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TO:	Mayor and City Council
FROM:	Daniel Eick, Assistant City Administrator
RE:	Communications Data & Analytics Report
DATE:	January 31, 2024

Background

During the Tuesday, January 1, 2024, Regular City Council Meeting the City Council requested staff create a monthly data & analytics report focused on communications. Pursuant to this, Assistant City Administrator Eick collected the below information from the City's communications platforms for the month of January 2024.

The document is divided into sections, based upon platform, and all graphics are accompanied by descriptions to assist in data review. Staff plan to produce this document on the final Wednesday of every month for distribution to Council.
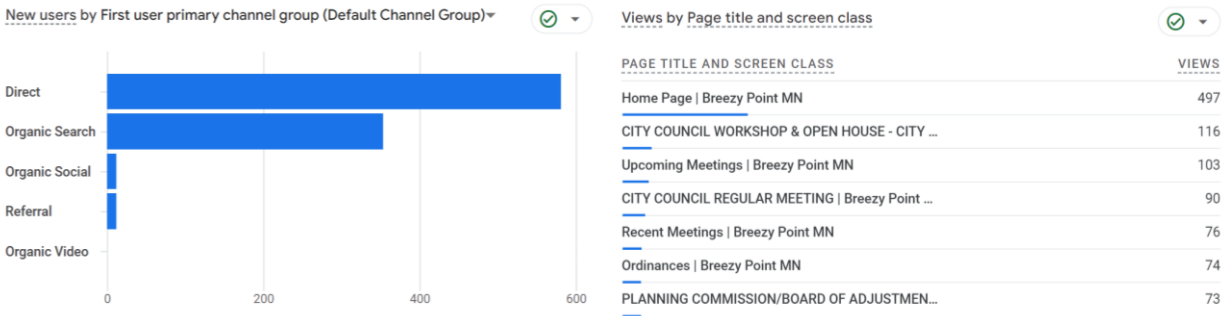
City Website

The current website (https://www.breezypointmn.gov/) is the City's second youngest platform. As such, relevant metrics are still developing but some interesting data is currently available. The below graphic shows engagement was steady throughout the latter half of January with slight growth observed across the platform. The first half of January was not captured as data collection was inactive at the time.
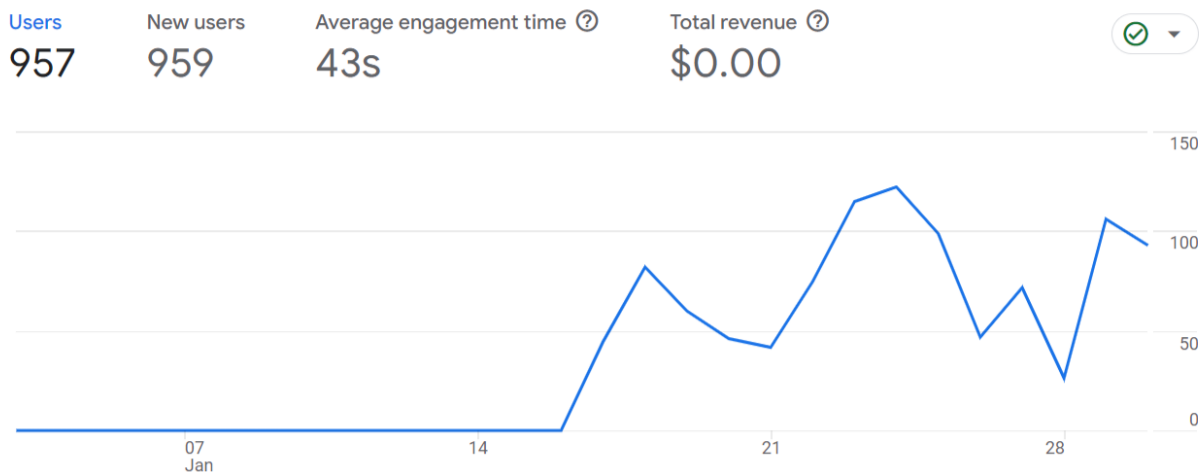

Community members typically access the website through direct links (likely saved in their history or bookmarks) or by clicking on specific page links provided to them. This is reflected in the leftmost graph below. Our second highest point of access is algorithmic search engine (Google, Bing, Yahoo Search, DuckDuckGo, etc.). The rightmost graph

lists the top seven pages by viewership on the City's website for the last 28 days at the point of collection.

