



## City of Foster City

### MEMORANDUM

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DATE: June 8, 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

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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 May 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:

- In May 2023, there were a total of 15 inquiries regarding the Levee Project, which was a decrease compared to the previous month's 21 inquiries. The City received inquiries through various channels, including the city's See Click Fix platform, social media platforms, and the Levee Improvements Project communications email. The majority of the inquiries in May were related to inquiries about open trail access and clarifications regarding the project timeline.
- The City's levee-related social media content experienced an 89.9% increase in engagements and a 27.9% increase in impressions compared to the previous month. Engagements in May increased due to an influx of comments and on social media posts.
- The Levee Improvements Project construction newsletter gained three new followers in May.

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 May 2023, the number of project inquiries was significantly less than the prior month. As the project progresses, we anticipate inquiries to shift more towards opening timelines for other sections of the trail and feedback and comments regarding the opened portions. As construction continues, 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.



# May 2023 - Foster City Dashboard Report

May 2023

## Included in this Report

 @CityofFC

 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](#)[All Profiles](#)[All Twitter Post Types](#)

Profile ▲	Audience	Net Audience Growth	Published Posts	Impressions	Engagements	Engagement Rate (per Impression)	Video Views
<b>Reporting Period</b> May 1, 2023 – May 31, 2023	<b>6,278</b> ↗ 1.3%	<b>68</b> ↗ 6.3%	<b>167</b> ↘ 27.7%	<b>51,622</b> ↘ 50.3%	<b>2,444</b> ↘ 25.3%	<b>4.7%</b> ↗ 50.2%	<b>2,373</b> ↘ 74.4%
<b>Compare to</b> Apr 1, 2023 – Apr 30, 2023	<b>6,199</b>	<b>64</b>	<b>231</b>	<b>103,803</b>	<b>3,273</b>	<b>3.2%</b>	<b>9,272</b>
 <b>@CityofFC</b>	1,714	4	81	9,979	133	1.3%	34
 <b>City of Foster City, CA - Government</b>	2,401	17	77	37,132	2,162	5.8%	118
 <b>cityoffc</b>	2,163	47	9	4,511	149	3.3%	2,221

## Tagged Published Post Performance Summary

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

🔍 Tag   ↗ Lifetime   👤 All Sources   🔍 All Tags

Impressions <b>4,328</b> ↗27.9%	Engagements <b>187</b> ↗142.9%	Engagement Rate (per Impression) <b>4.3%</b> ↗89.9%
Post Link Clicks <b>64</b> ↗146.2%		

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

**Tagged posts:** Levee-specific posts earned 4,328 impressions and 187 engagements across the City's Facebook and Twitter accounts. Overall impressions and engagements increased in May compared to April. Impressions and engagements likely increased in May due to an influx of comments on FAQ-related social media posts. The highest performing levee-specific post featured high-resolution pictures of the ongoing construction and actionable links regarding FAQs about the project.

**Total number of newsletter subscribers:** - 1,133

## Analytics by Platform

Facebook Audience

The total number of Facebook followers in May 2023 was 2,839. This was an increase of 15 followers from the previous month.

This report and future reports collect Facebook page followers directly from Facebook.

Facebook Impressions

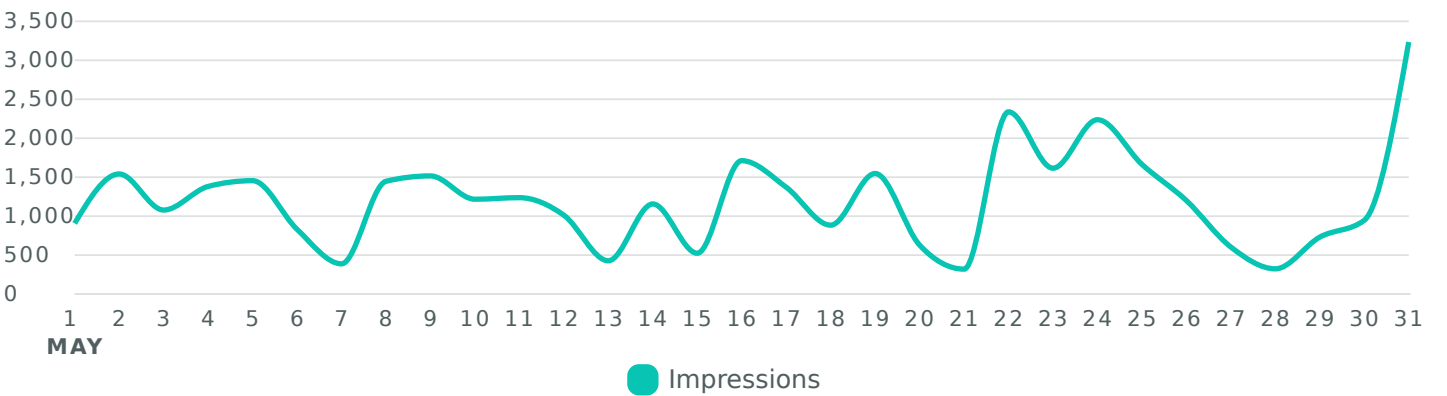
Review how your content was seen by the Facebook community during the reporting period.

