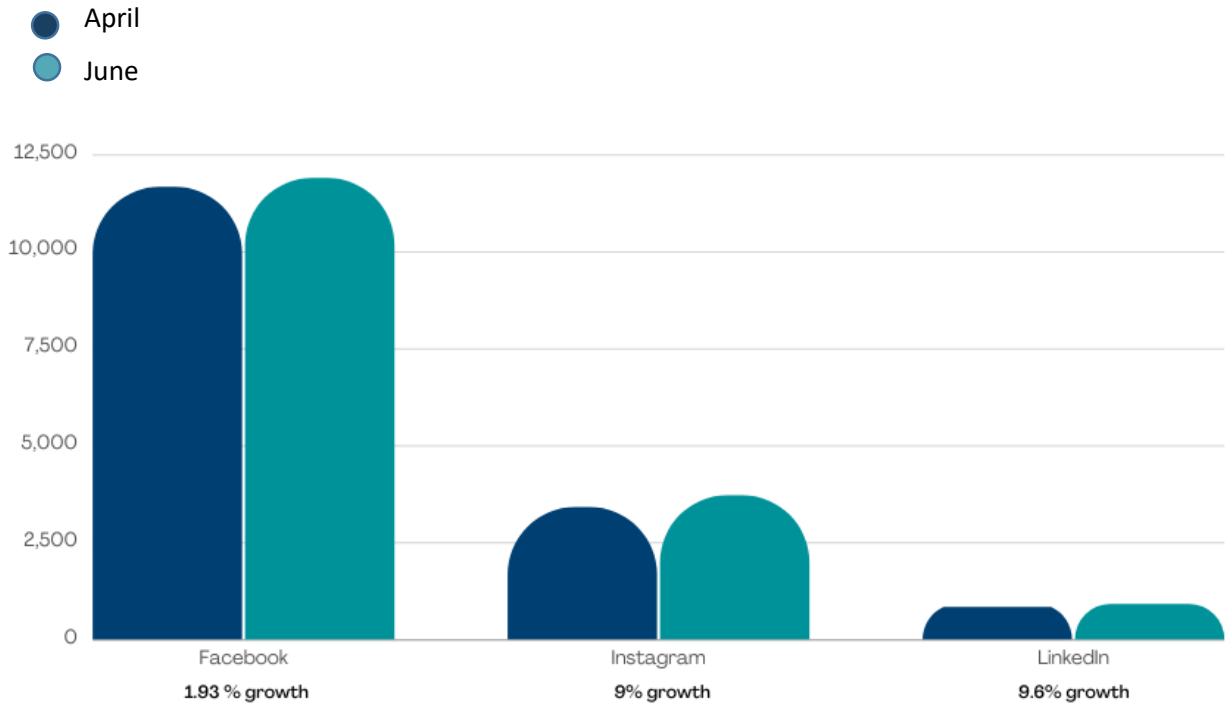


Marketing/Public Relations/Communications  
Quarterly Report  
April – June 2023

**Social Media Growth (non-paid)**

The City has experienced a steady increase in social media growth across the board, all prompted through the consistent posting of relevant content for residents and other followers of our pages.



Facebook – 1.93% (11,663 to 11,889 followers)

Instagram – 9% (3,392 to 3,699 followers)

LinkedIn – 9.6% (816 to 894 followers)



**Top Five Organic Posts (FACEBOOK)**

1. Becky G; Today we welcomed a little bit of the Festival to Coachella (April 22<sup>nd</sup>) – 56.5k engagement
2. Becky G Key to the City Announcement (April 20<sup>th</sup>) – 10.1k engagement
3. Congrats to CVUSD students who qualified for the 2023 National KidWind Challenge (April 26<sup>th</sup>) – 3.1k engagement
4. Acknowledge outgoing members of planning commission (May 24<sup>th</sup>) – 1.5k engagement

5. Becky G Receives a Key Coachella; Thanks for welcoming her to our Home (April 22<sup>nd</sup>) – 1.2k engagement

Top Five Paid Posts (FACEBOOK)