The below graphic shows the locations from which people are accessing the City's website by country code. Most of the website's viewership originates from the United States, as would be expected, but there is access abroad which shows that the City's website is relatively healthy and appearing in search engines.
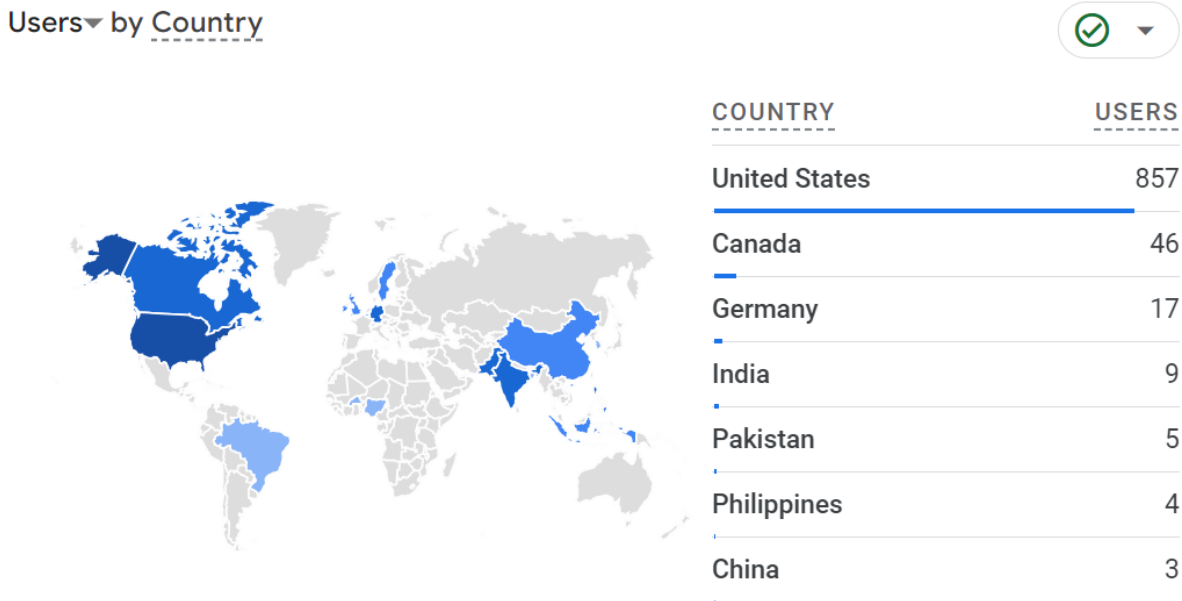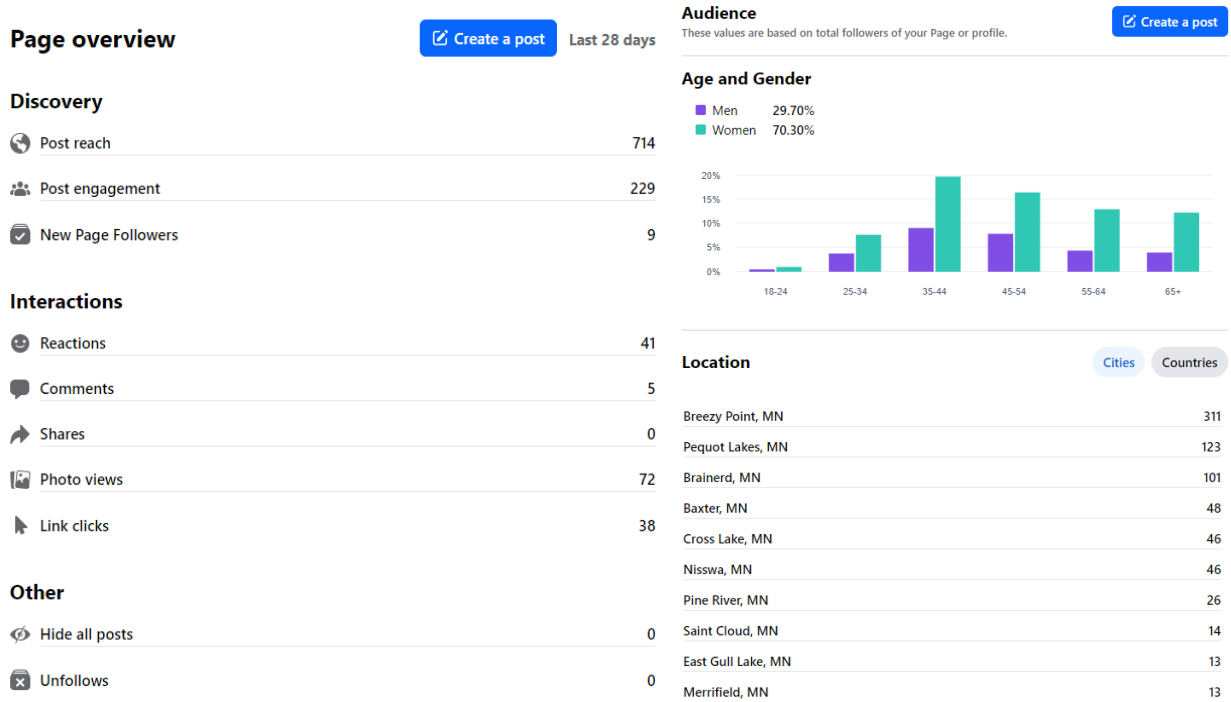

City Facebook

The City's Facebook page (https://www.facebook.com/BreezyPointMN/) is the second oldest communication's platform still operated by staff. As such, it has had a long growth period which reflects in the subscriber and outreach numbers. It is worth noting, however, the platform has begun to stagnate in recent years. This correlates with broader trends professionals are seeing throughout the industry.

The below graphics show various statistics relevant to the interactivity and demographics of the City's Facebook community members. The Facebook page currently has 1,478 subscribers, having gained 9 this month, but that number tends to

fluctuate with ongoing outreach and time of year. Last month the City had 1,470 subscribers with one individual unsubscribing for unknown reasons.

Page overview
Create a post · Last 28 days

Discovery

🌐 Post reach	714
👥 Post engagement	229
☑️ New Page Followers	9

Interactions

😀 Reactions	41
💬 Comments	5
↗️ Shares	0
🖼️ Photo views	72
↖️ Link clicks	38

Other

🚫 Hide all posts	0
❌ Unfollows	0

Audience
These values are based on total followers of your Page or profile.
Create a post

Age and Gender

■ Men 29.70%
■ Women 70.30%

Location

Cities · Countries

Breezy Point, MN	311
Pequot Lakes, MN	123
Brainerd, MN	101
Baxter, MN	48
Cross Lake, MN	46
Nisswa, MN	46
Pine River, MN	26
Saint Cloud, MN	14
East Gull Lake, MN	13
Merrifield, MN	13

