**City of Foster City**

**MEMORANDUM**

DATE: February 6, 2023

TO: Mayor and Members of the City Council

VIA: Stefan Chatwin, City Manager

FROM: Jennifer Nentwig, Principal, Tripepi Smith

SUBJECT: LEVEE IMPROVEMENTS PROJECT – COMMUNICATIONS METRICS

Tripepi Smith would like to share the attached updated Levee Improvements Project Communications Dashboard Report with the Mayor and Members of the City Council. In the report, you will see that the metrics now reflect our communication efforts through the month of January 2023.

As a reminder, this report is a summary that our team typically develops at the end of each month. It includes data on website traffic, social media engagement, community forum participation, and the number and rate of project email and hotline contacts. While Tripepi Smith has been involved in project communications since January 2021, we have pulled numbers (where available) going back to October 2020 to provide a baseline for comparison.

I would like to highlight a few items of note:

- The number of Levee Project inquiries totaled 27 in January 2023, compared to 16 inquiries from the month prior. There has continued to be an increase in inquiries related to the project timeline, trespassing concerns and most recently, requests to remove project fencing. The project team will continue to emphasize safety-related messaging in all communications.

- Twitter totaled 16,426 impressions in January 2023, which is a 47% increase from December 2022. Twitter earned 592 engagements total, and the City's post link click rate rose by 140.8%. This represents the total number of impressions and engagements for all of the City's posts, including levee related content.

- Though levee specific post impressions and engagements decreased by 33% and 52% respectively, post link clicks for the month increased by 113%. This is likely due to calls to action in posts directing followers to click links to the project website.

- The top post on Facebook and Twitter in January 2023 highlighted the project website's Frequently Asked Questions page.

- The City earned 24 media mentions in January 2023, with 2 mentions from the San Mateo Daily Journal.

Our team is actively monitoring the metrics to analyze the effectiveness of various types of communication and to align the cadence of our efforts to the community's interest levels. We believe that the City's proactive social media communications are leading to fewer people having questions or concerns about the project in general – reflecting positively on overall outreach and engagement efforts.

During January 2023, the number of project inquiries grew from the month prior, largely due to inquiries requesting project fencing to be removed. As the project continues to move closer toward completion and activities such as paving and landscaping are more prevalent, we expect these types of inquiries. The project team remains committed to emphasizing safety messaging, discouraging trespassing, and highlighting trespassing implications such as additional cost to the project and potentially deterring the timeline.

Additionally, the project team will continue to keep the community informed through the regular project channels, including the project website, with any project updates and milestones.

As you review the full report, please feel free to let me know if you have any questions. I would be happy to walk you through the report one-on-one if it would be helpful, and we will continue to refine the metrics over time to best meet the project's needs.

# Jan 2023 - Foster City Dashboard Report

January 2023

## Included in this Report

@CityofFC

City of Foster City, CA - Government

# Comprehensive Overview

## Cross-Network Profiles

Review your aggregate profile and page metrics from the reporting period.

👤 Profile    📅 Reporting Period    🐦 1  ⓕ 1    💬 All Twitter Post Types

| Profile ▲ | Audience | Net Audience Growth | Published Posts | Impressions | Engagements | Engagement Rate (per Impression) | Video Views |
|---|---|---|---|---|---|---|---|
| **Reporting Period** Jan 1, 2023 – Jan 31, 2023 | **3,988** ↗ 3% | **107** ↗ 664.3% | **156** ↘ 6.6% | **50,720** ↗ 17.2% | **3,690** ↗ 10.2% | **7.3%** ↘ 5.9% | **376** ↘ 44.3% |
| **Compare to** Dec 1, 2022 – Dec 31, 2022 | **3,870** | **14** | **167** | **43,275** | **3,347** | **7.7%** | **675** |
| 🐦 **@CityofFC** | 1,679 | 65 | 82 | 16,144 | 580 | 3.6% | 101 |
| ⓕ **City of Foster City, CA - Government** | 2,309 | 42 | 74 | 34,576 | 3,110 | 9% | 275 |

## Tagged Published Post Performance Summary

View your key aggregated tag performance metrics from the publishing period.

