



City of Foster City
MEMORANDUM

DATE: Feb. 9, 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 a final 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 2024.

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 January 2024, there were eleven inquiries regarding the Levee Improvements Project. This was the same as the previous month. Inquiries were largely comments regarding the open trail.
- Impressions and engagement for posts related to the Levee slightly increased compared to the previous month due. The highest-performing levee-specific post was about the notification of detour routes due to temporary construction restricting access to a portion of the bayside levee trail.
- In January 2024, there were no Levee-related media mentions.

As the City continues to work on punch list items to finalize construction, our team is finalizing social media updates and preparing the final editions of the construction newsletter to conclude in February 2024. Tripepi Smith is coordinating with City staff so that the final construction update newsletter and the final social media post we develop will be ready for publication following an upcoming project completion celebration event.

(Note that Tripepi Smith support for the project is slated to conclude following the celebration event in February 2024.) The project team remains committed to keeping the community informed into the future by having all pertinent information available on the project website.

As you review the full report, please feel free to let me know if you have any final questions and I would be happy to walk you through the report one-on-one if that would be helpful. On behalf of the Tripepi Smith team, thank you for the opportunity to serve as the City's communications partner over the past several years to support the successful completion of the Levee Improvements Project.



Jan 2024 - Foster City Dashboard Report

January 2024

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, 2024 - Jan 31, 2024	4,973 ↗ 0.4%	18 ↘ 50%	151 ↗ 14.4%	48,981 ↗ 4.3%	1,756 ↗ 4.9%	3.6% ↗ 0.5%	60 ↘ 7.7%
Compare to Dec 1, 2023 - Dec 31, 2023	4,955	36	132	46,943	1,674	3.6%	65
@CityofFC	1,799	3	74	7,046	204	2.9%	0
City of Foster City, CA - Government	3,174	15	77	41,935	1,552	3.7%	60

Tagged Published Post Performance Summary

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

Tag
Lifetime
1 1
All Tags

Impressions 4,713 ↗179.5%	Engagements 124 ↗520%	Engagement Rate (per Impression) 2.6% ↗121.8%
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Tagged Published Post Performance Summary

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

Tag Lifetime  1  1 All Tags

Post Link Clicks

6 ↗50%

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

Tagged posts: Levee-specific posts earned 4,700 impressions and 124 engagements across the City's Facebook and Twitter accounts. Overall impressions and engagements increased significantly in January 2024 compared to December 2023.

The highest-performing levee-specific post was about the notification of detour routes due to temporary construction restricting access to a portion of the bayside levee trail.

Total number of newsletter subscribers: 1,346

Analytics by Platform

Facebook Audience

The total number of Facebook followers in January 2024 was 3,034. This was an increase of 15 followers from the previous month.

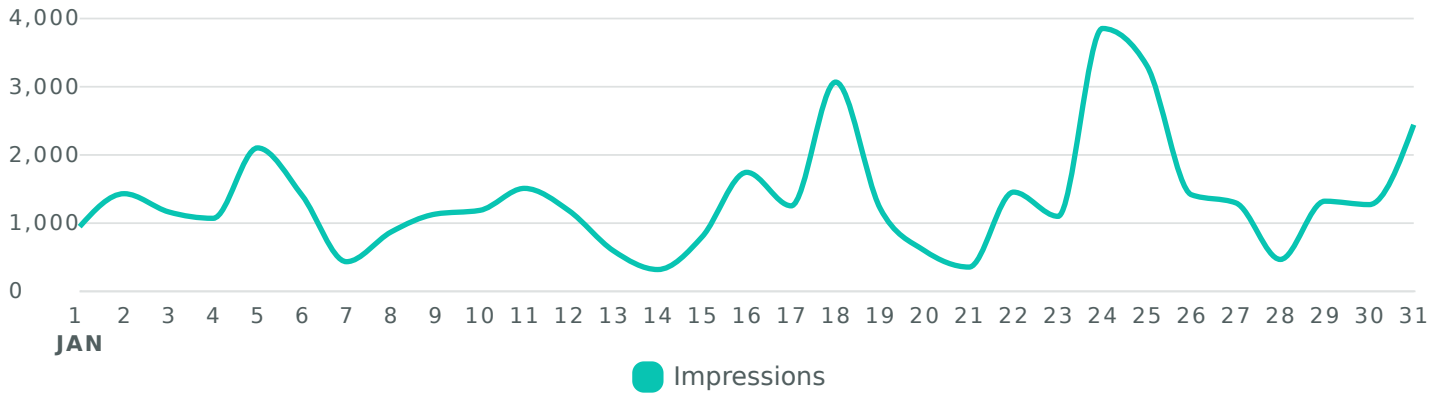
This report and future reports collect Facebook page followers directly from Facebook.