The graphic provided below shows the City's raw Facebook impression data. Facebook classifies views as "impressions" meaning the below data is representative of how many screens and/or devices have viewed the post to the date of collection. Every data point has a corresponding content post on Facebook and this data is unmodified.
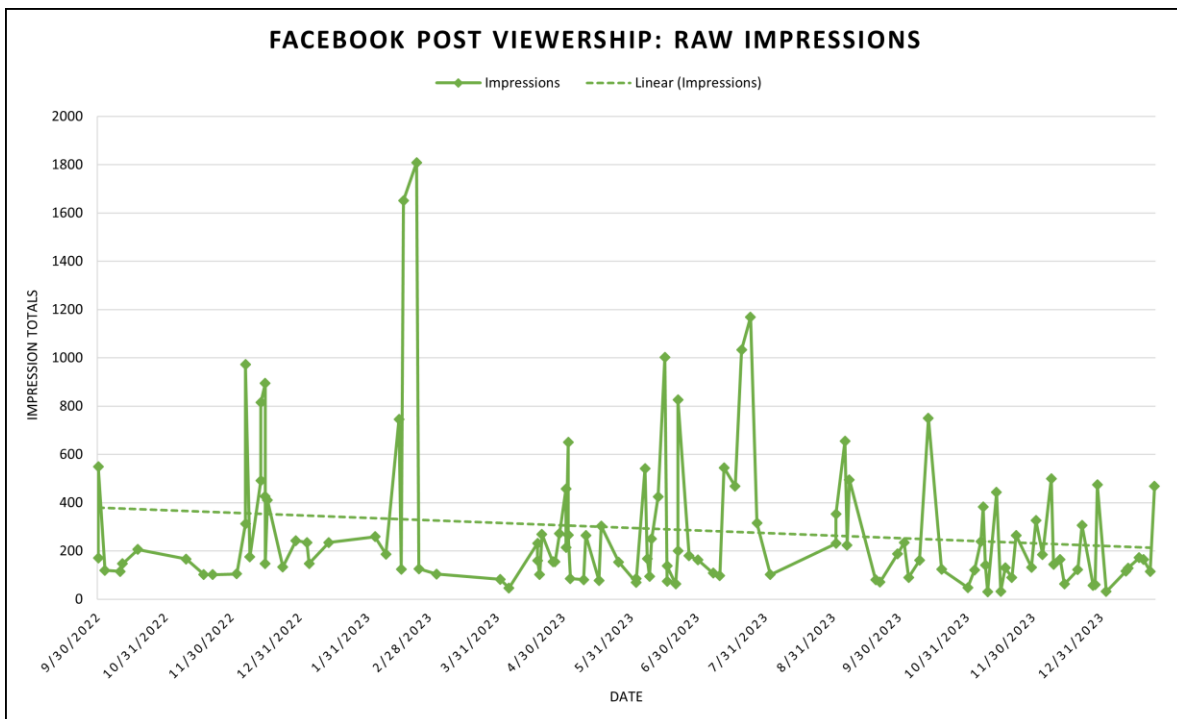
In comparison to the previous graphic, the below graphic is a breakdown of City communications by type. Assistant City Administrator Eick has categorized each post, to the best of his ability, into a "procedural" vs. "community" identity. As can be seen in the data, community posts tend to drive engagement and attract attention at a substantially higher rate than procedural posts.
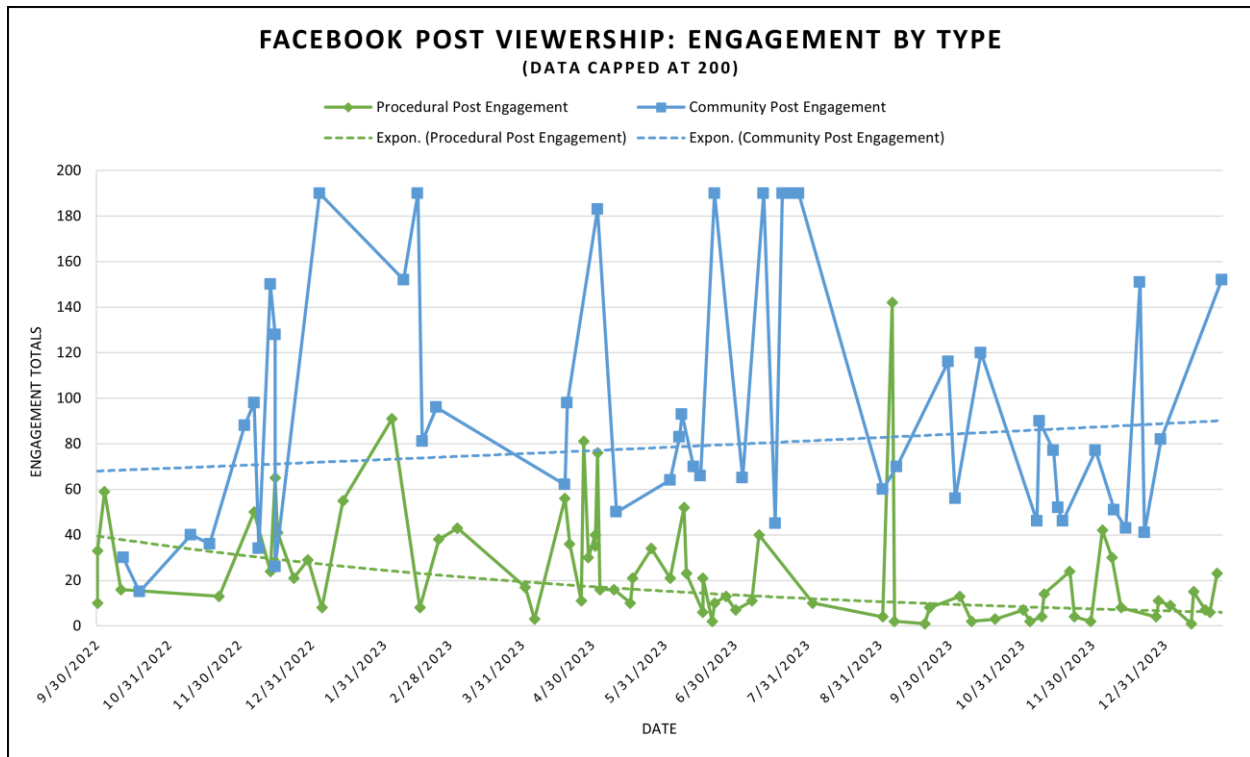
Procedural posts are defined as any post regarding City operations (meeting reminders, project updates, packet information, etc.) while community posts are defined as any post made in the interest of highlighting City interactions or public events (event follow-ups, photo rolls, post shares, etc.)
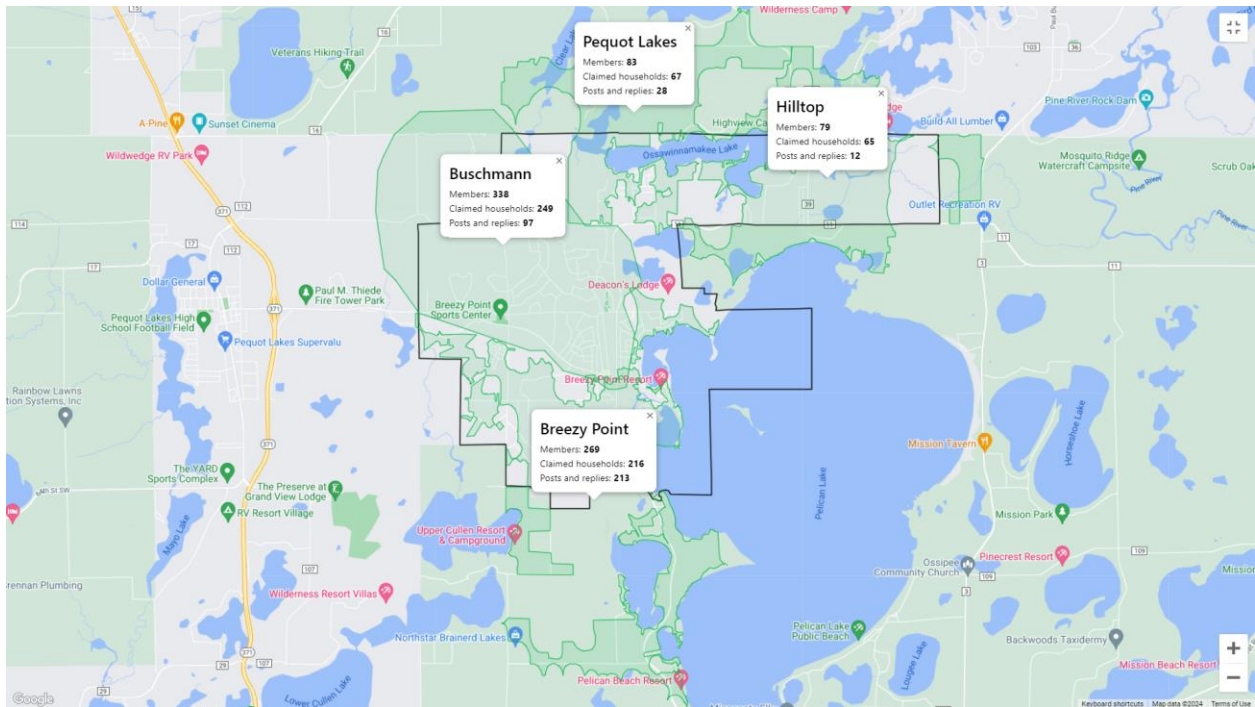
City Nextdoor

