



# COUNCIL MONTHLY REPORT

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

**MONTH: October 2016**

## SOCIAL MEDIA

The City currently has two social media accounts: Facebook and Twitter. The CVB has separate Facebook, Twitter and Instagram accounts and monitors their activity separately. In keeping with the larger population’s use of social media, the City’s Facebook account is the most active. The City began using its social media accounts actively within the last two years. Before that time, posts generated automatically through an RSS feed from the web site calendar. The RSS feed has since been disabled.

Overall gain in reach, engagement and fan/follower base is gradual on the City side since social media is used to inform and not as a push mechanism for campaigns, contests, or sales of products or services.

Social media activity is being tracked based on the list below. A recent Features category has been added to break out lighter human interest posts from general news and information.

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

## FACEBOOK

Followers (Fans): 691

The City’s Facebook page is a “fan page” which has followers instead of friends. The platform 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.

Activity for the month of October is shown in the table that follows:

Date	Type of Post	Post Details	Posted By
10/3/2016	News/Info	Garage Sale date/time/contact	Admin
10/3/2016	Events	NNO - during event	Admin

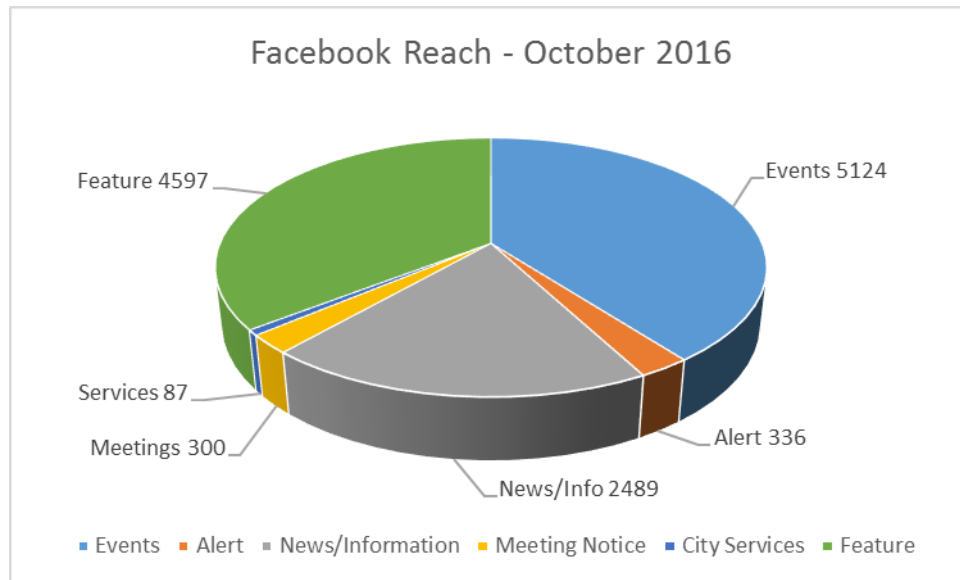
10/3/2016	Events	NNO - during event	Admin
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10/3/2016	Events	NNO - during event	Admin
10/3/2016	Events	NNO - during event	Admin
10/3/2016	Events	NNO - during event	Admin
10/4/2016	CVB	Convention South Award Nominee	Admin
10/5/2016	News/Info	Trash Bash date/time	Admin
10/6/2016	News/Info	Garage Sale reminder	Admin
10/6/2016	News/Info	Phones down at city hall	Admin
10/6/2016	News/Info	Phones back up	Admin
10/6/2016	Meeting Notice	Civic Club meeting date/time	Admin
10/7/2016	Meeting Notice	Council Meeting date/time/agenda	Admin
10/10/2016	News/Info	Trash Bash reminder	Admin
10/12/2016	News/Info	Civic Club Meet/Greet	Admin
10/13/2016	News/Info	Dogs found	Admin
10/17/2016	Meeting Notice	Planning/Zoning Meeting date/time/agenda	Admin
10/18/2016	News/Info	DXL Casual Male - new location in Portofino	Admin
10/20/2016	News/Info	Drug Take Back date/time	Admin
10/21/2016	Meeting Notice	MDD/Council Meetings - date/time/agenda	Admin
10/21/2016	News/Info	Nordstrom Rack PR - Portofino	Admin
10/22/2016	News/Info	PGA Superstore - Sign in place	Admin
10/25/2016	Alert	PD/Fire responding to gas leak	Admin
10/25/2016	Alert	Gas leak capped, traffic normal	Admin
10/26/2016	Alert	NB lanes I-45 closed, 11 car pile up	Admin
10/27/2016	Feature	Shaw appointed Police Chief	Admin
10/28/2016	City Services	Contractor working on water meters	Admin
10/31/2016	Events	Halloween Safe Streets - reminder	Admin
10/31/2016	Events	Halloween Safe Streets - prepping candy	Admin
10/31/2016	Events	Halloween Safe Streets - during event	Admin
10/31/2016	Events	Halloween Safe Streets - during event	Admin
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**Highlight:**

