



## City of Foster City

### MEMORANDUM

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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

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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-on 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

11

All Twitter Post Types

Profile ^	Audience	Net Audience Growth	Published Posts	Impressions	Engagements	Engagement Rate (per Impression)	Video Views
Reporting Period	4,973	18	151	48,981	1,756	3.6%	60
Jan 1, 2024 – Jan 31, 2024	↗ 0.4%	↘ 50%	↗ 14.4%	↗ 4.3%	↗ 4.9%	↗ 0.5%	↘ 7.7%
Compare to	4,955	36	132	46,943	1,674	3.6%	65
Dec 1, 2023 – Dec 31, 2023							
@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

11

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

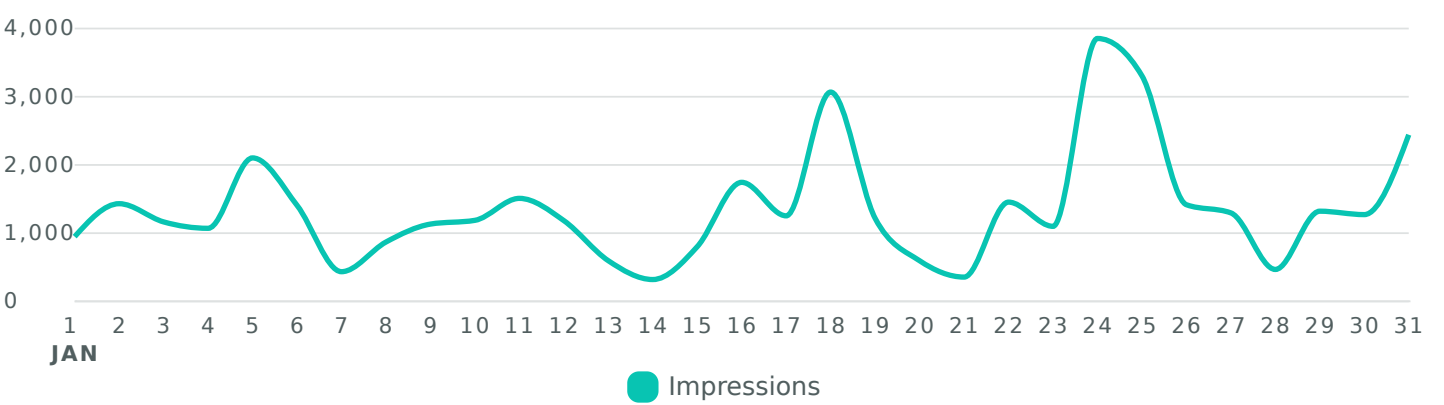
Review how your content was seen by the Facebook community during the reporting period.

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

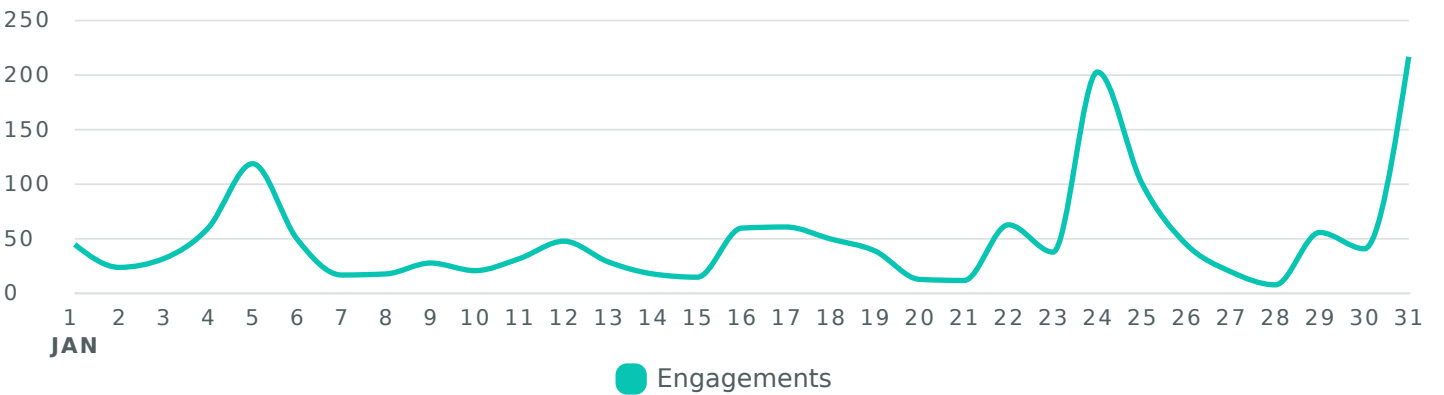
See how people are engaging with your posts during the reporting period.