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



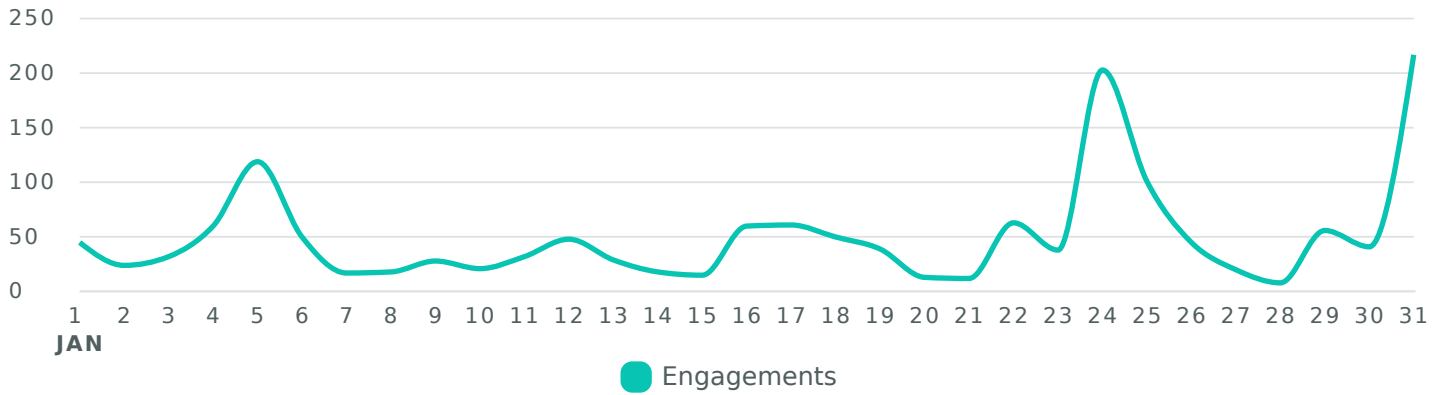
Impression Metrics	Organic	Paid	Totals	% Change
Impressions	41,384 ↗ 30%	0 ↘ 100%	41,935	↗ 5.2%

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	1,552	↗ 5%
Reactions	187	↘ 0.5%
Comments	34	↘ 10.5%
Shares	36	↘ 2.7%
Post Link Clicks	328	↘ 1.8%
Other Post Clicks	967	↗ 9.8%

Notes on Facebook Performance

The City's Facebook profile earned 41,384 impressions and 1,552 engagements in January 2024, which is a marked increase in impressions and engagements from the previous month. 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