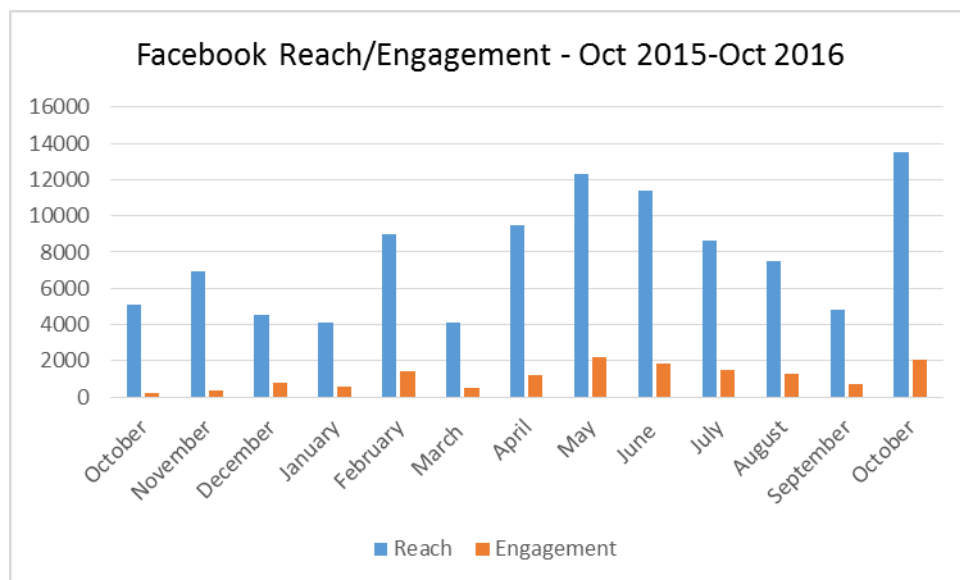
On October 27, a feature post announcing Raymond Shaw’s appointment as Police Chief had a reach of 4,597, with 320 reactions (likes, etc.), 16 shares, 677 post clicks, and 74 comments (congratulations, etc.), making it by far the most active post for the entire month. Second to that were posts from National Night Out (average reach 307) and Halloween Safe Streets (average reach 348). In summary, the City’s Facebook users respond the most to feature posts that focus on

human interests, especially involving the police department. Safety alerts are the second highest area of interest and response.

The graph that follows illustrates Facebook reach across the different categories of posts in October. Media, such as images and links increase reach and engagement and are used as often as possible.