1. Movies in the Park Kicks off in May! (April 25<sup>th</sup>) – 4.1k engagement
2. Movies in the Park; Sonic the Hedgehog 2 (May 2<sup>nd</sup>) – 1.9k engagement
3. Operation Splash (May 25<sup>th</sup>) – 1.7k engagement
4. Movies in the Park; Lyle Lyle Crocodile (May 16<sup>th</sup>) – 1.5k engagement
5. Movies in the Park: Puss in Boots: The Last Wish (May 9<sup>th</sup>) – 1.4k engagement



Top Five Organic Posts (Instagram)

1. Becky G; Today we welcomed a little bit of the Festival to Coachella (April 22<sup>nd</sup>) – 791 likes
2. Becky G Key to the City Announcement (April 20<sup>th</sup>) – 500 likes
3. Sixth Street Coffee Entrepreneur of the Year (June 26<sup>th</sup>) – 392 likes
4. Aldi is now open (June 22<sup>nd</sup>) – 389 likes
5. Etherea Illuminated RED to honor CV Firebirds (April 21<sup>st</sup>) – 323 likes

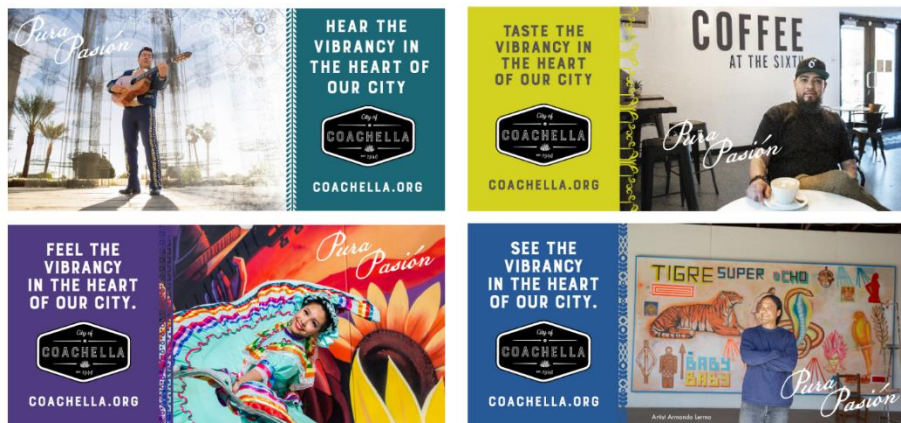


Top Five Organic Posts (LinkedIn)

1. Sixth Street Coffee Entrepreneur of the Year (June 30<sup>th</sup>) – 1,760 impressions; 137 reactions
2. Our City is our Stage (April 18<sup>th</sup>) – 434 impressions; 42 reactions
3. Acknowledge outgoing members of planning commission (May 24<sup>th</sup>) – 655 impressions; 35 reactions
4. Stop by our booth at ICSC (May 22<sup>nd</sup>) – 758 impressions; 33 reactions
5. Aldi is now open (June 22<sup>nd</sup>) – 702 video views; 29 reactions

**Billboard Campaign**

Developed a new integrated marketing campaign for the City titled ‘Pura Pasion’ which debuted on billboards, print ads and a conference booth design for ICSC and will be carried into 2024. There will be Spanish versions of the billboard with messaging dialed in for residents.



### NEW Trade Show Booth Design

Developed a new booth design for ICSC in May, carrying through the 'Pura Pasion' theme to showcase the character of our City, adapting messaging to the appropriate audience (site selectors, etc.).



### NEW Artwalk Brochure

A process for development of a new design and updated content kicked off this quarter, and is in its final stages currently.



## Summer Campaign

Launched a summer-themed campaign titled "Stay COOLchella", which debuted on social media through hashtags the first day of summer (June 21<sup>st</sup>) and has been carried through on hats that have been distributed to staff and residents. The brand is also acting as the City's cover photo on social media and is being featured in all summer-related messaging.