🏷 Tag    ✈ Lifetime    🐦 1  ⓕ 1    🏷 All Tags

| Impressions | Engagements | Engagement Rate (per Impression) |
|---|---|---|
| **3,824** ↘32.8% | **201** ↘52.3% | **5.3%** ↘28.9% |

**Tagged Published Post Performance Summary**
View your key aggregated tag performance metrics from the publishing period.

🏷 Tag      ✈ Lifetime      🐦 1  ⓕ 1      🏷 All Tags

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Post Link Clicks

**79**  ↗113.5%

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**Cross network description:** This shows how the City's profiles (Facebook and Twitter) performed overall.

**Tagged posts:** Levee-specific posts earned <u>3,822 impressions</u> and <u>201 engagements</u> across the City's Facebook and Twitter accounts. Overall impressions and engagements dropped in January 2023 compared to December 2022. The highest performing levee-specific post was about staying informed on the project by viewing and linking to the official webpage for Frequently Asked Questions (FAQs), likely because of the call to action and the link to click. It is advised to continue providing actionable items in the posts about the levee, which will likely keep engagement performing well.

Posts related to the Levee Improvements Project were not published on Instagram or Nextdoor.

**Total number of newsletter subscribers:** 1,282

# Analytics by Platform

**Facebook Audience**

The total number of Facebook followers in January 2023 is 2,309. This grew by 53 followers since December 2022.

## Facebook Impressions

Review how your content was seen by the Facebook community during the reporting period.

👤 Profile    📅 Reporting Period    🅕 City of Foster City, CA - Government
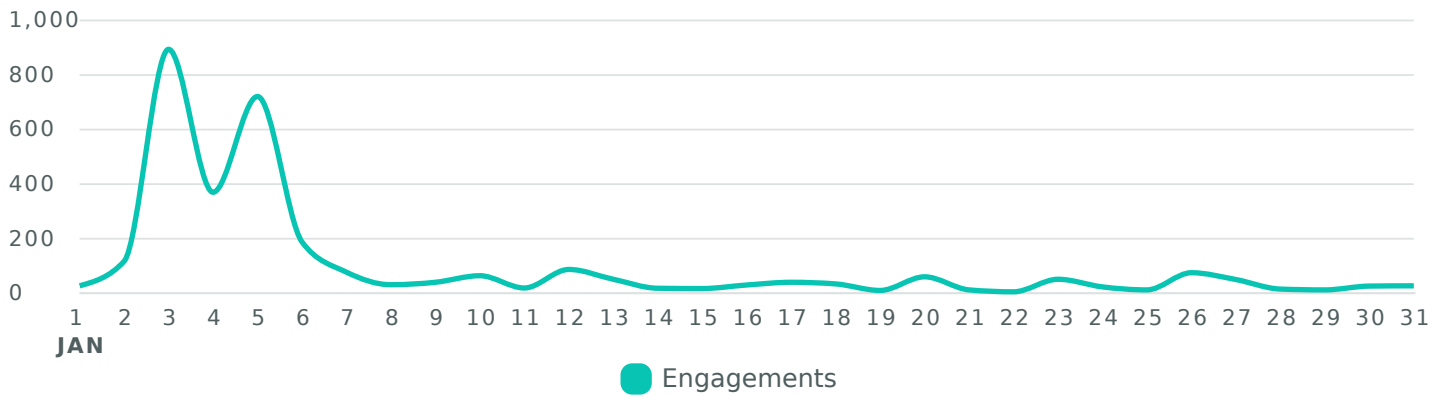
Impressions, by Day
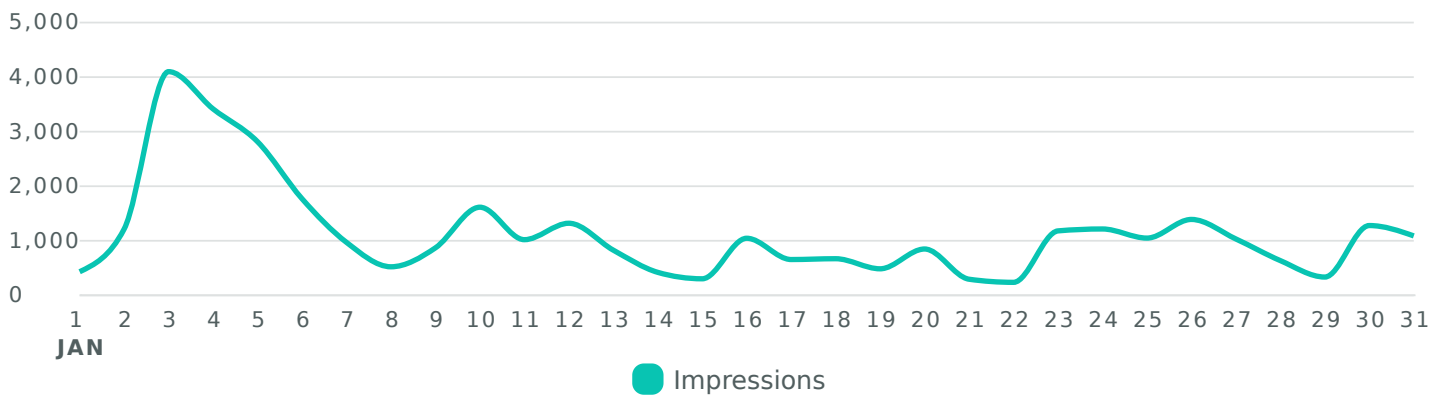