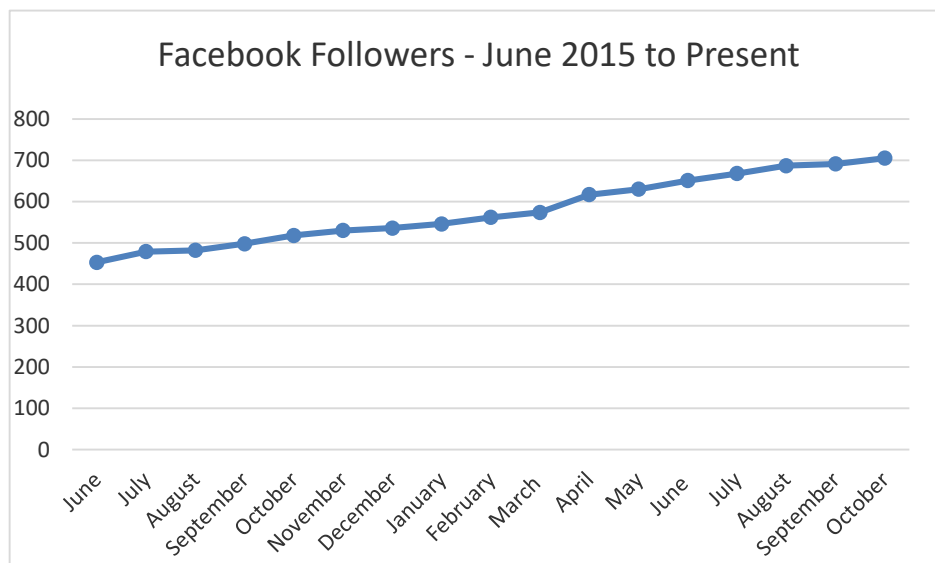
The following graph shows reach and engagement from October 2015, when CVB broke away to their own social media accounts, through October 2016. Reach is driven by the amount and type of news month to month, and overall reach has increased. The spikes in April and May were related to flooding, and in June we had pool activities and the Toddler Park opening, which drove the increased reach. Engagement tracks with reach, since fans need something to engage with, but over the last year, engagement has increased overall. The graph below shows a side by side. Note the comparison between September 2016 with similar reach in October 2015; the engagement in September is higher.



The following graph is from Facebook Insights and shows an overlay of reach, reaction, and engagement for the month of October 2016, with visible spikes of activity.



The City consistently gains an average of 15.75 followers (fans) per month on Facebook, with a total gain of 252 over the last 16 months.



**TWITTER**

Followers: 981  
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.

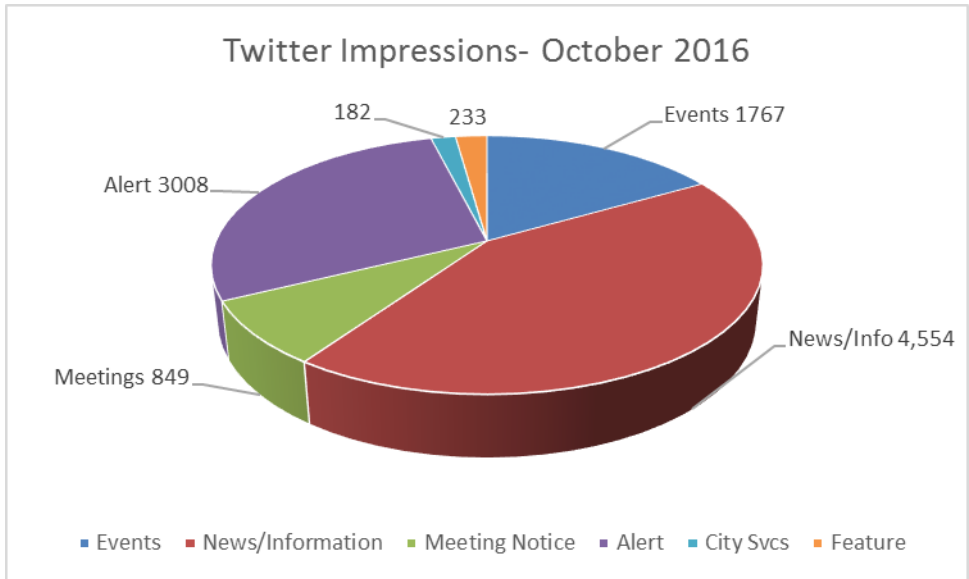
Activity for the month of October is shown in the table that follows:

