

# City of Salinas

## Web & Social Media Report

February – March, 2014

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## Executive Summary

This first web & social media report for the City focuses on the first web & social media campaign, for the Salinas Budget Challenge between Feb 24 and March 17, 2014, with results taken between those dates, except where noted.

Based on email open rates and visits to the Open Town Hall section of the website, interest in the online Salinas Budget Challenge and the live Community Priorities Town Halls was high. Online participation was also high, and live attendance was reasonably good.

## Key Performance Indicators

These are the KPIs we identified as most relevant to the City's objectives:

1. Salinas Budget Challenge online participation
2. Live town hall participation
3. Email opens and clicks
4. Online RSVP's for live events
5. Web traffic
6. Social media followers and engagement
7. Most effective content.

For clarity and efficiency, we present the detailed report below as a series of simple questions and answers based on the KPIs.

## Report In Detail

The Salinas Budget Challenge (SBC) web and social media campaign had these components:

1. Emails to a list of 933 contacts, compiled from multiple sources and categorized for later segmentation by location, interests, profession, etc.
2. Emails to 29 communications partners (community groups, professional organizations, etc), encouraging them to share SBC information with their lists
3. Facebook activity
4. Twitter activity
5. Press releases.

The results follow.

### ***1. As of March 31, 2014 (allowing for lag after campaign end), how many Salinas Budget Challenge web visitors have there been?***

Quick version: 180

Longer version: 125

Total: 305 (some may have visited both versions)

#### **Observations:**

We don't have comparative data, but these results look good, given that there had been no similar online civic engagement effort before. Much of this traffic must have been generated by the email campaign, which reached 933 people and had high open and click percentages. The rest presumably came via communications partners' emails, media coverage and word of mouth.

### ***2. As of March 31, 2014, how many Salinas budget challenge web statements were submitted?***

Quick version: 15 claimed, 61 unclaimed

Longer version: 20 claimed, 37 unclaimed

Totals: 35 claimed, 98 unclaimed

### 3. *How many people RSVP'd online for the live Town Halls?*

Town Hall 1: 7 registered, 3 guests, 10 total

Town Hall 2: 2 registered, 5 guests, 7 total

Town Hall 3: 4 registered, 3 guests, 7 total

### 4. *How many people actually attended the live Town Halls?*

Town Hall 1: 43

Town Hall 2: 47

Town Hall 3: 37

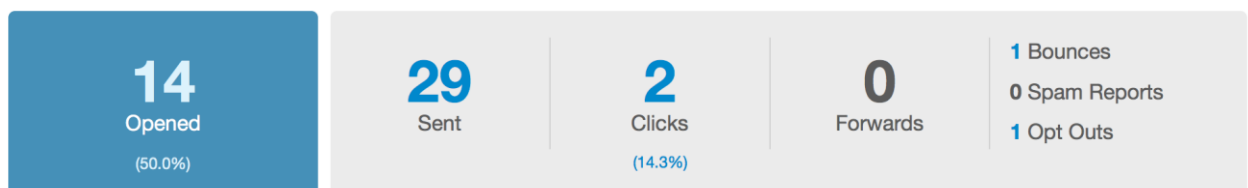
### 5. *What were the open rates of each email?*

#### Email: Salinas Budget Challenge 1

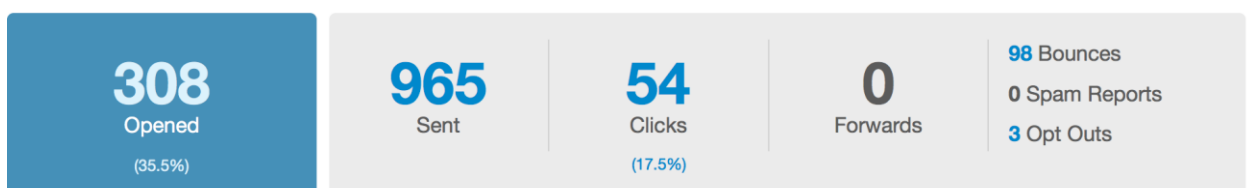


72.8% of people who clicked within the email clicked a link to the "Open Town Hall Survey."

