



SOCIAL MEDIA

REPORT : JULY 4TH CELEBRATION

General Statistics and Notes July 2 to 5, 2020

- Daily Post Reach: 12,610
Average number of people per day that saw our posted content
- Post Engagement: 6,917
We had more than half the people that saw our content actively stop and look at it, that is almost unheard of
- Daily Page views: 927
Average number of people visiting our page per day
- New Page likes: 74
New people that clicked "like" for the page itself
- New Page Followers: 51
New people that added our content to their feed
- Our Actions per visit were up 900% at 10 actions per person
This means people did a lot more than just look at a post, they actively looked around the page. That is a massive amount more than the average
- We were 4th in the state for city pages - Portland, Eugene, Tillmook were 1,2,3
- 22,239 people saw the 4th of July Content
- Citizen of the Year Announcement was #1 with 4.2k views, that is 1.4k views of the Mayors announcement, with the remainder being views of the post
- Our worst performing post was the water bill post with 333 views - We should note that we received 25 "Hide Posts" from this. Those count against us, but not as much as spam. My opinion is if we do this kind of posting, we might want to simply just announce they were mailed, and not put due dates on them
- The Facebook page begins its engagement at 6am, builds quickly till 9am where it gradually increases till 8pm, which is our peak, then sharply drops off at 10pm. That means 5am, and between 5-6pm are our optimal posting times
- We are steady all week long within less than half a percentage point variance on our page visits.
That's good, it means we are getting consistent traffic daily that hovers around 1450 people seeing our content on average. Obviously the 4 days in this report are significantly different.
- The special meeting announcements that are done typically have an engagement of 650-800 people, which is actually very very good. Simply put, those work.
- The Mayors videos do very well too, with an average engagement of 453 and have a far superior click rate of 220



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4th of July Video Statistics & Notes

Since this was a special event video it seemed we should give it some extra scrutiny.

The 4th of July video was not included in the above statistics.

The video was located in 3 separate locations and generated therefore generated 3 separate metrics

Facebook Location 1 - City of Manzanita:

- The video engagement was 1.6k - this is the number of times it crossed peoples view, in their feed.
- It was viewed in its entirety of 38 minutes 227 times
- It was viewed longer than 10 minutes 112 times
- It was viewed the remaining times, but not scrolled past less than 3 minutes

Facebook Location 2 - North County News:

- The video engagement was 3.6k
- It was viewed in its entirety of 38 minutes 189 times
- It was viewed longer than 10 minutes 321 times
- It was viewed the remaining times, but not scrolled past less than 3 minutes
- Facebook only provides these metrics.

Location 2 makes sense as its more than just the local area and it is viewed more often by those it would naturally mean more to.

YouTube - Location 3

- The video was viewed 355 times on YouTube
- YouTube calculates its metric differently than Facebook, in that 355 people watched 10 minutes or more of the video
- YouTube does not, or it should be noted, the video was not set to auto play to get more accurate statistics
- 50% of viewers watched the entire video
- 90% of viewers that watched past 5 minutes watched the entire video
- 65% of viewers came through the Facebook link, 15% came from suggested YouTube links. 11% From the City website. and 6% from the Tillamook website.
- 58.3% of the views were Male
- 41.7% of the views were Female

Nobody really knows how YouTube determines gender, possibly by tracking site movement, just a guess.

City Website 4th of July Statistics:

- 15,449 unique visitors
- 87,221 page hits
- 67 votes cast on the contest
- Citizen of the year had 43 congratulatory messages
- Messages posted were only ones that had from names
- 410 submissions were made for the video
- 75 people contributed
- 25 people contributed multiple images
- 10 people contributed video
- All footage & photos were used in the video

Summary:

The 4th of July social media campaign was extremely successful and the engagement statistics alone are rather outstanding. It was a lot of work and the staging, execution and delivery contributed greatly to the overall outcome. The subsequent response was wholly unexpected. A well earned win by all measure.

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