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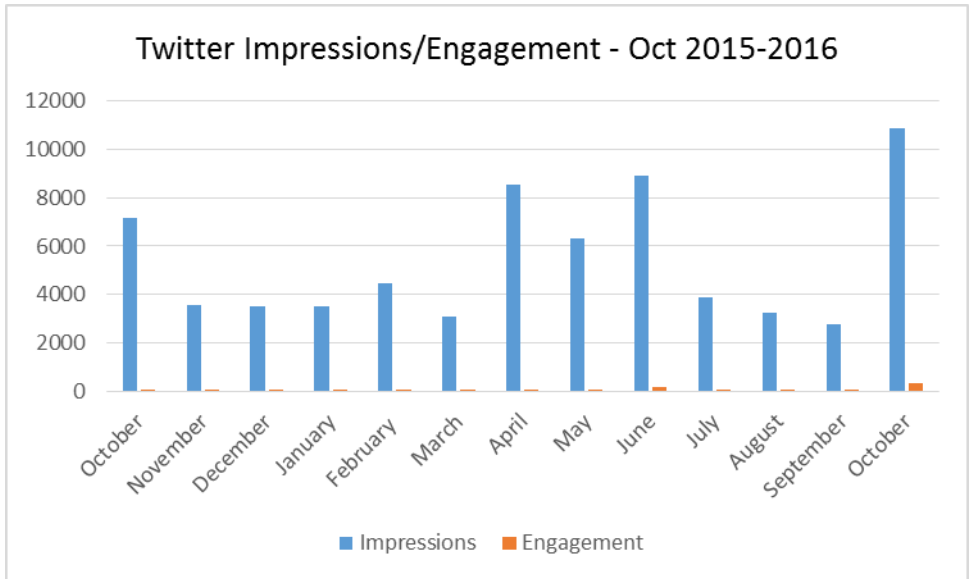
**Highlight:**

In contrast with Facebook, the Twitter posts with the greatest number of impressions and engagement were a) dogs found by city staff, posted on October 13 (1966 impressions/4 retweets), and an b) an alert about main lane closures on I-45 due to a major accident, posted on October 26 (2029 impressions/8 retweets). While the two posts differ significantly – one is soft feature news and the other hard information, the response was significant compared to all other posts.

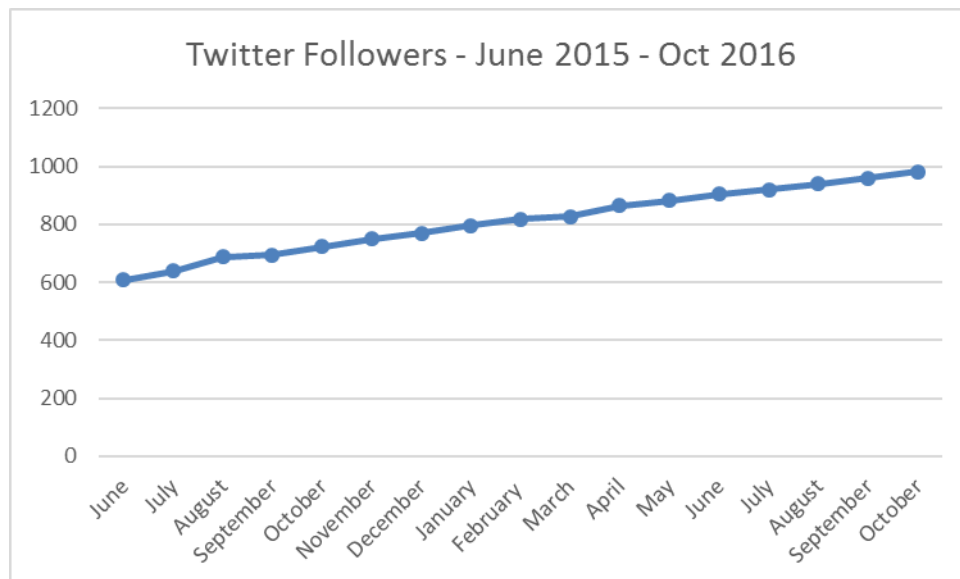
The graph that follows illustrates Twitter impressions across the different categories of posts in October. Media, such as images and links increase reach and engagement and are used as often as possible.