● Impressions

| Impression Metrics | | Totals | % Change |
|---|---|---|---|
| **Total Impressions** | ⓘ | **34,576** | **↗7.7%** |
| Organic Impressions | | 33,799 | ↗ 6.6% |
| Paid Impressions | | 0 | →0% |
| **Average Daily Impressions per Page** | | **1,115.35** | **↗7.7%** |

## Facebook Engagement

See how people are engaging with your posts during the reporting period.

👤 Profile    📅 Reporting Period    ⓕ City of Foster City, CA - Government

Reactions, Comments, Shares, Post Link Clicks, Other Post Clicks, by Day



● Engagements

| Engagement Metrics | Totals | % Change |
|---|---|---|
| **Total Engagements** | **3,110** | **↘0.1%** |
| Reactions | 348 | ↘47.3% |
| Comments | 66 | ↘69.2% |
| Shares | 51 | →0% |
| Post Link Clicks | 318 | ↘19.3% |
| Other Post Clicks | 2,327 | ↗29.6% |

## Notes on Facebook Performance

The City's Facebook profile earned <u>34,576 impressions</u> and <u>3,110 engagements</u> in January 2023, which is a marked increased in impressions and relatively constant engagement rate. This represents the total number of impressions and engagements for all of the City's posts, including levee-related content.

## Twitter Audience Growth

See how your audience grew during the reporting period.

👤 Profile    📅 Reporting Period    🐦 @CityofFC    💬 All Twitter Post Types

Followers, by Day

| Audience Metrics | Totals | % Change |
|---|---|---|
| Followers | 1,679 | ↗ 4% |

## Twitter Impressions

Review how your content was seen by the Twitter community during the reporting period.

👤 **Profile**   📅 **Reporting Period**   🐦 **@CityofFC**   💬 All Twitter Post Types

Impressions, by Day
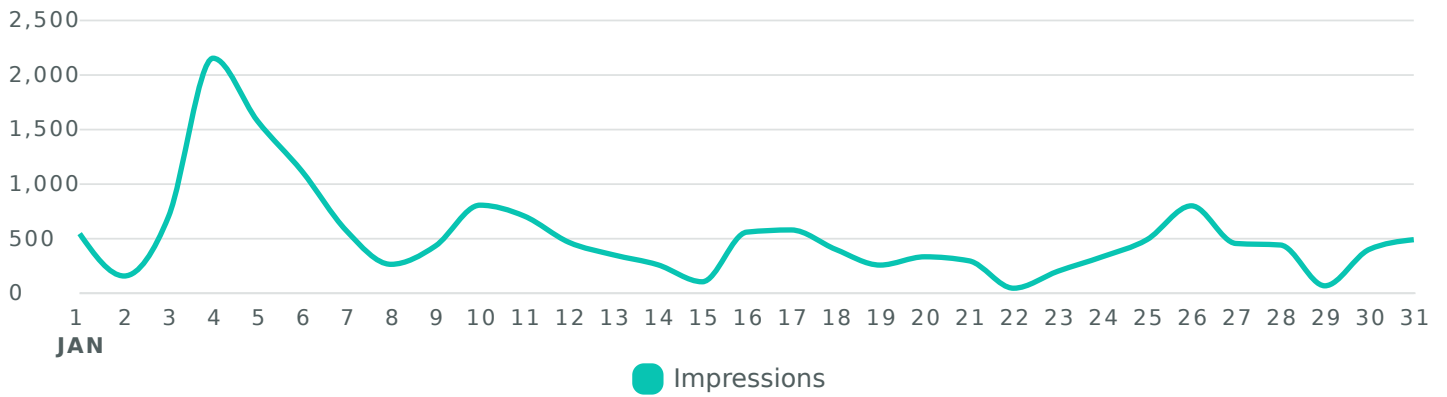


Impressions

| Impression Metrics | Totals | % Change |
|---|---|---|
| Impressions | 16,144 | ↗ 44.5% |

## Twitter Engagement

See how people are engaging with your posts during the reporting period.

👤 Profile    📅 Reporting Period    🐦 @CityofFC    💬 All Twitter Post Types

Engagements, by Day
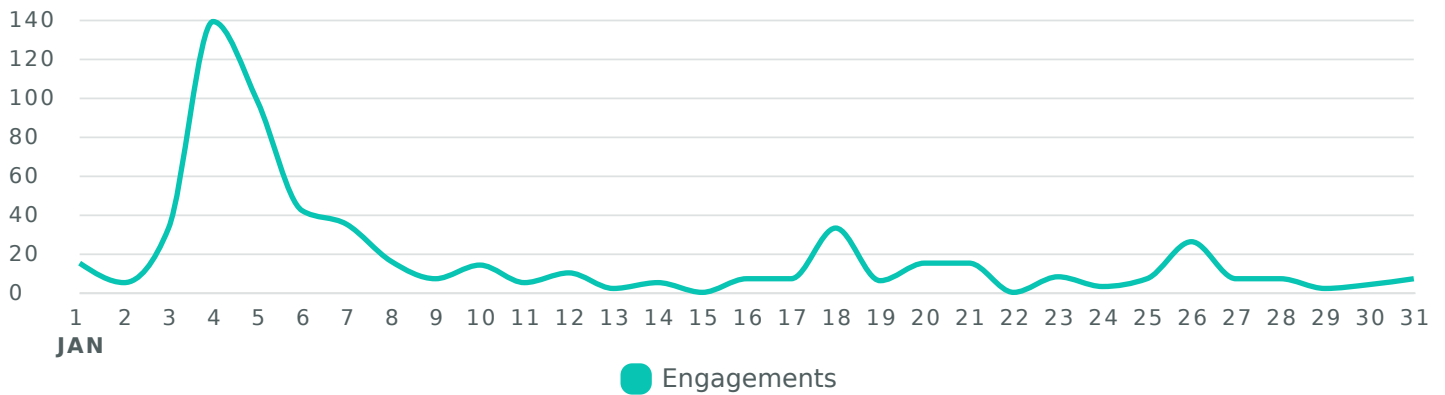


⬤ Engagements

| Engagement Metrics | Totals | % Change |
|---|---|---|
| **Total Engagements** | **580** | ↗**148.9%** |
| Likes | 58 | ↗93.3% |
| @Replies | 13 | ↗62.5% |
| Retweets | 14 | ↗ — |
| Post Link Clicks | 180 | ↗136.8% |
| Other Post Clicks | 315 | ↗164.7% |
| Other Engagements | 0 | →0% |

