



City of Foster City

MEMORANDUM

DATE: January 5, 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 December 2022.

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 16 in December 2022, which was five more inquiries from the month prior. There has been an increase in inquiries related to the project timeline as well as trespassing concerns. The project team will continue to emphasize safety-related messaging in all communications.
- Twitter impressions and engagements were higher in December 2022 compared to November 2022. Impressions totaled 43,904 and engagements totaled 3,362, which is a 3.9% and 54.6% increase from November 2022, respectively. This represents the total number of impressions and engagements for all of the City's posts, including levee related content.
- Levee specific posts earned 5,602 impressions and 414 engagements across the City's Facebook and Twitter accounts, which increased from November 2022. The highest-performing levee post included a call to action to stay informed about the project. Actionable items usually result in higher post engagement.

- Twitter totaled 11,855 impressions in December 2022, which is a 18.1% increase from November 2022.
- The City earned 25 media mentions in December 2022. This is comparable to 29 mentions that were earned in November 2022.
- Though there were no tours or speaking engagements in December 2022, the project team expects to schedule more engagements as the project moves closer toward completion.

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 December 2022, the number of project inquiries grew from the month prior, though the total remains consistent with other months. Though the slight increase in inquiries was related to questions about the schedule and trespassing, the project team will continue to emphasize safety messaging to deter the public from entering the project area. Additionally, the project team remains committed to updating the regular 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.



Dec 2022 - Foster City Dashboard Report

December 2022

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 ▲	Audience	Net Audience Growth	Published Posts	Impressions	Engagements	Engagement Rate (per Impression)	Video Views
Reporting Period Dec 1, 2022 - Dec 31, 2022	3,870 ↗ 0.4%	14 ↗ 180%	167 ↗ 1.8%	43,890 ↗ 3.9%	3,362 ↗ 54.6%	7.7% ↗ 48.8%	675 ↗ 971.4%
Compare to Nov 1, 2022 - Nov 30, 2022	3,856	5	164	42,251	2,175	5.1%	63
  @CityofFC	1,614	0	86	11,790	248	2.1%	1
  City of Foster City, CA - Government	2,256	14	81	32,100	3,114	9.7%	674

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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Impressions 5,602 ↗433.5%	Engagements 414 ↗1,556%	Engagement Rate (per Impression) 7.4% ↗210.4%
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Tagged Published Post Performance Summary

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

[Tag](#)[Lifetime](#)[Twitter 1](#)[Facebook 1](#)[All Tags](#)

Post Link Clicks

36 ↗414.3%

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

Tagged posts: Levee-specific posts earned 5,602 impressions and 414 engagements across the City's Facebook and Twitter accounts. Overall impressions and engagements increased in December 2022 compared to November 2022. The highest performing levee-specific post was about staying informed on the project, 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: 1,267

Analytics by Platform

Facebook Audience

The total number of Facebook followers in December 2022 is 2,256. This grew by 14 followers since November 2022.

Facebook Impressions

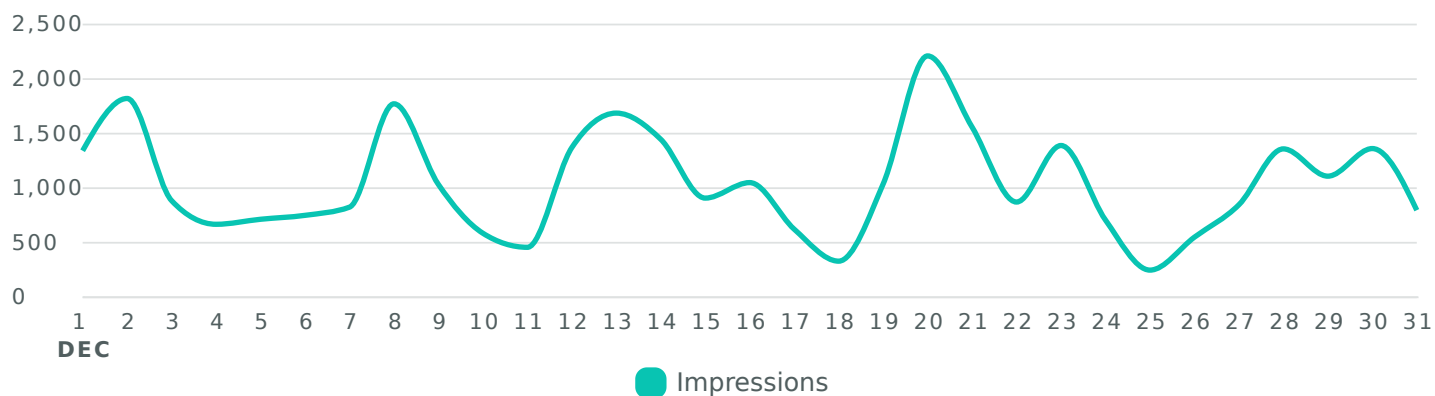
Review how your content was seen by the Facebook community during the reporting period.