The following graph shows Twitter impressions and engagement from October 2015 through October 2016. Impressions are driven by the amount and type of news month to month, and overall impressions have increased. The spike in April was related to flooding, and in June we had a significant number of posts in general, which drove the increase in impressions. Engagement tracks somewhat with impressions, since followers need something to engage with, but engagement remains fairly stable until this month. The graph below shows a side by side of impressions and engagement by month.



The City consistently gains an average of 23.31 followers per month on Twitter, with a total gain of 373 over the last 16 months.



### Comparison – Facebook vs Twitter

<p><b>Facebook - Reactive</b> (Personal, connecting with people you know, “scrapbooking” life moments, cluttered)</p>	<p><b>Twitter - Proactive</b> (Less Personal, connecting with areas of interest, social activism, news/information focused, customer feedback, sleek/uncluttered)</p>
<b>Features</b>	
<p>Friends, Fans, Wall, News Feed, Fan Pages, Groups, Apps, Live Chat, Likes, Photos, Videos, Text, Polls, Links, Status, Gifts, Games, Instant Messaging, Private Messaging, Classified, Upload/ Download Photos</p>	<p>Tweet, Retweet, Direct Messaging, Follow People/ Trending Topics, Links, Photos, Videos</p>
<b>Uses</b>	
<p>Members connect or reconnect with people they know offline. They maintain a personal profile, post photos, videos, share links, write long posts, send private messages, video chat, play games. News source (31%).</p>	<p>Members communicate with other individuals with similar interests, regardless of whether they know each other. Members post 140 character messages (tweets), follow messages of other users (individuals, businesses, political interests, celebrities) upload photos, share links, send private messages. News source (59%). Emergency management.</p>
<b>Advertising</b>	
<p>Banner ads, referral marketing, casual games, video ads</p>	<p>Promoted tweets, promoted accounts</p>

**CONSTANT CONTACT**

The City has released ten eNews updates using the new Constant Contact platform and we are averaging a 44.93% open rate, which is above average. Our unsubscribe rate averages .4% and has slowed considerably since the first release. The City is gradually gaining subscribers to Constant Contact since we purged bad contacts and we have picked up 17 in the last month. The Civic Club used it most recently to send a notice about Lighting of the Angels.

<b>Date</b>	<b>Type</b>	<b>Sent</b>	<b>Open Rate (%)</b>	<b>Bounce</b>	<b>Unsubscribed</b>	<b>Not Opened</b>
7/29/2016	Council Update	1111	53.4	219	16	416
8/15/2016	Council Update	1112	44.6	222	3	493
8/17/2016	Council Update	1110	43.9	223	7	498
8/25/2016	Council Update	1109	46.3	221	2	477
9/16/2016	Council Update	1114	46.5	224	4	476
9/29/2016	Council Update	1121	42.9	223	2	513
10/13/2016	Council Update	1136	43.5	227	2	499
10/28/2016	Council Update	937	42.3	34	0	514
11/11/2016	Council Update	947	43.9	31	1	514
11/21/2016	Civic Club - LOTA	954	42	31	2	527

SUBMITTED BY:

