



## City of Foster City

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# MEMORANDUM

DATE: Oct. 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

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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 September 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 September 2023, there were a total of 13 inquiries regarding the Levee Improvements Project, showing a slight decrease compared to the previous month's 15 inquiries. Most inquiries were related to comments regarding the restored trail.
- The impressions and engagement for Levee-specific posts decrease in September 2023 compared to August 2023. The dip in metrics can be attributed to no Interim Milestone updates to share with the public in September, since those types of updates have performed well over the past few months.
- The City's top-performing levee related post was about encouraging people to join the Levee Bond Oversight Committee. Engagements were high due to post-link clicks.

- There were no media mentions relating to the Foster City Levee project in September 2023.

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 communications are providing information to bridge the gap between residents' questions and concerns about the project in general – reflecting positively on overall outreach and engagement efforts.

In September 2023, the number of project inquiries continued to decrease than the prior month. Inquiries have progressively slowed down following the achievement of the Phase 2 Interim Milestone. We anticipate that inquiries will lessen as public access is restored. 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.



# Sep 2023 - Foster City Dashboard Report

September 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> Sep 1, 2023 - Sep 30, 2023	<b>7,196</b> ↗ 1.1%	<b>78</b> ↘ 27.8%	<b>190</b> ↘ 14.4%	<b>110,041</b> ↗ 17.9%	<b>3,024</b> ↘ 18.8%	<b>2.7%</b> ↘ 31.1%	<b>2,622</b> ↘ 66.9%
<b>Compare to</b> Aug 1, 2023 - Aug 31, 2023	<b>7,118</b>	<b>108</b>	<b>222</b>	<b>93,312</b>	<b>3,724</b>	<b>4%</b>	<b>7,919</b>
@CityofFC	1,768	14	95	12,243	268	2.2%	1
City of Foster City, CA - Government	3,068	30	93	53,433	2,610	4.9%	75
cityoffc	2,360	34	2	44,365	146	0.3%	2,546

## Tagged Published Post Performance Summary

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

Tag Lifetime All Sources All Tags

Impressions <b>10,245</b> ↘43.6%	Engagements <b>590</b> ↘0.3%	Engagement Rate (per Impression) <b>5.8%</b> ↗76.6%
Post Link Clicks <b>154</b> ↗51%		

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

**Tagged posts:** Levee-specific posts earned 10,245 impressions and 590 engagements across the City's Facebook, Twitter and Instagram accounts. Overall impressions and engagements decreased over the past month due to fewer posts and no major milestone achievements, which have historically performed well.

The highest-performing levee-specific post was about encouraging sign-ups for community members to join the Levee Bond Oversight Committee. Engagements on this post were high due to the number of post-link clicks.

**Total number of newsletter subscribers:** 1,339

## Analytics by Platform

## Facebook Audience

The total number of Facebook followers in August 2023 was 2,951. This was an increase of 13 followers from the previous month.

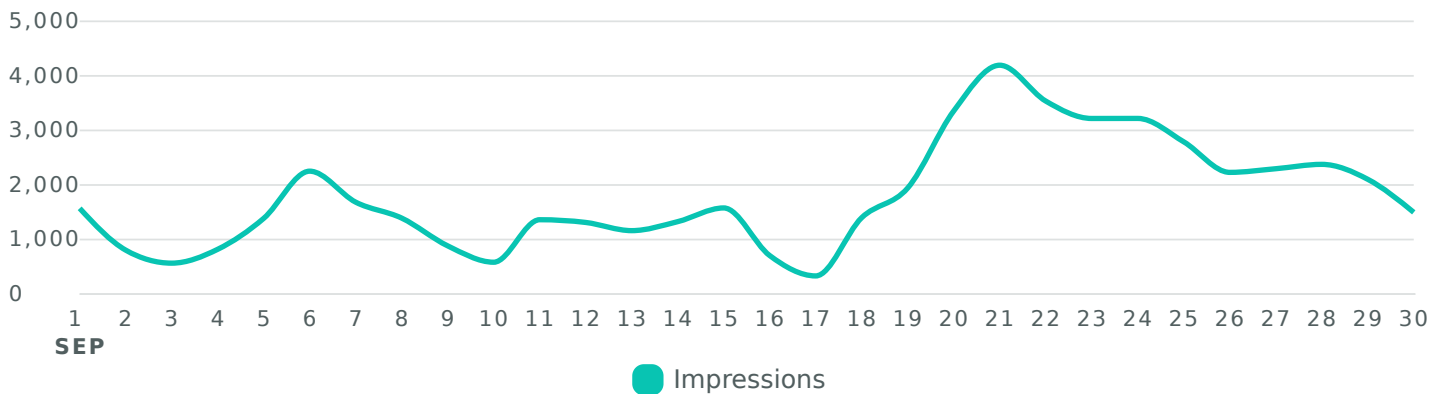
This report and future reports collect Facebook page followers directly from Facebook.