Profile

Reporting Period

City of Foster City, CA - Government

Impressions, by Day



Impression Metrics

Totals

% Change

Total Impressions

32,100 ↘0.3%

Organic Impressions

31,721 ↘0.1%

Paid Impressions

0 →0%

Average Daily Impressions per Page

1,035.48 ↘3.6%

Facebook Engagement

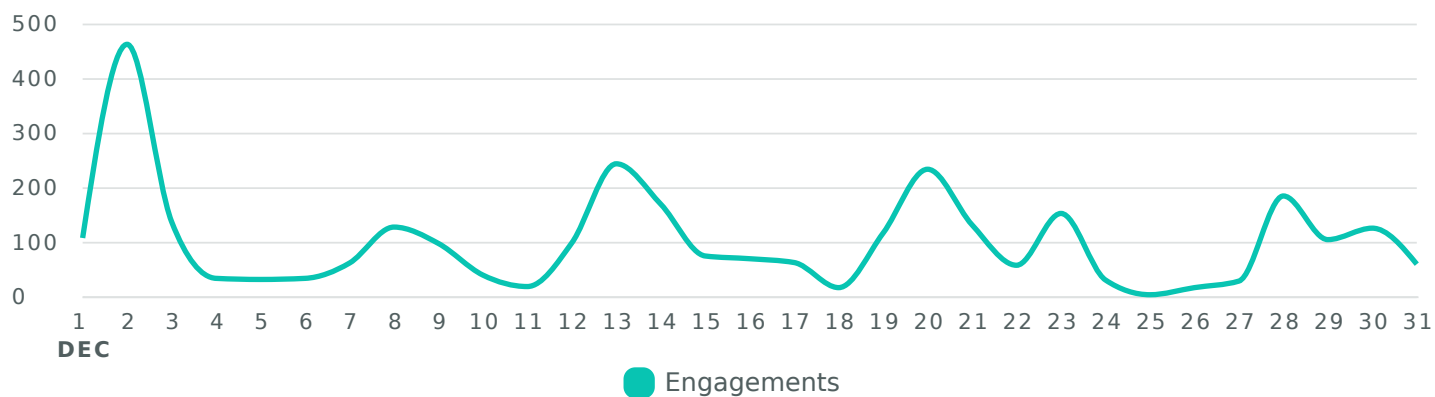
See how people are engaging with your posts during the reporting period.

 Profile

 Reporting Period

 City of Foster City, CA - Government

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



Engagement Metrics

Totals

% Change

Total Engagements

3,114

↗ 56.8%

Reactions

660

↗ 74.1%

Comments

214

↗ 296.3%

Shares

51

→ 0%

Post Link Clicks

394

↘ 7.7%

Other Post Clicks

1,795

↗ 67%

Notes on Facebook Performance

The City's Facebook profile earned 32,100 impressions and 3,114 engagements in December 2022. 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	1,614	→0%