Profile

Reporting Period

City of Foster City, CA - Government

Organic and Paid Impressions, by Day



Impression Metrics	Organic	Paid	Totals	% Change
Impressions	36,720 ↘ 8.4%	0 ↘ 100%	37,132	↘ 39.5%

Facebook Engagement

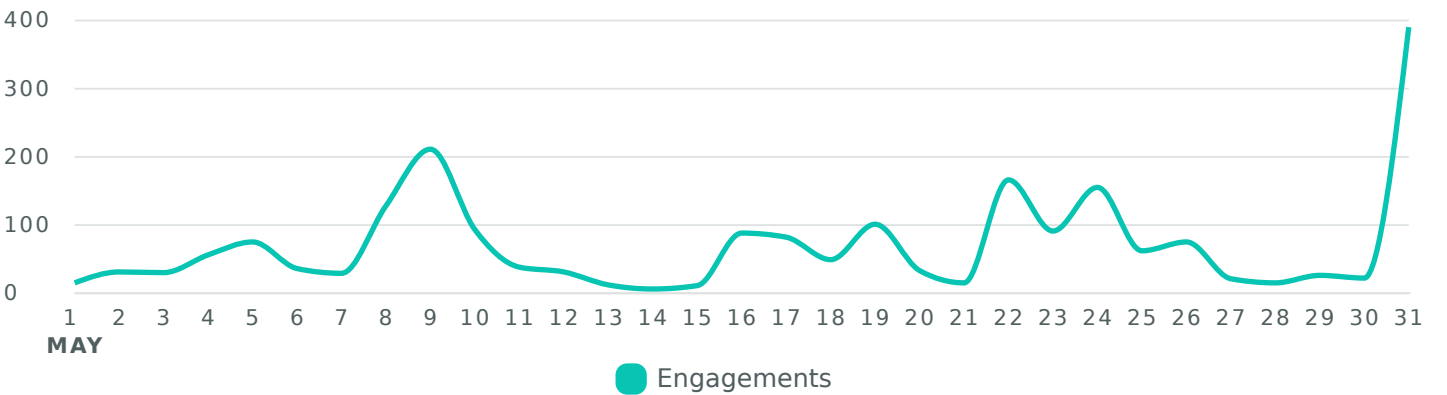
See how people are engaging with your posts during the reporting period.

Profile

Reporting Period

City of Foster City, CA - Government

Organic and Paid Reactions, Comments, Shares, Post Link Clicks, Other Post Clicks, by Day



Engagement Metrics	Totals	% Change
Total Engagements	2,162	↘16.4%
Reactions	275	↘29.7%
Comments	80	↗19.4%
Shares	39	↘38.1%
Post Link Clicks	427	↘10.7%
Other Post Clicks	1,341	↘15.6%

Notes on Facebook Performance



The City's Facebook profile earned 37,132 impressions and 2,162 engagements in May 2023, a decrease in both impressions and engagements from April 2023. The decreases are likely due to an overall reduction in posting frequency, with total posts down by nearly a third this month. This represents the total number of impressions and engagements for all 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	1,714	 0.2%