## Notes on Twitter Performance
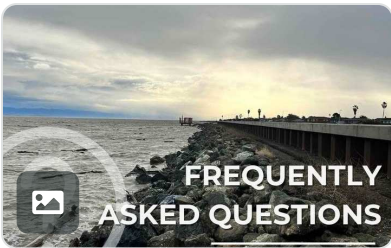
Twitter totaled <u>16,426 impressions</u> in January 2023, which is a 47% increase from December 2022. Twitter earned <u>592 engagements</u> total, and the City's post link click rate rose by 140.8% and retweets remained constant. This represents the total number of impressions and engagements for all of the City's posts, including levee related content. Similar to Facebook, the top tweet in January 2023 highlighted the project website's FAQ page. This was the most well-performing post likely because of the call to action and the link to click for more information.

## Tagged Top Posts

View the top tagged published posts from the publishing period.

🏷 **Tag**    ✈ **Lifetime**    🐦 1  ⓕ 1    🏷 All Tags

Descending by Lifetime Impressions



ⓕ **City of Foster …**
Thu 1/12/2023 9:00 am …

Have questions about Foster City's Levee Improvement Project? Get your questions…

FREQUENTLY ASKED QUESTIONS

| Impressions | **680** |



ⓕ **City of Foster …**
Fri 1/20/2023 9:00 am PST

Are you up to date on Foster Ci Levee Improvements Project? \ the project website to get all th

**About**

| Impressions | **363** |



ⓕ **City of Foster …**
Tue 1/3/2023 3:07 pm PST

⚠ Foster City residents, this week's #SafetyTipOfTheWeek from the Levee Improveme…

Safety Tip

| Impressions | **363** |

## Tagged Top Posts

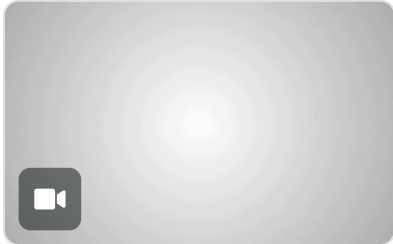View the top tagged published posts from the publishing period.

🏷 **Tag**  ✈ **Lifetime**  🐦 1 ⓕ 1  🏷 **All Tags**

Descending by Lifetime Impressions

| | | |
|---|---|---|
| 🌳 🐦 **@CityofFC** | 🌳 ⓕ **City of Foster …** | 🌳 ⓕ **City of Foster …** |
| Tue 1/3/2023 3:07 pm PST | Fri 1/6/2023 6:31 pm PST | Tue 1/10/2023 4:00 pm … |
| 1/2 ⚠️ Foster City residents, this week's **#SafetyTipOfTheWeek** fr… | Have questions about the Levee Improvements Project? Check out our animated vid… | 👷 This week's #SafetyTipOfTheWeek from the Levee Improvements… |
|  |  |  |
| Impressions **342** | Impressions **325** | Impressions **314** |

## Tagged Top Posts

View the top tagged published posts from the publishing period.

🏷 **Tag**    📨 **Lifetime**    🐦 1 👍 1    🏷 All Tags

Descending by Lifetime Impressions
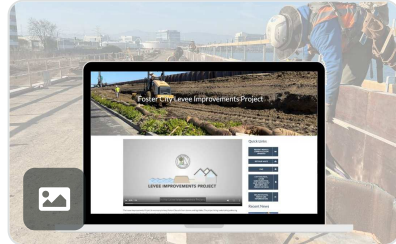
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**@CityofFC**
Fri 1/6/2023 6:30 pm PST

Have questions about the Levee Improvements Project? Check out our animated vid…

| Impressions | **304** |

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**@CityofFC**
Fri 1/20/2023 9:01 am PST

1/2 Are you up to date on Foster City's Levee Improvements Project? Visit…

| Impressions | **246** |

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**@CityofFC**
Tue 1/10/2023 3:46 pm …

1/2 👷 This week's **#SafetyTipOfTheWeek** from the Levee Improvements…
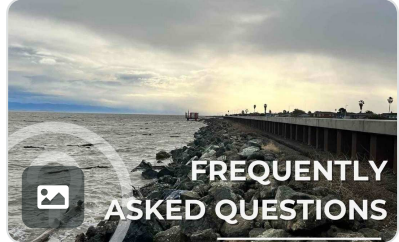
| Impressions | **240** |

## Tagged Top Posts

View the top tagged published posts from the publishing period.