## 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



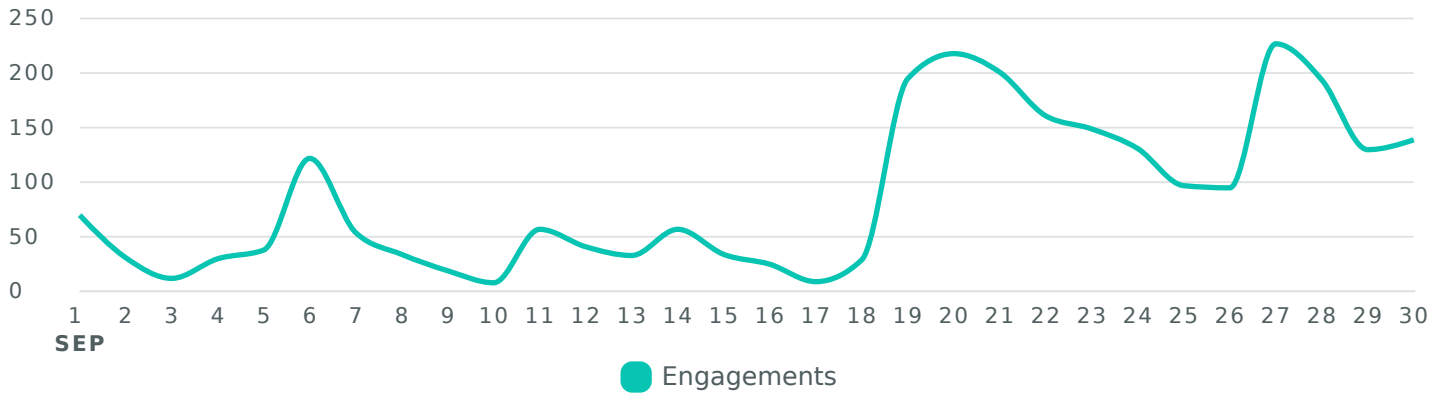
Impression Metrics	Organic	Paid	Totals	% Change
<b>Impressions</b>	37,325 ↘ 16.3%	15,569 ↘ 2.4%	<b>53,433</b>	↘ <b>12.6%</b>

## 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
<b>Total Engagements</b>	<b>2,610</b>	↘ <b>11.7%</b>
Reactions	294	↘ 17.6%
Comments	31	↘ 52.3%
Shares	60	↘ 3.2%
Post Link Clicks	713	↗ 22.7%
Other Post Clicks	1,512	↘ 20%

## Notes on Facebook Performance



The City's Facebook profile earned 53,433 impressions and 2,610 engagements in September 2023, a decrease in both impressions and engagements from August 2023. 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

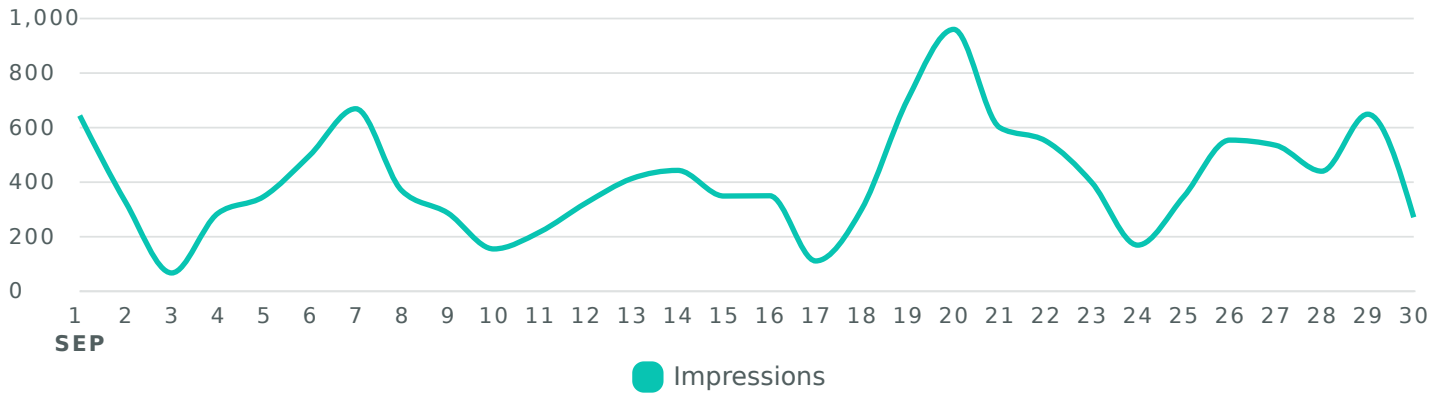
Audience Metrics	Totals	% Change
Followers	1,768	↗ 0.8%