Twitter Impressions

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

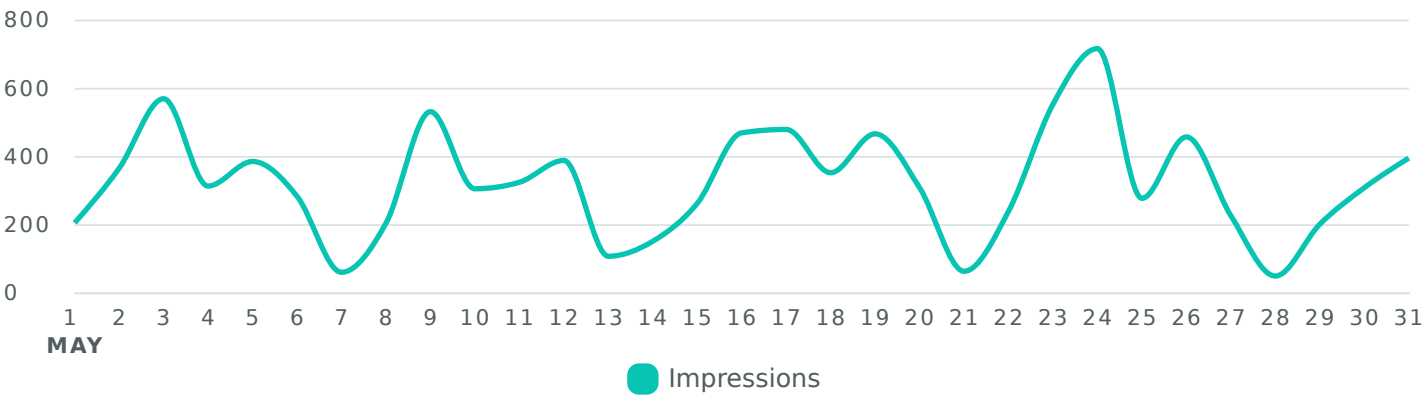
 Profile

 Reporting Period

 @CityofFC

 All Twitter Post Types

Impressions, by Day



Impression Metrics	Totals	% Change
Impressions	9,979	↘ 11%

Twitter Engagement

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

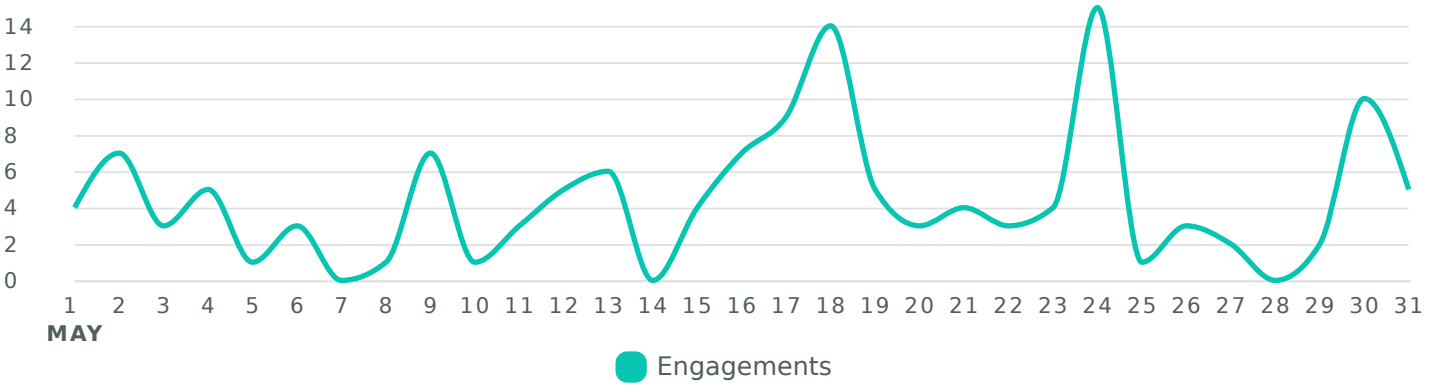
Profile

Reporting Period

@CityofFC

All Twitter Post Types

Engagements, by Day



Engagement Metrics	Totals	% Change
Total Engagements	137	↘16%
Likes	6	↗50%
@Replies	3	↘70%
Retweets	3	→0%
Post Link Clicks	84	↗20%
Other Post Clicks	41	↘46.1%
Other Engagements	0	→0%

Notes on Twitter Performance

Twitter totaled 10,086 impressions in May 2023, a 10.1% decrease from April. Twitter also earned 138 engagements. This represents the total number of impressions and engagements for all of the City's posts, including levee-related content.







