



COUNCIL MONTHLY REPORT

DEPARTMENT: ADMINISTRATION
SOCIAL MEDIA/COMMUNICATIONS

MONTH: March 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 reliable 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.

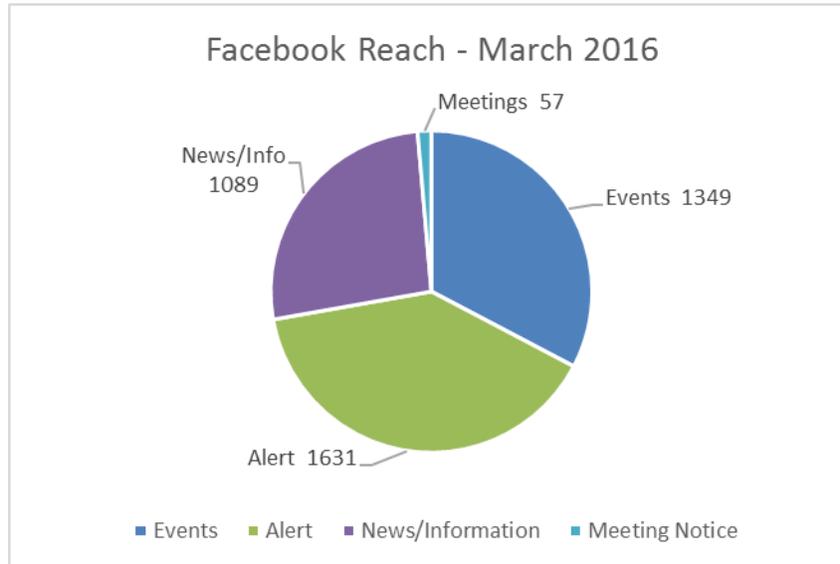
Type	Description
Events	City special events (Safe Streets, etc.)
City Services	General city information related to services (pool closed, etc.)
Alert	Police information; time and subject sensitive
News/Information	Feature news; lighter (yard of the month, employee awards, city news)
Meeting Notice	Council,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

FACEBOOK

Followers (Fans): 574

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.

In March, the main driver of Facebook reach was alerts from the Police Department related to a major arrest and power lines down at FM 1488/SH 242. We saw spikes in reach and engagement on March 15 and 22 related to police news and on March 30 after release of the pool schedule. The second driver was event news related to the Easter Egg Hunt and park re-grand opening, trash bash and the upcoming garage sale.



- Demographics: Fans specifically in Shenandoah have increased significantly and now outnumber those in The Woodlands and in Houston, with Conroe only slightly ahead. This increase is another indication that residents/businesses within the City are following our social media accounts as a reliable and relevant source of news and information. Our followers are 69% female and 30% male, and 81% of the activity is on mobile devices. The busiest time on our Facebook page is between 5:00pm and 6:00pm.
- New features: Facebook introduced a 10 year technology roadmap at a recent annual conference that includes new features for messaging, live video, a 3D-360 camera system called "Facebook Surround 360," a profile add on that allows users to enhance their profile videos using third party apps, enhanced analytics, and new save options, among other things. Look for the Facebook experience to become richer over the next several years.
- Goals: Capitalize on increased following and engagement by continuing to be a source for relevant information; produce creative content; continue to increase engagement with useful information, quality images, and links.

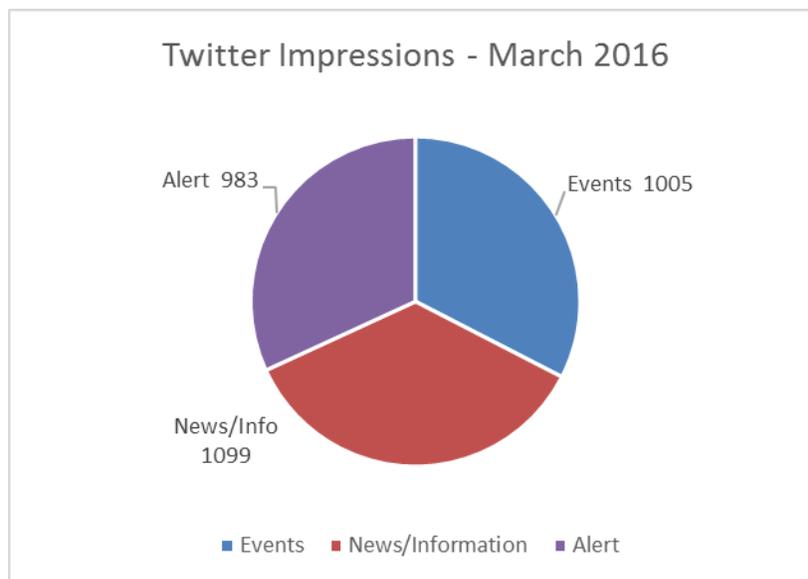
TWITTER

Followers: 827

Following: 150

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 March, event news dominated the activity, followed by police department activity and general information posts. The impression rate spiked a little on March 15 and activity was driven by alert posts by the police department about power outages, traffic issues, 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 enhanced some of their analytics and search query capabilities to help users generate sales and advertising leads.
- **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+. Of our current followers, 62% are female and 38% are male.
- **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 pertinent information that is beneficial to users. Recent examples include timely notices of the Easter Egg Hunt, Trash Bash, the garage sale, and park re-grand opening, along with election details.

Newsletter:

The City's newsletter has expanded slightly and will shift to two issues per year in addition to the annual report. This will allow us to provide high quality news with greater focus.

SUBMITTED BY: