



COUNCIL MONTHLY REPORT

DEPARTMENT: ADMINISTRATION
SOCIAL MEDIA/COMMUNICATIONS

MONTH: September 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.

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

*Feature was added to break out human interest items from general news.

FACEBOOK

Followers (Fans): 691

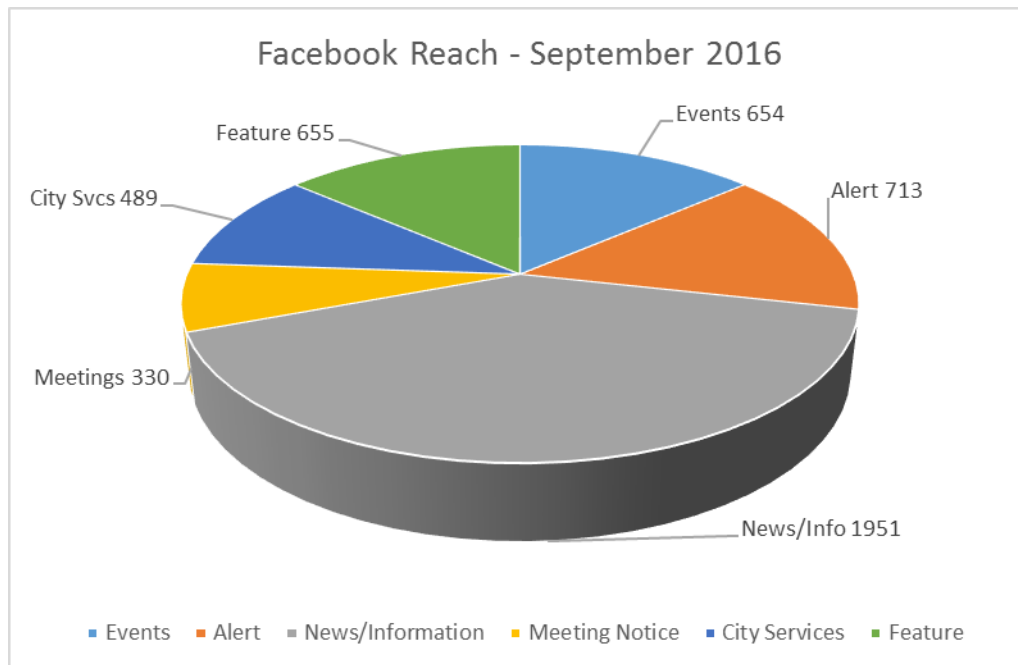
The City’s Facebook page is a “fan page” which has followers instead of friends. The forum has more social tone and is not dominated by hard news. Our Facebook account gains followers every month as a result of exposure and increasing engagement.

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

Date	Type of Post	Post Details	Posted By
9/6/2016	News/Info	Yard of Month - Sept	Admin
9/6/2016	News/Info	Pappasito's Opening	Admin
9/8/2016	City Services	Phones down at city hall	Admin
9/9/2016	City Services	Phones back up	Admin
9/9/2016	Meeting Notice	Council meeting	Admin
9/11/2016	Alert	Attempted home burglary	Admin

9/13/2016	Meeting Notice	Civic Club meeting	Admin
9/13/2016	Feature	SPD officers at baseball game w/families	Police Dept
9/13/2016	City Services	Republic trash pickup delayed	Admin
9/16/2016	News/Info	Clarification of post made in error on resident page	Police Dept
9/20/2016	Events	National Night Out	Admin
9/23/2016	Meeting Notice	MDD / Council meetings	Admin
9/23/2016	Feature	People enjoying the main park	Admin
9/27/2016	Meeting Notice	MDD / Council meetings - Reminder	Admin
9/29/2016	Events	National Night Out - Reminder	Admin

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



Summary

September was a light month for news. Posts with the greatest reach and highest engagement were as follows:

- September 6, 2016 - Yard of the Month Winner
- September 6, 2016 – Announcement of Pappasito’s opening
- September 11, 2016 – Alert about attempted home burglary
- September 13, 2016 – Feature about SPD officers at a baseball game with families
- September 23, 2016 – Large number of people using the main park
- September 29, 2016 – National Night Out reminder

Features and alerts continue to produce the most reach and engagement on Facebook. People love reading about other people and events, and they value alerts that advise them of safety concerns.

