

MEDC Meeting	02/21/2022
Event Coordinator Agenda Report	

Social Media Report

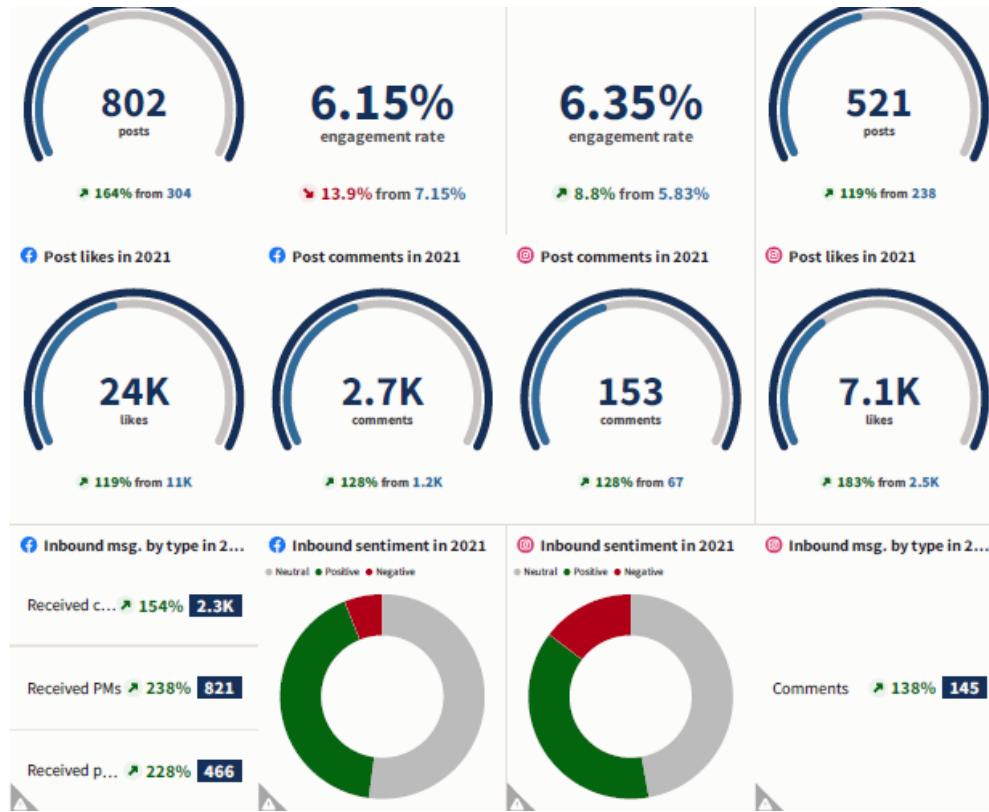
In June 2020, the MEDC Board of Directors took steps toward refocusing the direction of our social media marketing. The Facebook audience has grown from 2,887 in June 2020, to 5,336 in March 2021, to 8,935 in February 2022.

In addition to the primary City account of Facebook and Instagram, there are several additional accounts in each representing such separate identities as Public Works, Fernland Historical Park, Monty the Montgomery Goat, Quilt Walk and the Montgomery Antiques Festival.

The current social media campaign consists of the following activities, but are not limited to:

- Create and update the tourism/event websites www.visitmontgomerytexas.com , www.montgomeryquiltwalk.com, <https://viewer.mapme.com/montgomeryparking> (currently disabled), <https://viewer.mapme.com/montgomerytexas>, <https://viewer.mapme.com/montgomeryshopping> (under construction), <https://montgomerygoat.weebly.com/>
- Identify, implement, and manage opportunities to use technology to better reach our audiences: Jotform, Beaconstac, Mapme, Mailchimp, Time.ly
- Update relevant parts of the City website
- Create videos for the City FB page & social media YouTube channel
- Create original content for daily posts – rarely use cross posted content or memes to achieve daily goals. This includes a significant amount of Montgomery-specific original photography and utilizes local research and local contacts for ideas
- Brainstorm, plan, and implement ideas for contests and interactive events.
- Provide flexible and immediate availability to City Administration to rearrange posts in advent of need to advise public (such as anticipated bad weather)
- Monitor post performance to determine which posts should be boosted to maximize ad spend
- Monitor audience feedback throughout the day, respond to inquiries, add new viewers to page followers
- Graphic design as needed for city events, posters, banners, logos. Most is done free of additional charge despite being significantly outside of contracted duties. When there is the potential for concern over future valuation of intellectual property created, voluntarily sell IP for \$1/design (to date this has covered two designs).