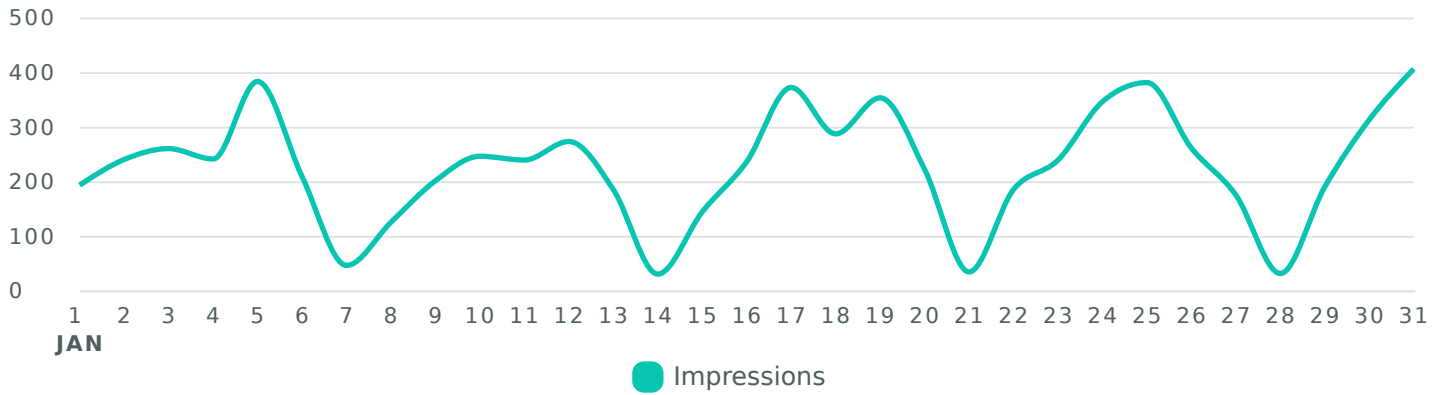
Audience Metrics	Totals	% Change
Followers	1,799	↗ 0.2%

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



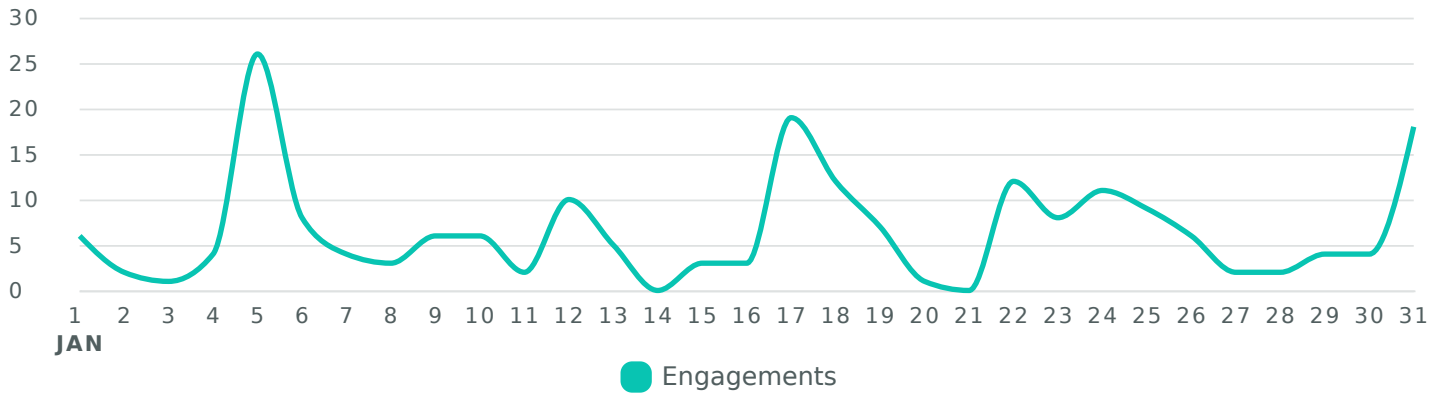
Impression Metrics	Totals	% Change
Impressions	7,046	↘ 0.4%

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	204	↗ 4.1%
Likes	20	↗ 11.1%
@Replies	0	↘ 100%
Retweets	4	↘ 42.9%
Post Link Clicks	63	↘ 4.5%
Other Post Clicks	116	↗ 11.5%
Other Engagements	1	↗ —

Notes on Twitter Performance

Twitter received 7,058 impressions and 204 engagements in January 2024, an overall decrease in impressions and engagements across the board. This represents the total number of impressions and engagements for all City's posts, including levee-related content.


The highest-performing levee-specific post was about temporary construction taking place that restricted access to the bayside levee trail.

Tagged Top Posts

View the top tagged published posts from the publishing period.

Tag
Lifetime
1
1
All Tags


Descending by Lifetime Engagements




City of Foster ...

Thu 1/18/2024 3:00 pm...

🚧🚧 CONSTRUCTION ALERT 🚧
 🚧 Due to construction activity, there will be no...




Total Engagements	55
Reactions	1
Comments	0
Shares	2
Post Link Clicks	—
Other Post Clicks	52




City of Foster ...