The City's Nextdoor page (https://nextdoor.com/agency-detail/mn/breezy-point/city-of-breezy-point/) is the youngest platform staff currently operate. Originally launching on June 15, 2023, the platform is also the fastest growing in the City's communications program with comparably high engagement. The below graphics show the number of verified subscribers, referred to by Nextdoor as neighbors, and their associated viewership totals broken down by month.

Nextdoor Metrics: Verified Neighbors

Nextdoor Metrics: Views
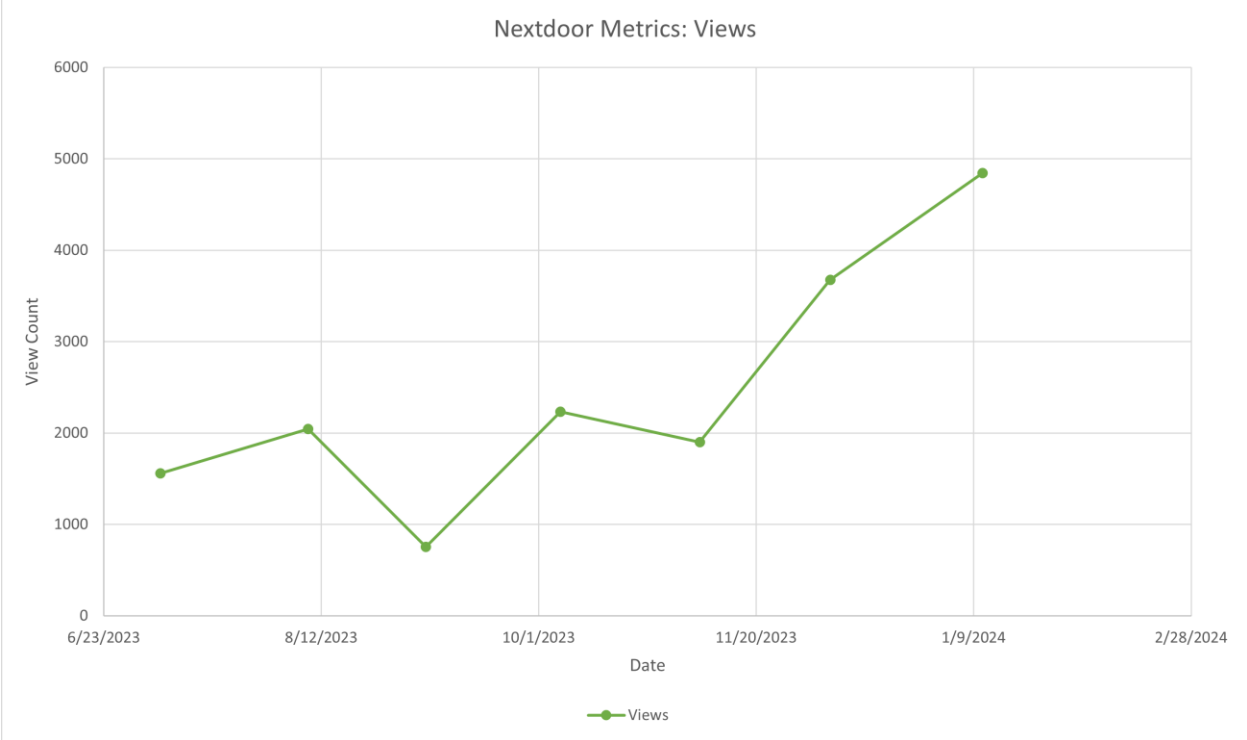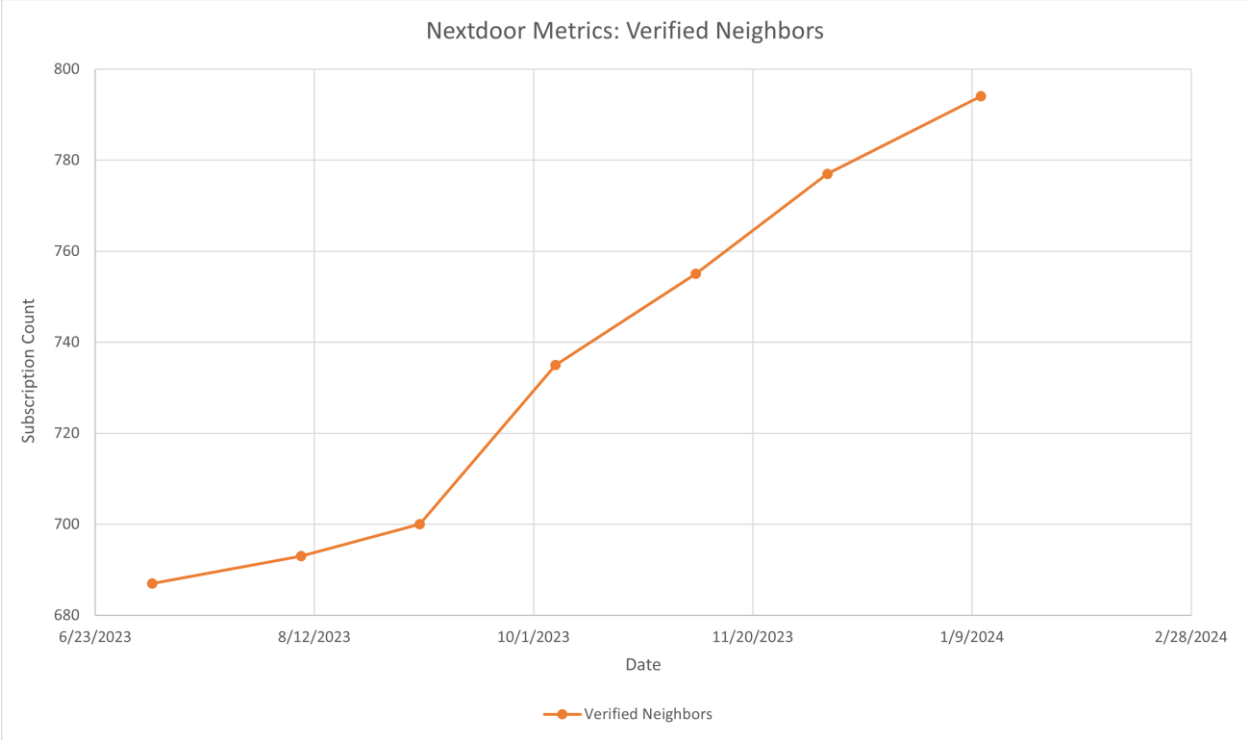
When the City's agency page was originally created it inherited roughly 685 subscribers from Nextdoor's automatic subscription system. Since then, the platforms subscribership has grown steadily, passing 800 members a few days ago, and is trending toward surpassing 1,000 subscribers in 2024.

As a part of their service to public agencies, Nextdoor also provides a detailed breakdown of the relevant local communities and their growth information. A map downloaded from Nextdoor's website, and an accompanying data breakdown for each neighborhood, is provided below. The highlighted green areas on the map represent the borders of Nextdoor's designated communities.