🏷 Tag    ✈ Lifetime    🐦 1  👍 1    🏷 All Tags

Descending by Lifetime Impressions

| | | |
|---|---|---|
| 🌳 🟦 **City of Foster ...**<br>Thu 1/26/2023 1:01 pm ... | 🌳 🐦 **@CityofFC**<br>Thu 1/26/2023 1:02 pm ... | 🌳 🐦 **@CityofFC**<br>Thu 1/12/2023 9:00 am ... |
| Do you have questions about the Levee Improvements Project? Our project website... | 1/2 Do you have questions about the Levee Improvements Project? Our... | Have questions about Foster City's Levee Improvement Project? Get your questions... |
| 🖼 | 🖼 | 🖼 FREQUENTLY ASKED QUESTIONS |
| **Impressions**        **228** | **Impressions**        **213** | **Impressions**        **119** |

# Project Tours/Speaking Events

Total: 0
Description: The Levee Improvements Project team did not conduct project tours or speaking events in January 2023.

# Project Inquiries

Total number of inquiries: 27
Average inquiries/day: 0.8

# Website Visitors

Total number of visitors this month: 4,163
Average visits per day: 134
Average visit length (minutes): 1:51

# Media Mentions

The Levee Improvements Project earned 24 media mentions in January 2023, with 2 mentions coming from The San Mateo Journal. All other mentions were relatively spread out across platforms and sources.

Here is a **summary of the City's January 2023 media mentions.**
Password: FC123

**Glossary**
- **Total Impressions**: The number of times that any content associated with your page was displayed to a user during the reporting period. This includes both organic and paid activity.
- **Facebook Total Engagements**: The total number of reactions, comments, shares, post link clicks, other post clicks, and page actions. This includes both organic and paid activity.
- **Facebook Other Post Clicks**: The number of times that users clicked anywhere in your posts without opening a web link, reacting to, commenting on, or sharing your post during the reporting period. This includes clicks to play a video and view a photo. This includes both organic and paid activity.

- **Page Actions**: The number of times that users clicked on your page's links or action button during the reporting period.
- **Facebook Engagement Rate (per Impression)**: Reactions, comments, shares, post link clicks, other post clicks, and page actions as a percentage of profile impressions. This indicates how engaged people are with your brand.
- **Instagram Impressions**: The number of times all of your posts and stories were displayed to a user during the reporting period. This does not include profile visitors. This includes both organic and paid activity.
- **Instagram Total Engagements**: The total number of likes, comments, saves, story replies, and profile actions. This includes organic activity only. In compliance with the European Union's ePrivacy Directive, Sprout's Instagram Story Reply metrics will no longer include activity from users in the EEA and it may impact this metric.
- **Profile Actions**: The total number of times users clicked on the links within your profile to contact you, get directions to your location, or visit your website.
- **Instagram Engagement Rate (per Impression)**: Likes, comments, saves, story replies, and profile actions as a percentage of profile impressions. This indicates how engaged people are with your brand.
- **Twitter Impressions**: The number of times that all of your posts were displayed to a user during the reporting period. This includes impressions when your posts are retweeted by other users. This includes organic activity only.
- **Twitter Total Engagements**: The total number of likes, @replies, retweets, post link clicks, other post clicks, and other engagements. This includes both organic and paid activity.
- **Twitter Other Post Clicks**: The number of times that users clicked on the content in your posts, excluding the link, during the reporting period. This includes clicks on the media, hashtags, detail expand, and user profile from your posts. This includes organic activity only.
- **Twitter Other Engagements**: The number of times during the reporting period that users engaged with your posts in other ways. This includes such engagements as poll votes, app install attempts, app opens, and follows from your posts. This includes organic activity only.
- **Twitter Engagement Rate (per Impression)**: Likes, @replies, retweets, post link clicks, other post clicks, and other engagements as a percentage of profile impressions. This indicates how engaged people are with your brand.