#### Email: Salinas Budget Challenge 1 to Communications Partners



#### Email: Salinas Budget Challenge Reminder



81% of people who clicked within the email clicked a link to the "Open Town Hall Survey."

**6. Between Feb 24 - Mar 17 (during the campaign), what were the top sources of traffic to the website by medium (i.e. organic search, social media, etc.)?**

Default Channel Grouping	Visits ? ↓	% New Visits ?	New Visits ?	Bounce Rate ?	Pages / Visit ?	Avg. Visit Duration ?
	20,935 % of Total: 100.00% (20,935)	78.83% Site Avg: 78.80% (0.04%)	16,503 % of Total: 100.04% (16,496)	61.29% Site Avg: 61.29% (0.00%)	2.16 Site Avg: 2.16 (0.00%)	00:01:25 Site Avg: 00:01:25 (0.00%)
1. Organic Search	15,053 (71.90%)	81.90%	12,328 (74.70%)	63.27%	2.12	00:01:24
2. Direct	3,547 (16.94%)	74.60%	2,646 (16.03%)	62.50%	1.99	00:01:16
3. Referral	2,266 (10.82%)	65.27%	1,479 (8.96%)	46.38%	2.64	00:01:44
4. Social	42 (0.20%)	78.57%	33 (0.20%)	59.52%	2.81	00:02:48
5. Email	27 (0.13%)	62.96%	17 (0.10%)	55.56%	1.96	00:01:49

**Observations:**

While the focus of the Salinas Budget Challenge campaign focused on email and social media, these statistics show the importance of organic search, which points to the importance of relevant, updated content on the website: the more there is, the more likely it is that targeted population segments will find their way to the site.

**7. Between Feb 24 - Mar 17, what were the top social sources of traffic to the website?**

Social Network	Visits	% Visits
1. Facebook	39	92.86%
2. Blogger	2	4.76%
3. Yahoo! Answers	1	2.38%

**Observations:**

The Twitter account had previously been dormant, and the only other active account was Facebook.

**8. Between Feb 24 - Mar 17, what was the growth in Facebook fans?**

Facebook fans as of February 24th: 66

Facebook fans as of March 17th: 124

Growth: 46%









**Observations:**

A very rapid growth rate, which was not surprising given the low level of activity on Facebook previously.











**9. Between Feb 24 - Mar 17, what were the top Facebook posts...**

- a. By Reach?
- b. By Engagement?

**By Reach** (people potentially viewing the tweet)

Message Sent	Reach ▾	Engaged	Talking	Likes	Comments	Shares	Engagement
 Don't forget! Tomorrow night is the Live Town Hall. Be th... <i>March 4, 2014 at 7:29 pm</i>	46	2	1	1	--	--	4.35% 
 Don't miss the Downtown Vibrancy Plan Open House! <i>February 26, 2014 at 4:22 pm</i>	41	5	2	2	--	--	12.2% 
 We need your help! Use this online tool to tell Salinas... <i>February 26, 2014 at 5:23 pm</i>	37	8	2	1	2	--	21.62% 
 Help set priorities for Salinas - in-person or online! ht... <i>February 25, 2014 at 1:48 pm</i>	31	7	3	2	--	1	22.58% 

**By Engagement** (people engaging with the tweet, e.g. by retweeting it or clicking a link)

Message Sent	Reach	Engaged	Talking	Likes	Comments	Shares	Engagement ▾
 Today's the day! Be there for a Live Town Hall to discuss... March 5, 2014 at 11:19 am	23	22	17	14	--	4	95.65% 
 First Fridays Art Walk is today from 5 to 8pm! Come feel ... March 7, 2014 at 1:47 pm	17	5	3	3	--	--	29.41% 
 Help set priorities for Salinas - in-person or online! ht... February 25, 2014 at 1:48 pm	31	7	3	2	--	1	22.58% 
 We need your help! Use this online tool to tell Salinas... February 26, 2014 at 5:23 pm	37	8	2	1	2	--	21.62% 
 [Photo] February 27, 2014 at 10:46 am	21	3	1	1	--	--	14.29% 

## Observations:

While Salinas Budget Challenge posts dominated (understandably), there was also good engagement for a post about the First Fridays Art Walk.