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	<span>↗ 0.2%</span>

Twitter Impressions

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

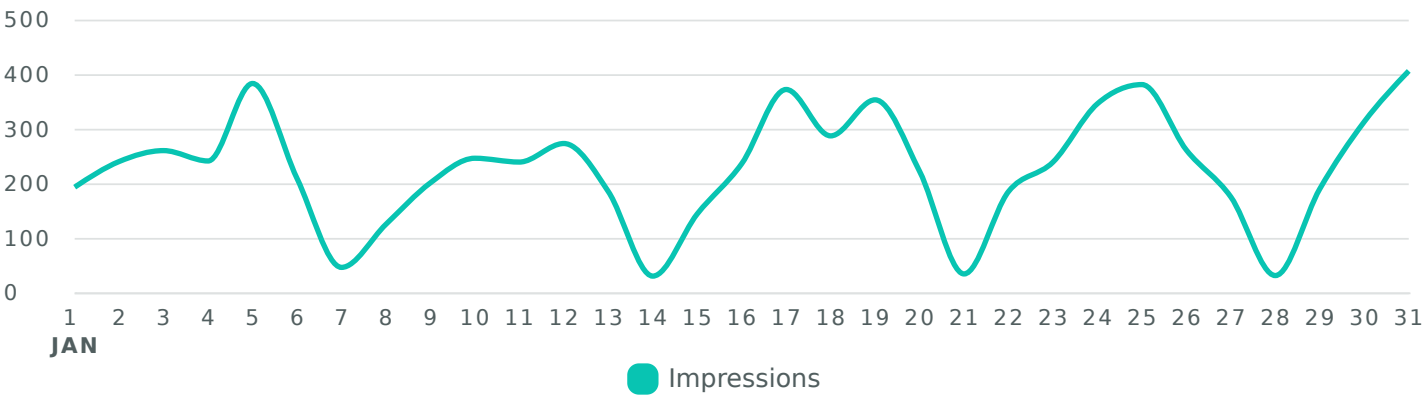
Profile

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.