Performance:



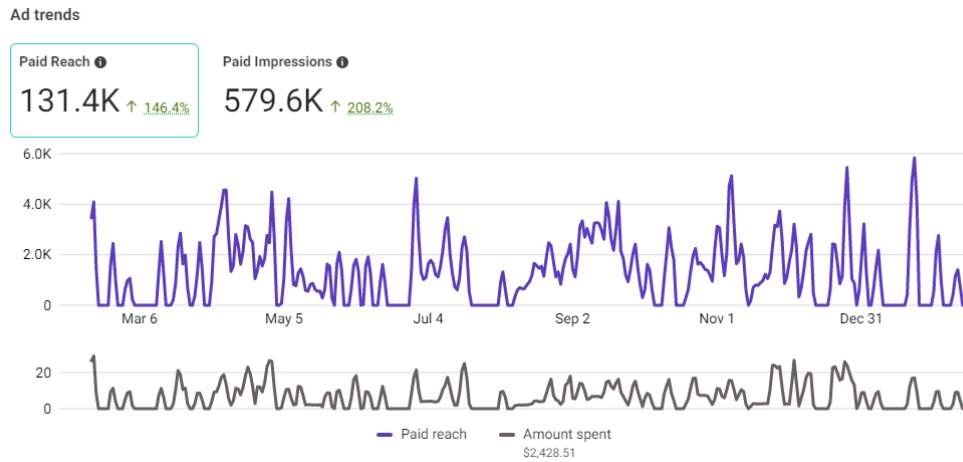
The above chart is from Hootsuite and covers calendar 2021. Facebook post likes are up 119% in 2021 which is roughly in line with our increase in overall page likes. It indicates that either people who are liking our page are remaining engaged with the posts afterwards, or that we might have a “core” viewership that has increased its engagement. Since one can only like a post one time (rather than comment endlessly on a post), it seems to indicate the former.

Total Facebook posts in 2021 were 802, which covers all channels rather than in excess of 2 posts per day on our main HistoricMontgomeryTexas page.

Hootsuite seminars indicate that Facebook is currently showing approximately 3-5% of content to a page’s followers. Our own experience has been consistently in excess of 10%. We believe that this due to providing relevant and engaging content that readers are not finding anywhere else. It does require research and legwork to make this happen, but up to 3x excess performance seems to show that we are delivering results.

Other interesting results (these come from FB’s data from the HistoricMontgomeryTexas page ONLY (Hootsuite adds up all of our channels) and covers the last rolling year.

Results of paid advertising.

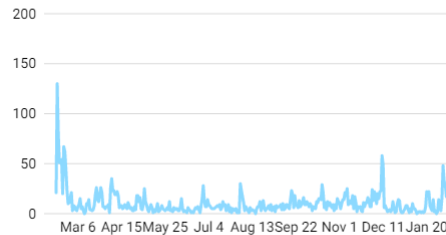


Page likes over the last year. This is running pretty consistently at 30-ish per week. Sometimes higher when running an ad or around a big event. The positive of growth at this level is that it is very sustainable because it is more of a function of the success of the underlying product rather than a temporary blip.

New likes and followers

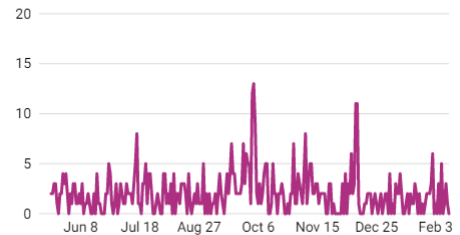
New Facebook Page Likes

3,666 ↑ 57.5%



New Instagram Followers

556 --



Page visits are largely mirroring this – although there’s a markedly larger increase for the Christmas in Historic Montgomery event.

Page and profile visits

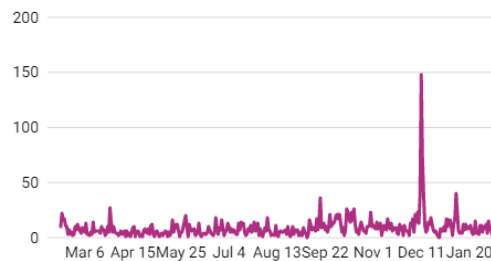
Facebook Page Visits

19,077 ↑ 86.9%



Instagram Profile Visits

3,210 ↑ 159.1%



Below is the demographic breakdown for the page. This obviously reveals that there is a lot of additional work that can be done to bring people in our local area to #HistoricMontgomeryTX – The Woodlands is close by but accounts for a relatively small portion of our followers.