Twitter Impressions

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

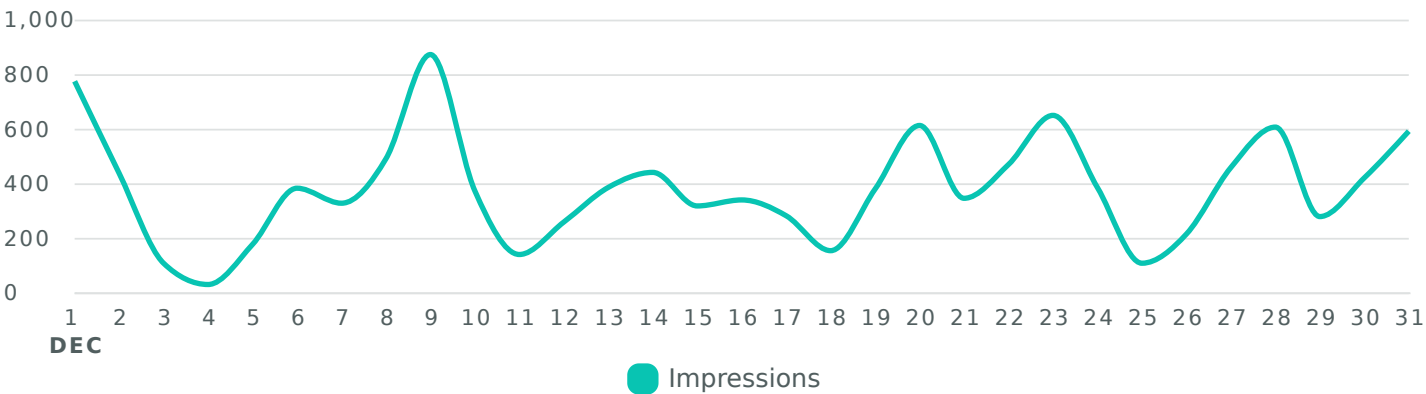
Profile

Reporting Period

@CityofFC

All Twitter Post Types

Impressions, by Day



Impression Metrics	Totals	% Change
Impressions	11,790	↗ 17.4%

Twitter Engagement

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

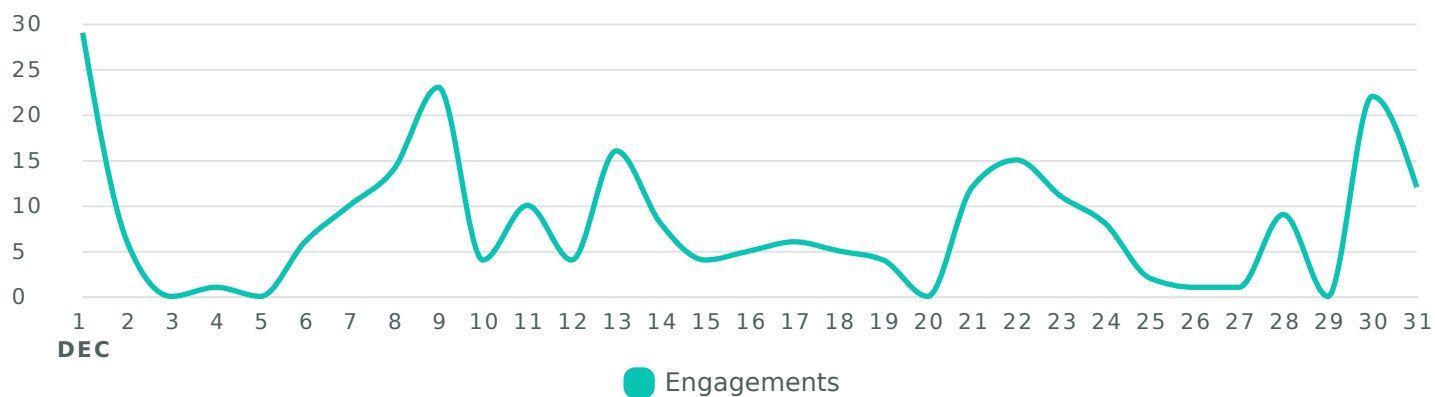
Profile

Reporting Period

@CityofFC

All Twitter Post Types

Engagements, by Day



Engagement Metrics

Totals

% Change

Total Engagements

248

↗31.2%

Likes

33

↗83.3%

@Replies

8

↗60%

Retweets

3

↘25%

Post Link Clicks

80

↘8%

Other Post Clicks

124

↗65.3%

Other Engagements

0

→0%

Notes on Twitter Performance

Twitter totaled 11,855 impressions in December 2022, which is a 18.1% increase from November 2022. Twitter earned 250 engagements total, but the City's post link click rate dropped by 8% and retweets decreased by 25%. This represents the total number of impressions and engagements for all of the City's posts, including levee related content.

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 ...

Wed 12/28/2022 12:00 ...

During her final press conference before her term ends, Congresswoman Jacki...



Impressions

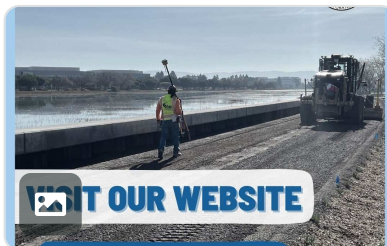
1,348



@CityofFC

Fri 12/9/2022 7:59 am PST

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



Impressions

510



City of Foster ...