Please note: Nextdoor does not limit the borders of its proprietary "communities" to the City's boundaries. As such, most "communities" exist neutral of the borders of the City of Breezy Point and are somewhat fluid as a result
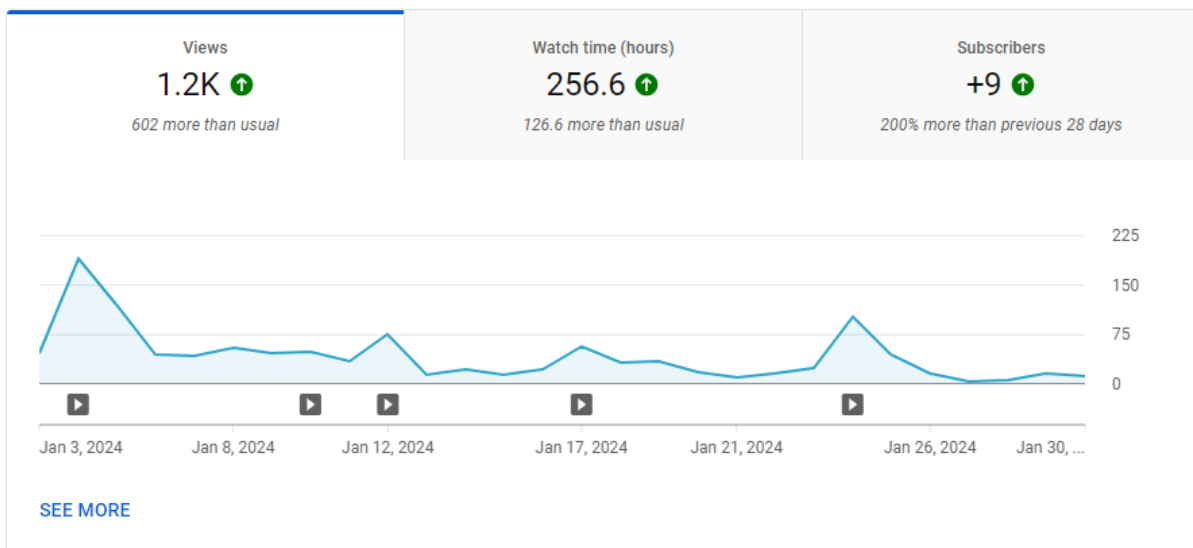
Viewing metrics by neighborhood.   ...

Area	Members	New members *	Claimed households	Agency posts *
BP Locals	30	1	26	8
Breezy Point	269	0	216	8
Buschmann	338	7	249	8
Hilltop	79	1	65	8
Horse Ranch	22	4	15	8
Pequot Lakes	83	3	67	8

City YouTube

The City's YouTube page is the oldest maintained communications platform still operated by staff. As such, much like the City's Facebook page, it has had a long growth period which reflects in the subscriber and viewership numbers. The below graphic provides a breakdown of the platforms viewership, recent watch time, and subscriber counts throughout the month of January 2024.

Overview   Content   Audience   Research

Your channel got 1,182 views in the last 28 days

Views	Watch time (hours)	Subscribers
1.2K	256.6	+9
602 more than usual	126.6 more than usual	200% more than previous 28 days

SEE MORE

Additionally, the graphic below outlines the platforms "top content" for the month of January 2024. It provides information on which video was viewed, how many views the video in question received throughout the period, the estimated average view duration for the video, and the estimated percentage of viewers who watched to that average view duration.

Your top content in this period

	Content		Average view duration	Views
1		CC 01 02 2024 Jan 4, 2024	16:25 (7.5%)	575
2		CC Workshop 01 23 2024 Jan 24, 2024 Recent upload	12:47 (13.0%)	111
3		01 11 2024 Parks and Recreation Jan 12, 2024	16:26 (10.8%)	111
4		CC Workshop 01 16 2024 Jan 17, 2024	10:53 (17.6%)	75
5		01 09 2024 PC Meeting Jan 10, 2024	3:46 (11.5%)	67
6		The Community of Breezy Point, MN Dec 8, 2022	1:13 (35.2%)	37
7		CC 12 04 2023 Dec 5, 2023	17:23 (6.1%)	23
8		CC 10 02 2023 Oct 3, 2023	8:51 (5.5%)	18

Finally, the below graphic shows some basic information on how community members are interacting with and locating City content. This information is critically important when considering strategic changes to platforms such as YouTube which are algorithm driven.

How viewers find your videos

Views · Last 28 days

Overall   External   YouTube search   Suggested videos   Playlists

Browse features		31.8%
Suggested videos		17.0%
Channel pages		15.1%
YouTube search		15.0%
Direct or unknown		11.3%
Others		9.8%