The top levee-related tweet in May 2023 highlighted staying out of construction zones while near the project.

## Tagged Top Posts

View the top tagged published posts from the publishing period.

Tag
 Lifetime
 All Sources
 All Tags

Descending by Lifetime Impressions










 <b>City of Foster ...</b> Fri 5/19/2023 9:04 am PDT	 <b>City of Foster ...</b> Fri 5/26/2023 3:01 pm PDT	 <b>City of Foster ...</b> Tue 5/30/2023 4:30 pm ...
<p>Do you have any questions about Foster City Levee Improvements Project? Find...</p> 	<p>? Learn more about the Foster City Levee Project! The FAQ page has information on: -...</p> 	<p>🔧 Check out this week's #SafetyTip: The construction team encourages residents t...</p> 
Impressions <b>708</b>	Impressions <b>406</b>	Impressions <b>268</b>

## Tagged Top Posts

View the top tagged published posts from the publishing period.

Tag
Lifetime
All Sources
All Tags

Descending by Lifetime Impressions

<div>  <div>  <b>City of Foster ...</b> </div> <div> Fri 5/12/2023 8:03 am PDT </div> </div> <p>Do you have questions about the Foster City Levee Improvement Project? Visit t...</p> <div>  </div> <div> Impressions <div>248</div> </div>	<div>  <div>  <b>City of Foster ...</b> </div> <div> Mon 5/8/2023 6:30 pm P... </div> </div> <p>Follow this #SafetyTipOfTheWeek: 🚧 With construction nearing...</p> <div>  </div> <div> Impressions <div>233</div> </div>	<div>  <div>  <b>City of Foster ...</b> </div> <div> Tue 5/2/2023 4:30 pm PDT </div> </div> <p>Check out the #SafetyTipOfTheWeek: 🚧 Please stay out of constructi...</p> <div>  </div> <div> Impressions <div>210</div> </div>
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## Tagged Top Posts

View the top tagged published posts from the publishing period.

Tag

Lifetime

All Sources

All Tags

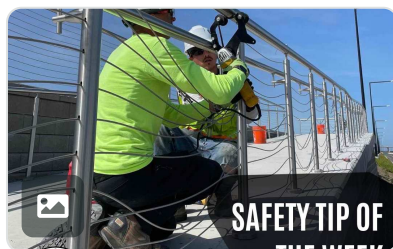
Descending by Lifetime Impressions



@CityofFC

Tue 5/2/2023 5:22 pm PDT

Check out the  
**#SafetyTipOfTheWeek:** 🚧  
Please stay out of constructi...



Impressions

206



City of Foster ...

Fri 5/5/2023 8:30 am PDT

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



Impressions

200



@CityofFC

Fri 5/19/2023 9:03 am PDT

Do you have any questions  
about Foster City Levee  
Improvements Project? Find...



Impressions

187

## Tagged Top Posts

View the top tagged published posts from the publishing period.

Tag

Lifetime

All Sources

All Tags

Descending by Lifetime Impressions



City of Foster ...

Tue 5/16/2023 11:02 am...

Check out this week's  
#Safetytip: As a reminder,  
please respect all "No...



Impressions

184



@CityofFC

Mon 5/8/2023 6:33 pm P...

Follow this  
#SafetyTipOfTheWeek: 🚧  
With construction nearing...



Impressions

167



City of Foster ...

Tue 5/23/2023 6:00 pm ...

Check out this week's  
safety tip: As construction  
grows closer to completion,...



Impressions

166

## Project Tours/Speaking Events

Total: N/A

Description: There were no project tours or speaking events in May.

## Project Inquiries

Total number of inquiries: 15

Average inquiries/day: 0.48

## Website Visitors

Total number of visitors this month: 1,933

Average visits per day: 62.4

Average visit length (minutes): 1:12s

## Media Mentions

The Levee Improvements Project earned no media mentions in May 2023.

## 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.