### 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



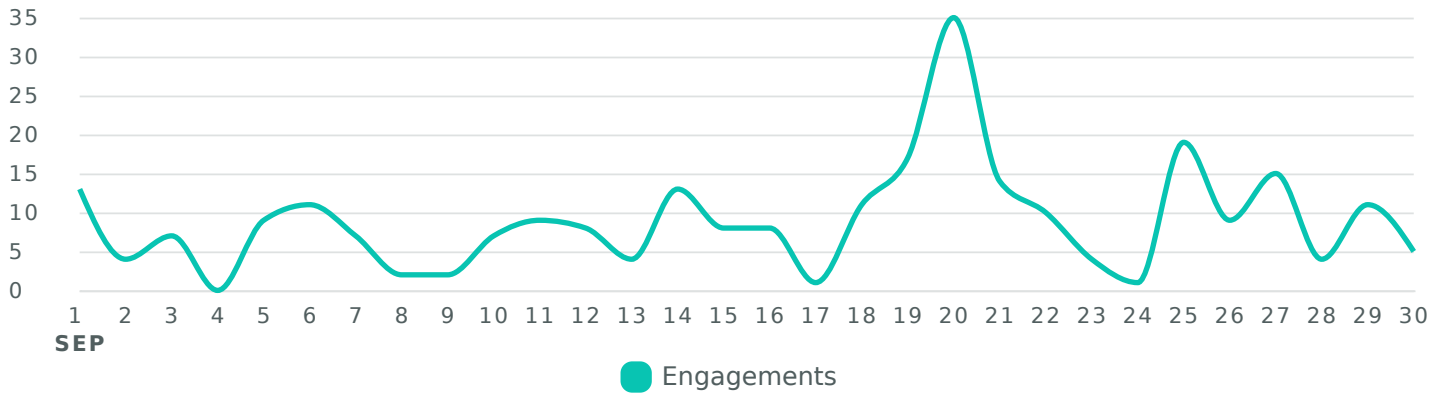
Impression Metrics	Totals	% Change
Impressions	12,243	↘ 21.8%

## 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
<b>Total Engagements</b>	<b>268</b>	↘ <b>27.8%</b>
Likes	20	↘ 4.8%
@Replies	6	↘ 33.3%
Retweets	1	↘ 66.7%
Post Link Clicks	98	↘ 38.4%
Other Post Clicks	143	↘ 20.1%
Other Engagements	0	→ 0%

## Notes on Twitter Performance

Twitter received 12,259 impressions and 268 engagements in September 2023, an overall decrease in both. This represents the total number of impressions and engagements for all of the City's posts, including levee-related content.



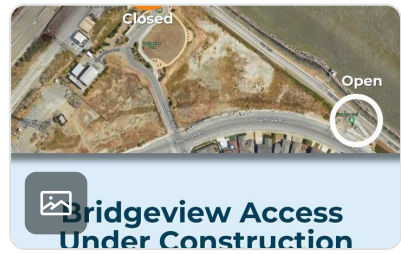
The highest-performing levee-specific post encouraged sign-ups for community members to join the Levee Bond Oversight Committee.

### Tagged Top Posts

View the top tagged published posts from the publishing period.

- Tag
- Lifetime
- All Sources
- All Tags

Descending by Lifetime Engagements

Post Preview	Total Engagements
<p><b>City of Foster ...</b> Mon 9/18/2023 3:30 pm ...</p> <p>Foster City is recruiting to fill three vacancies on the Parks and Recreation Committee!...</p> <p><b>Parks and Recreation ...</b></p> 	<p><b>364</b></p> <p>Reactions: 6</p> <p>Comments: 0</p> <p>Shares: 1</p> <p>Post Link Clicks: 107</p> <p>Other Post Clicks: 250</p>
<p><b>City of Foster ...</b> Fri 9/29/2023 1:58 pm PDT</p> <p>#Attention Foster City Levee Tr users. The ramp at Bridgeview will be back open for use! For more.</p> 	<p><b>100</b></p> <p>Reactions: 6</p> <p>Comments: 3</p> <p>Shares: 0</p> <p>Post Link Clicks: 12</p> <p>Other Post Clicks: 79</p>
<p><b>City of Foster ...</b> Thu 9/14/2023 12:01 p...</p> <p>#Attention Foster City Levee Tr users! The ramp at Bridgeview will be under construction next</p>  <p><b>Bridgeview Access Under Construction</b></p>	<p><b>49</b></p> <p>Reactions: 2</p> <p>Comments: 1</p> <p>Shares: 2</p> <p>Post Link Clicks: 8</p> <p>Other Post Clicks: 36</p>

### Project Tours/Speaking Events

Total: 0

Description: No project tours or speaking events took place in September.

## Project Inquiries

Total number of inquiries: 13

Average inquiries/day: .43

## Website Visitors

Total number of visitors this month: 1,458

Average visits per day: 48.6

Average visit length (minutes): 1:01s

## Media Mentions

There were no Levee-related media mentions in September 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.