## Public Relations Coverage

### Coachella Chavez Day

1. Desert Sun - [Coachella celebrates Cesar Chavez's legacy in the city \(desertsun.com\)](https://www.desertsun.com)
2. Desert Sun – [City of Coachella to host free community event honoring Cesar Chavez \(desertsun.com\)](https://www.desertsun.com)
3. Uken Report - [Andres Chavez Keynote Speaker in Coachella - Uken Report](https://www.ukenreport.com)
4. NBC Palm Springs & Univision – [Cesar Chavez's Grandson to Speak in Coachella's Free Chavez Day Event \(nbcpalmsprings.com\)](https://www.nbcpalmsprings.com)
5. My News LA - [Cesar Chavez's Grandson to Speak in Coachella's Free Chavez Day Event - MyNewsLA.com](https://www.mynewsLA.com)
6. KESQ - [Events will honor the legacy of the late activist Cesar Chavez - KESQ](https://www.kesq.com)

### Becky G/Key to the City

1. El Gordo y La Flaca - [Facebook](https://www.facebook.com)
2. KESQ - [Becky G to receive key to the city of Coachella - KESQ](https://www.kesq.com)
3. NBC Palm Springs - [Becky G to be Presented Key to City of Coachella Saturday \(nbcpalmsprings.com\)](https://www.nbcpalmsprings.com)
4. Palm Desert Patch - [Multi-Platinum, Award-Winning Singer Becky G Getting Key To Coachella | Palm Desert, CA Patch](https://www.palmdesertpatch.com)
5. Desert Sun - [Becky G gets key to 'the real Coachella,' celebrates her Latina roots \(desertsun.com\)](https://www.desertsun.com)
6. ABC7 LA - [Becky G receives key to Coachella after festival performance on main stage to honor her contributions to Mexican community - ABC7 Los Angeles](https://www.abc7.com)
7. TMZ - [Becky G Gets Backlash for Key to City of Coachella, Mayor Defends Choice \(tmz.com\)](https://www.tz.com)
8. Uken Report - [Becky G to Receive Key to City of Coachella - Uken Report](https://www.ukenreport.com)
9. MyNewsLA - [Becky G to be Presented Key to City of Coachella - MyNewsLA.com](https://www.mynewsLA.com)
10. The Latina Daily - [Becky G Honored with Key to Coachella for Advocating and Empowering the Latina Community - The Latina Daily](https://www.thelatina.com)
11. We are mitu - [Becky G Receives Key to the City of Coachella, Says She's Proud To Be a '200 Percenter' \(wearemitu.com\)](https://www.wearemitu.com)
12. KNX News 97.1 - [Becky G will receive key to the city of Coachella Saturday \(audacy.com\)](https://www.audacy.com)

13. Denver Daily Chronicle - [Becky G Gets Backlash for Key to City of Coachella, Mayor Defends Choice | Denver Daily Chronicle](#)
14. Clicky Sound - [Becky G Gets Backlash for Key to City of Coachella, Mayor Defends Choice – Clicky Sound](#)
15. NY Today News - [Becky G Gets Backlash For Key To City Of Coachella, Mayor Defends Choice - The New York Today News \(nytodaynews.com\)](#)

#### Tripoli GB

1. NBC Palm Springs - [Coachella to Host Groundbreaking Event for \\$63M Affordable Housing Community \(nbcpalmsprings.com\)](#)
2. NBC Palm Springs - [Groundbreaking For Tripoli, Affordable Family Apartments In Coachella \(nbcpalmsprings.com\)](#)
3. KESQ - [Officials break ground on 108-unit affordable apartment complex in Coachella - YouTube](#)
4. Hey SoCal - [Coachella hosts groundbreaking for \\$63M affordable housing community \(heysocal.com\)](#)
5. My News LA - [Coachella to Host Groundbreaking Event for \\$63M Affordable Housing Community - MyNewsLA.com](#)
6. Our Community Now - [Officials break ground on 108-unit affordable apartment complex in Coachella \(ourcommunitynow.com\)](#)
7. Uken Report - [Affordable Family Apartments Set for Coachella - Uken Report](#)
8. Patch - [Groundbreaking Set For \\$63M Coachella Affordable Housing Project | Palm Desert, CA Patch](#)
9. El Informador del Valle - [231d4b\\_44078eadab47495cb27c51df448837ae.pdf \(elinformadordelvalle.net\)](#)

#### Movies in the Park

1. Uken Report - [Free Movies Showing in Bagdouma Park - Uken Report](#)
2. NBC Palm Springs – On air mention (5/5) and Facebook post
3. Visit Greater Palm Springs - [Desert Recreation District: Movies in the Park | Coachella, CA 92236 \(visitgreaterpalmsprings.com\)](#)
4. MYNewsLA - [Free Movies and Popcorn to be Offered Each Friday in Coachella's Bagdouma Park \(msn.com\)](#)

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Source: Risseth Lora, *Public Information Officer*