and 15% are traveling.
- News – Facebook added 220 million monthly active users in the past year, bringing the total audience to 1.71 billion users. Over 90% of users are on mobile devices where Facebook makes most of it’s ad revenue. Facebook earned over \$2 billion in quarterly profit, up from around \$1 billion six months earlier due to the increase in mobile use.

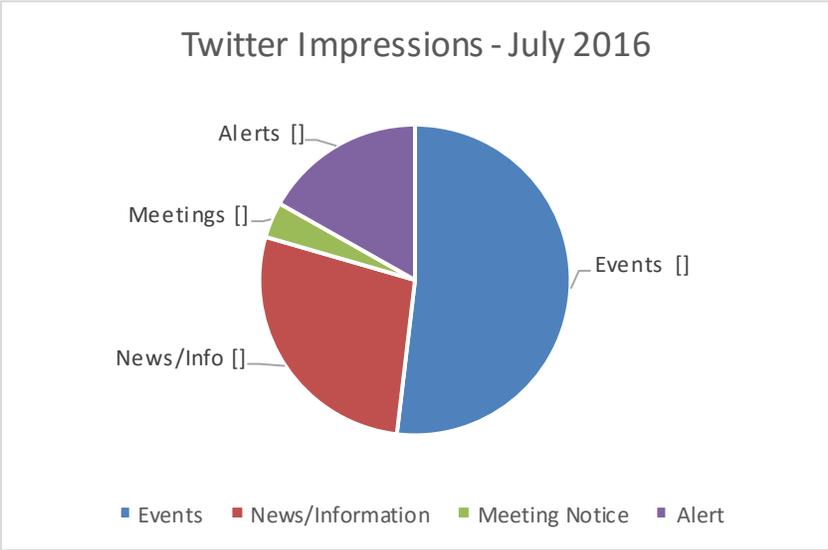
TWITTER

Followers: 919

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.

The number of event posts outnumbered others in July and were largely related to the Toddler Park opening. News and information posts came in second, followed by Alerts in third.



- Demographics – Our Twitter audience is 54% female and 46% male, with the largest group of users in our audience in the 45-54 age group. The 35-44 age group follows in second place, with the 25-34 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.
- News – Twitter is positioning itself as a pathway to news over being just another social media platform. It is incorporating high quality, live stream video content to compete with its video-focused competitors. Despite recent disappointing earnings, Twitter is expanding its ad budget to further grow its footprint beyond social media.

SOCIAL MEDIA SUMMARY

Our social media platforms continue to grow monthly. Our Facebook account has gained 215 fans since this time last year and the Twitter account has gained 311 followers. Both accounts had large gains in April 2016 with the first round of severe weather and flooding, when Shenandoah became a key source of information on high water areas, road closures and other related news.

OTHER COMMUNICATIONS

Web Site:

The City’s web site is regularly updated with pertinent information that is beneficial to users.

Newsletter:

The City’s newsletter has expanded slightly and has shifted to two issues per year in addition to the annual report. The next issue is underway and will release in September.

Constant Contact:

The City has released three eNews updates using the new Constant Contact platform and we are averaging a 45.33% open rate and an average 12% click through rate, both of which are above average for this delivery method. In the most recent issue, information about the charter committee had the highest click rate.

SUBMITTED BY: 