Fri 1/5/2024 2:00 pm PST

Celebrate the new year by visiting the newly opened Foster City levee trail! 🐾🚲...




Total Engagements	20
Reactions	8
Comments	0
Shares	1
Post Link Clicks	2
Other Post Clicks	9



City of Foster ...

Wed 1/17/2024 6:00 pm...

The #SafetyTipOfTheWeek is:
 Make sure you're easily seen by others by wearing bright ...



Total Engagements	18
Reactions	5
Comments	0
Shares	1
Post Link Clicks	—
Other Post Clicks	12

Tagged Top Posts

View the top tagged published posts from the publishing period.

Tag
Lifetime
1
1
All Tags

Descending by Lifetime Engagements

@CityofFC

Thu 1/18/2024 3:00 pm ...

🚧🚧 CONSTRUCTION ALERT 🚧🚧

🚧 Due to construction, there will be no Bayside trail acce...

Total Engagements	14
Likes	0
@Replies	0
Retweets	1
Post Link Clicks	—
Other Post Clicks	13
Other Engagements	0

City of Foster ...

Mon 1/22/2024 11:27 a...

Access and Closures at Access

Total Engagements	6
Reactions	0
Comments	0
Shares	0
Post Link Clicks	—
Other Post Clicks	6

@CityofFC

Fri 1/5/2024 2:00 pm PST

Celebrate the new year by visiting the newly opened Foster City levee trail! 🐾🚲...


Total Engagements	4
Likes	1
@Replies	0
Retweets	0
Post Link Clicks	2
Other Post Clicks	1
Other Engagements	0

Tagged Top Posts

View the top tagged published posts from the publishing period.

Tag
Lifetime
1
1
All Tags


Descending by Lifetime Engagements




City of Foster ...

Wed 1/24/2024 6:37 pm...

Follow the #SafetyTipOfTheWeek: Please stay on the designated...



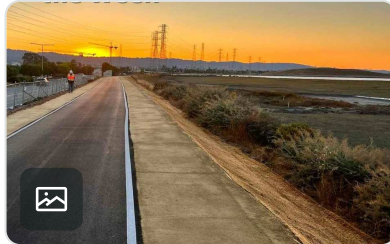
Total Engagements	2
Reactions	1
Comments	0
Shares	0
Post Link Clicks	1
Other Post Clicks	0




@CityofFC

Wed 1/17/2024 6:00 pm...

The **#SafetyTipOfTheWeek** is: Make sure you're easily seen by others by wearing...




Total Engagements	2
Likes	0
@Replies	0
Retweets	0
Post Link Clicks	0
Other Post Clicks	2
Other Engagements	0



City of Foster ...

Tue 1/9/2024 12:02 pm...

View the #SafetyTipOfTheWeek: Please stay on the designated path...



Total Engagements	2
Reactions	0
Comments	0
Shares	0
Post Link Clicks	1
Other Post Clicks	1

Tagged Top Posts

View the top tagged published posts from the publishing period.

Tag
Lifetime
1
1
All Tags

Descending by Lifetime Engagements

@CityofFC

Tue 1/9/2024 12:03 pm...

View the [**#SafetyTipOfTheWeek:**](#)
Please stay on the designate...

Total Engagements	1
Likes	0
@Replies	0
Retweets	0
Post Link Clicks	0
Other Post Clicks	1
Other Engagements	0

@CityofFC

Wed 1/24/2024 6:37 pm...

Follow the [**#SafetyTipOfTheWeek:**](#)
Please stay on the designate...

Total Engagements	0
Likes	0
@Replies	0
Retweets	0
Post Link Clicks	0
Other Post Clicks	0
Other Engagements	0

Project Tours/Speaking Events

Total: 0

Description: The Levee Improvements Project team did not conduct project tours or speaking events in January 2024.

Project Inquiries

Total number of inquiries: 11

Average inquiries/day: .35

Website Visitors

Total number of visitors this month: 3,548

Average visits per day: 114.45

Average visit length (minutes): 2:08

Media Mentions

The Levee Improvements Project earned no media mentions in January 2024.

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.