Fri 12/30/2022 8:58 am ...

#FosterCity residents: The Levee Improvements Project website has a dedicated FA...



Impressions

477

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 ...

Wed 12/14/2022 3:39 p...

⚠ Foster City residents, here is your #SafetyTipOfTheWeek from the Levee Improve...



Impressions

365



City of Foster ...

Fri 12/23/2022 9:33 am ...

Stay informed on the latest from Foster City Levee Improvement Project by visiting our website t



Impressions

352



@CityofFC

Fri 12/30/2022 8:58 am ...

#FosterCity residents: The Levee Improvements Project website has a dedicated FA...




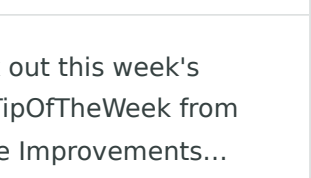

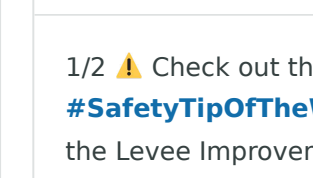

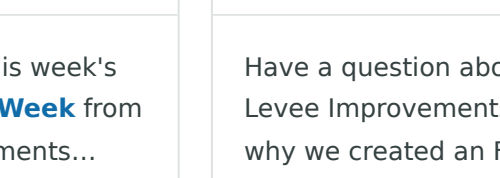
Impressions

315

View the top tagged published posts from the publishing period.

 Tag
  Lifetime
  1
  1
  All Tags

Descending by Lifetime Impressions





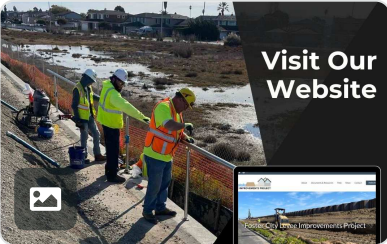


<div data-bbox="243 560 552 617">  <div> City of Foster ... Tue 12/27/2022 2:57 pm... </div> </div> <div data-bbox="243 632 552 808"> <p>Check out this week's #SafetyTipOfTheWeek from the Levee Improvements...</p>  <div> Impressions 297 </div> </div>	<div data-bbox="552 560 862 617">  <div> @CityofFC Tue 12/27/2022 2:58 pm... </div> </div> <div data-bbox="552 632 862 808"> <p>1/2 Check out this week's #SafetyTipOfTheWeek from the Levee Improvements...</p>  <div> Impressions 265 </div> </div>	<div data-bbox="862 560 1359 617">  <div> City of Foster ... Fri 12/16/2022 9:03 am ... </div> </div> <div data-bbox="862 632 1359 808"> <p>Have a question about Foster C Levee Improvements Project? 1 why we created an FAQ page o</p> <div> <div> PROJECT BACKGROUND ... CONSTRUCTION ACTIVITIES & IMPACTS ... IMPROVED LEVEE & TRAIL </div>  <div> Impressions 242 </div> </div> </div>
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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 ... Mon 12/19/2022 2:11 p...	 @CityofFC Fri 12/23/2022 9:33 am ...	 @CityofFC Wed 12/28/2022 12:00 ...
<p>⚠ This week's #SafetyTipOfTheWeek from the Levee Improvements...</p>  <p>SAFETY TIP OF THE WEEK</p>	<p>1/2 Stay informed on the latest from the Foster City Levee Improvements Projec...</p>  <p>Visit Our Website</p>	<p>During her final press conference before her term ends, Congresswoman Jacki...</p>  
Impressions 237	Impressions 225	Impressions 217

Project Tours/Speaking Events

Total: 0

Description: The project team did not conduct tours in December 2022, but anticipates ramping up tours and speaking events as the project moves closer toward completion.

Project Inquiries

Total number of inquiries: 16

Average inquiries/day: 0.5

Website Visitors

Total number of visitors this month: 1,941

Average visits per day: 62.6

Average visit length (minutes): 1:33

Media Mentions

The City earned 25 media mentions in December 2022, with 5 mentions coming from Patch.com. All other mentions were relatively spread out across platforms and sources.

Here is a [summary of the City's December 2022 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.