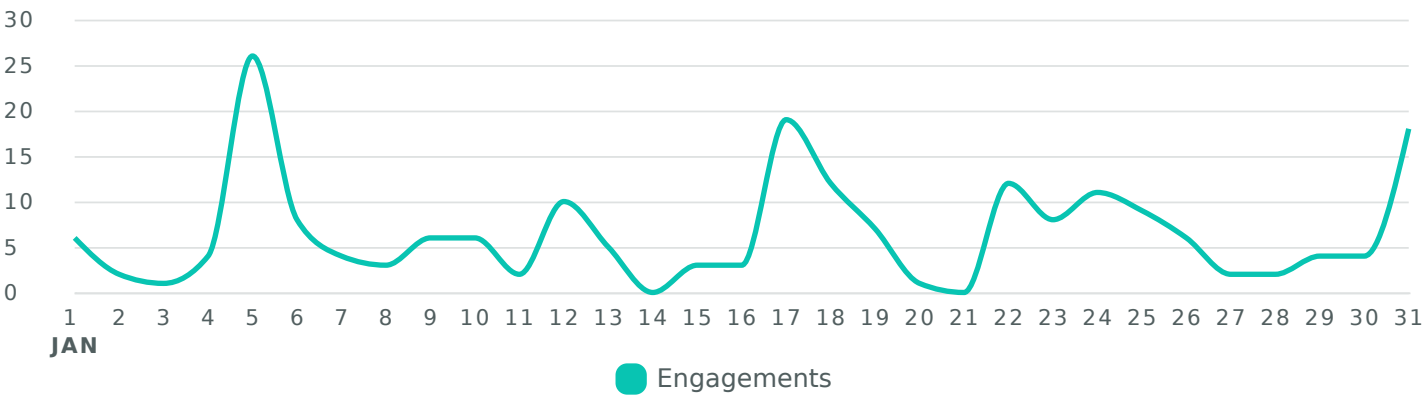
 Profile

 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

<div></div> <div><div>City of Foster ...</div><div>Thu 1/18/2024 3:00 pm...</div></div>	<div></div> <div><div>City of Foster ...</div><div>Fri 1/5/2024 2:00 pm PST</div></div>	<div></div> <div><div>City of Foster ...</div><div>Wed 1/17/2024 6:00 pm...</div></div>
<div><div>CONSTRUCTION ALERT</div><div>Due to construction activity, there will be no...</div><div></div></div>	<div><div>Celebrate the new year by visiting the newly opened Foster City levee trail! 🐾🚲...</div><div></div></div>	<div><div>The #SafetyTipOfTheWeek is: Make sure you're easily seen by others by wearing bright ...</div><div></div></div>
<div><div>Total Engagements</div><div>55</div></div>	<div><div>Total Engagements</div><div>20</div></div>	<div><div>Total Engagements</div><div>18</div></div>
<div><div>Reactions</div><div>1</div></div>	<div><div>Reactions</div><div>8</div></div>	<div><div>Reactions</div><div>5</div></div>
<div><div>Comments</div><div>0</div></div>	<div><div>Comments</div><div>0</div></div>	<div><div>Comments</div><div>0</div></div>
<div><div>Shares</div><div>2</div></div>	<div><div>Shares</div><div>1</div></div>	<div><div>Shares</div><div>1</div></div>
<div><div>Post Link Clicks</div><div>—</div></div>	<div><div>Post Link Clicks</div><div>2</div></div>	<div><div>Post Link Clicks</div><div>—</div></div>
<div><div>Other Post Clicks</div><div>52</div></div>	<div><div>Other Post Clicks</div><div>9</div></div>	<div><div>Other Post Clicks</div><div>12</div></div>

Tagged Top Posts

View the top tagged published posts from the publishing period.


Tag

Lifetime

11

All Tags

Descending by Lifetime Engagements



Twitter


@CityofFC

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

CONSTRUCTION ALERT

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

ESTRAIN ACCESS AND CLOSURE: ACCESS POINTS (AP)



BAYSIDE ACCESS CLOSED AT ACCESS POINTS #3, #4, & #5 DURING CONSTRUCTION

From Jan 22, 2024 to Jan 26, 2024

At Access Points 03, 04 & 05

(Dates and closure areas subject to change)

Subscribe to construction update emails: FosterCity.org/LeveePh...

Send email: leveeproject@cityof-foster-city.org

For & Insurance Contact: 415-646-3100

LEVEE AC TRAIL WILL REMAIN OP

Thank you for your cooperation

Total Engagements14

Likes0


@Replies0

Retweets1

Post Link Clicks—

Other Post Clicks13

Other Engagements0




Facebook

City of Foster ...

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

Access and Closures at Access



Total Engagements6


Reactions0

Comments0

Shares0

Post Link Clicks—

Other Post Clicks6

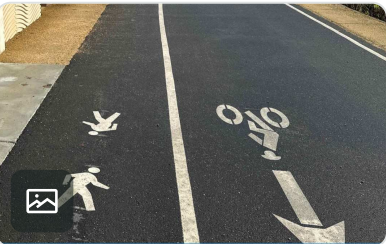


Twitter

@CityofFC

Fri 1/5/2024 2:00 pm PST

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



Total Engagements4

Likes1

@Replies0

Retweets0

Post Link Clicks2

Other Post Clicks1

Other Engagements0

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...

<b>Total Engagements</b>	<b>2</b>
Reactions	<b>1</b>
Comments	<b>0</b>
Shares	<b>0</b>
Post Link Clicks	<b>1</b>
Other Post Clicks	<b>0</b>

**@CityofFC**  
Wed 1/17/2024 6:00 pm...

The [#SafetyTipOfTheWeek](#)  
is: Make sure you're easily  
seen by others by wearing...

<b>Total Engagements</b>	<b>2</b>
Likes	<b>0</b>
@Replies	<b>0</b>
Retweets	<b>0</b>
Post Link Clicks	<b>0</b>
Other Post Clicks	<b>2</b>
Other Engagements	<b>0</b>

**City of Foster ...**  
Tue 1/9/2024 12:02 pm...

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

<b>Total Engagements</b>	<b>2</b>
Reactions	<b>0</b>
Comments	<b>0</b>
Shares	<b>0</b>
Post Link Clicks	<b>1</b>
Other Post Clicks	<b>1</b>

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.