## 10. Between Feb 24 - Mar 17, what was the growth in Twitter followers?

Twitter followers as of February 24th: 44  
Twitter followers as of March 17th: 68  
Growth: 54%






## Observations:

A very rapid growth rate, which was not surprising give that the Twitter account had been dormant previously.

## 11. Between Feb 24 - Mar 17, what were the top tweets...

- By Reach?
- By Engagement?

## By Reach





		Clicks	Responses	Reach
	Come to the Alisal Farmers' Market every Tuesday from 9am to 4pm and support your local farmers. <b>#Farmersmarket #community</b> CityofSalinas (Tweet) Mar 10, 2014 8:16am by Spencer C.	—	4	2.5k
	Do you have 5 minutes? Tell us how you would fund what is most important to Salinas. <b>bit.ly/1l6XG6r #SalinasBudgetChallenge</b> CityofSalinas (Tweet) Feb 27, 2014 4:13pm by Spencer C.	5	4	1.1k
	It takes just 5 minutes! <b>#SalinasBudgetChallenge bit.ly/1e0LrVg</b> CityofSalinas (Tweet) Feb 26, 2014 7:14pm by Spencer C.	2	3	1.3k
	Esperemos que nos acompañes esta noche en la reunión comunitaria del Ayuntamiento tocante las prioridades de Salinas. CityofSalinas (Tweet) Mar 12, 2014 4:02pm by Spencer C.	—	2	1.0k
	Were you at the Salinas Community Priorities Town Halls? Tell us your thoughts! <b>bit.ly/1e35ezq #Salinas #localgov</b> CityofSalinas (Tweet) Mar 11, 2014 10:05am by Spencer C.	4	2	1.1k

## Observations:

Since the Twitter account had previously been dormant, getting reach up to the range of 1,000 to 2,500 people represents good progress.

It's good to see a Spanish language tweet on the list — it's a promising sign for extending bilingual civic engagement.

## By Engagement

<u>Date Sent</u>	<u>Clicks</u> ▼	<u>Responses</u>	<u>Reach</u>
 <p>Today's the day! Be there for a Live Town Hall to discuss Salinas priorities: 3/5 from 6pm-8:00pm. For more details: <a href="http://bit.ly/SalinasTownHall-3-...">bit.ly/SalinasTownHall-3-...</a></p> <p><b>CityofSalinas</b> (Tweet) Mar 5, 2014 10:19am by <a href="#">Spencer C.</a></p>	14	—	<b>55</b>
 <p>Be there for a Live Town Hall to discuss Salinas priorities: 3/5 from 6pm-8:00pm. For more details: <a href="http://bit.ly/SalinasTownHall-3-...">bit.ly/SalinasTownHall-3-...</a></p> <p><b>CityofSalinas</b> (Tweet) Mar 4, 2014 12:17pm by <a href="#">Spencer C.</a></p>	14	—	<b>55</b>
 <p>Salinas Downtown Vibrancy Update: Open House, Workshop, Survey <a href="http://conta.cc/1kcs4ZO">conta.cc/1kcs4ZO</a> via <a href="#">#constantcontact</a></p> <p><b>CityofSalinas</b> (Tweet) Feb 26, 2014 3:23pm</p>	14	—	<b>49</b>
 <p>Have taken the Salinas Budget Challenge? It only takes 5 minutes! <a href="http://bit.ly/1mz10sB">bit.ly/1mz10sB</a></p> <p><b>CityofSalinas</b> (Tweet) Mar 12, 2014 2:22pm by <a href="#">Spencer C.</a></p>	5	—	<b>63</b>

## Observations:

These are high click rates for tweets from a previously dormant account operating in a so far relatively small social network.



## Next Steps

1. We plan to analyze the membership of the City's newly expanded social network, identifying the most engaged and the most influential members, in order to grow the network's size, reach and impact.
2. Using the Constituent Relationship Management (CRM) software that we have linked to the email and social media accounts, we will further develop the segmentation of contacts information, so that future communications can become more and more targeted and relevant. For example, it will become possible to reach out to "people interested in the budget" or "members of environmental groups."
3. We will leverage and build on the progress made so far in ongoing City communications, including those about the 2014 revenue measure.