TWITTER

Followers: 959

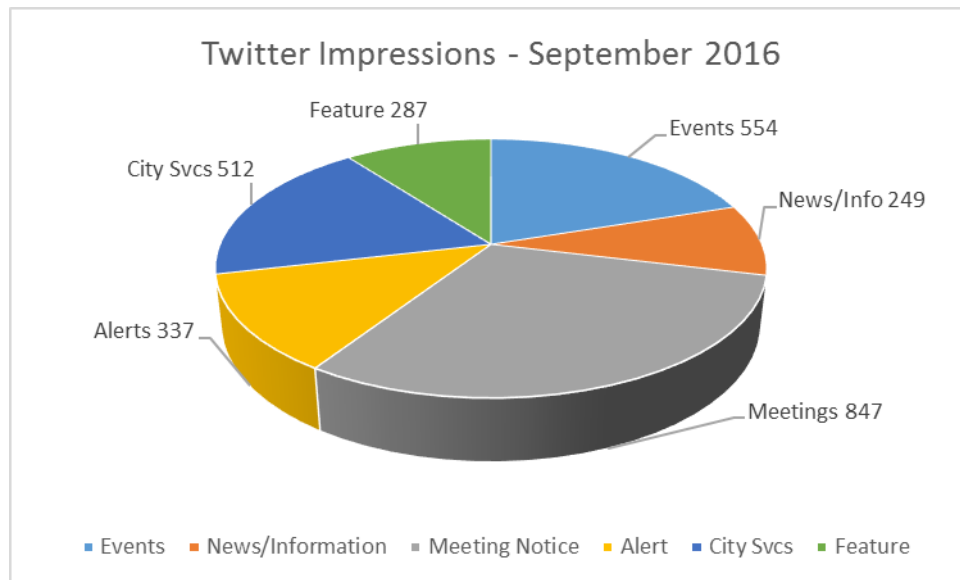
Following: 184

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 September is shown in the table that follows:

Date	Type of Post	Post Details	Posted By
9/6/2016	News/Info	Pappasito's Opening	Admin
9/8/2016	City Services	Phones down at city hall	Admin
9/9/2016	City Services	Phones back up at city hall	Admin
9/9/2016	Meeting Notice	Council meeting	Admin
9/11/2016	Alert	Attempted home burglary	Admin
9/19/2016	Meeting Notice	Council special meeting	Admin
9/20/2016	Events	National Night Out	Admin
9/23/2016	Meeting Notice	MDD / Council Meetings	Admin
9/23/2016	Feature	Activity at Park	Admin
9/27/2016	Meeting Notice	MDD / Council Meetings - Reminder	Admin
9/29/2016	Events	National Night Out - Reminder	Admin

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



Summary

September was a light month for news. Posts with the greatest number of impressions and highest engagement were as follows:

- September 11, 2016 – Alert about attempted home burglary
- September 23, 2016 – Large number of people using the main park

All other posts had very similar levels of impression and engagement.

CONSTANT CONTACT

The City has released seven eNews updates using the new Constant Contact platform and we are averaging a 46.9% open rate, which is above average. Our unsubscribe rate averages .58% and has slowed considerably since the first release. In the most recent issue, information about the budget had the highest click through rate.

Date	Sent	Click Rate (%)*	Open Rate (%)	Bounce	Unsubscribed	Not Opened	Spam
7/29/2016	1111	14.7	53.4	219	16	416	1
8/15/2016	1112	5.3	44.6	222	3	493	1
8/17/2016	1110	16.2	43.9	223	7	498	0
8/25/2016	1109	10.2	46.3	221	2	477	0
9/16/2016	1114	2.7	46.5	224	4	476	1
9/29/2016	1121	5.5	42.9	223	2	513	0
10/13/2016	1136	1.3	43.5	227	2	514	0

*Click rate applies when there are hyperlinks in the body that recipients can interact with.

We currently have 936 active contacts in the system. We were consistently experiencing a 20% bounce back rate and all undeliverable email addresses have been deleted. A signup sheet at National Night Out provided six new contacts, which have been added, and about 25 people have signed up online since the first release. The majority of the constant contact releases are opened on a mobile device (64%), which reflects a growing trend.

SUBMITTED BY: 