Audience

Current audience

Potential audience

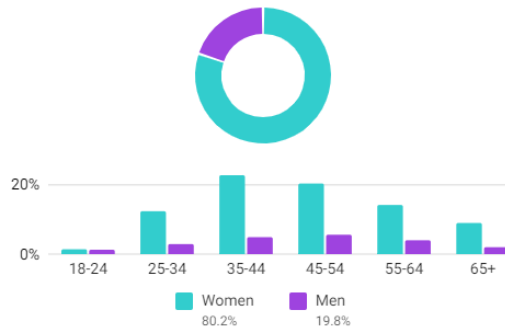
Facebook Page followers 1

8.9K

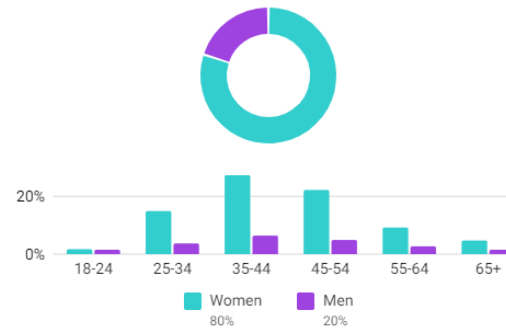
Instagram Followers 1

1.7K

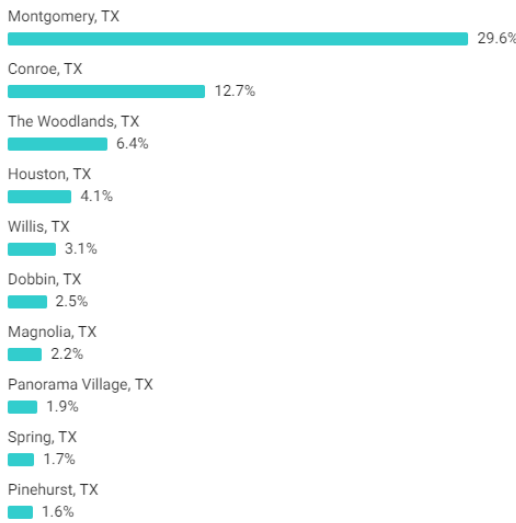
Age & Gender 1



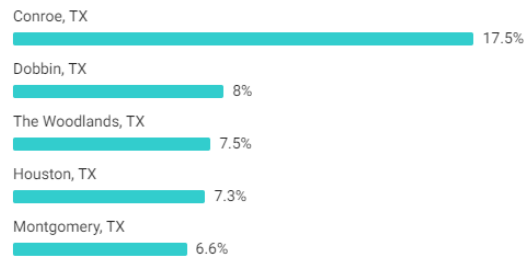
Age & Gender 1



Top Cities



Top Cities



Top Countries



Top Countries



Summit Business Park

Michael Ogorchock would like to invite MEDC board members to attend a luncheon, question session and tour of Summit Business Park. Because it is important to build relationships with developers and property owners, MEDC board members are encouraged to let Mr. Tramm or Mrs. Brown know if you are interested in attending the lunch. Once we have information on who would like to attend. Mrs. Brown will reach out to Mr. Ogorchock to secure a date and time.

Business/Resident Outreach

An events newsletter was emailed on February 4th to approximately 80 businesses. I am attempting to gather more business contacts to add to the monthly newsletter. The newsletter gave basic details on events scheduled for March and April.

March's water bill will contain an Events Page detailing upcoming events in the month of March.

Website Tourism Page Update

The "[Plan an Event](#)" page has been updated with more information and document links for those wanting to plan a private event at one of the city's parks or a public event such as a street festival. All necessary forms are now available on that page. I am editing the current city event pdf forms to make sure they are fillable pdfs.

Events

We currently have twenty-four events scheduled (or expected to be scheduled) for 2022. Two of those events are weekly events and one is a monthly event. We also have seven Movie Nights planned throughout the year. Nine food vendor permits have been issued.

Texas Flag Celebration



On **March 5th**, join the City of Montgomery in celebrating our beloved Texas flag.

The City of Montgomery is asking all homes and businesses to proudly display their Texas flags. Homes and businesses with the most Texas flags and/or decorations will be awarded the following prizes:

	<u>Homes</u>		<u>Businesses</u>
1 st Place	\$250 voucher	1 st Place	\$250 cash prize
2 nd Place	\$150 voucher	2 nd Place	\$150 cash prize
3 rd Place	\$100 voucher	3 rd Place	\$100 cash prize

Vouchers may be used for purchases at participating local businesses (to be announced later).

MONTGOMERY MUSIC & MUDBUGS FESTIVAL

March 26 12pm – 10pm



MUSIC
AARON WATSON
JOSH WARD
SCOOTER BROWN BAND
WAYNE TOUPS
JASON CASSIDY
BRI BAQWELL
JEFF CANADA
JAKE BUSH
PHILIP GRIFFIN

KID ZONE
VENDORS

TICKETS @ MONTGOMERYMUSICFEST.COM

WEEKLY EVENTS

Farmers Market

Where: Ransoms parking lot (300 CB Stewart Dr.)
When: Every Saturday 9am – 1pm
What: Farm fresh organic food

For more information on events, please visit www.visitmontgomerytexas.com