Office of the City Manager
312 W. Whitewater Street, P.O. Box 178
Whitewater, Wisconsin 53190

www.whitewater-wi.gov
Telephone: (262) 473-0104
Fax: (262) 222-5901

MEMORANDUM

To: Taylor Zeinert
From: John Weidl, City Manager
Date: 6/28/2023
Re: Social Media Report Summary and Action Plan

This executive summary provides an overview and analysis of the social media report for the City of Whitewater, covering the period from January to April 2023. The report includes data from Facebook, Instagram, and Twitter, comparing the city's performance to government benchmarks.

Analysis of Strengths:
1. Facebook Engagement: The City of Whitewater has shown significant improvement in Facebook engagement, with substantial increases in reactions, likes, comments, shares, and link clicks.
2. Instagram Following: The Instagram profile gained more followers and increased profile visits, indicating growing interest and engagement from the audience.
3. Audience Growth Rate: Despite having a smaller population, the City's audience growth rate on Facebook and Instagram is above average, demonstrating a positive trend.
4. Post Engagement Rate: The post engagement rate on Facebook and Instagram is higher than average, indicating successful content that resonates with the audience.

Analysis of Weaknesses:
1. Below Average Impressions and Reach: The number of impressions, page reach, and audience size for the City of Whitewater are below average. This can be attributed to the smaller population size compared to other cities, which limits the overall reach and engagement potential.
2. Lower Page Engagement Rate: The Facebook page engagement rate is lower than average, indicating the need for improvement in engaging the audience with the overall page content.
3. Instagram Reach: The reach on Instagram slightly decreased, suggesting the need for strategies to enhance discoverability, such as leveraging relevant hashtags.

Action Plan:

1. Increase Page Engagement on Facebook:
   - Focus on sharing city-owned content while also promoting partner/affiliate content to increase relevance and engagement.
   - Develop a content strategy that encourages audience interaction, such as asking questions or seeking feedback.
   - Respond promptly to comments and messages to foster engagement and build relationships with the audience.

2. Optimize Instagram Reach:
   - Utilize relevant and popular hashtags to increase the discoverability of Instagram posts and expand reach.

- Collaborate with local influencers or partner organizations to amplify the reach and engagement of Instagram content.
  - Experiment with Instagram Stories, IGTV, and other interactive features to capture and retain audience attention.

3. Evaluate Twitter Strategy:
  - Clarify the purpose and goals of Twitter in the social media strategy.
  - Assess the effectiveness of Twitter in reaching the target audience and achieving desired outcomes.
  - Consider the impact of ownership and platform changes on the future use of Twitter and make necessary adjustments.

4. Monitor and Analyze Performance:
  - Continuously track social media metrics and compare them against benchmarks to identify areas of improvement.
  - Use analytics tools and insights to gain a deeper understanding of audience preferences and behavior.
  - Regularly review and refine the social media strategy based on performance analysis and emerging trends.

By implementing these actions, the City of Whitewater can further enhance its social media presence, engage the audience, and leverage the strengths observed in Facebook and Instagram engagement. The focus on relevant and compelling content, along with strategic use of hashtags, will help increase reach and improve overall social media performance.

S.M.A.R.T Goals to consider incorporating into the Chief of Staff Strategic Plan:

1. Increase Facebook Page Engagement:
  - Specific: Increase the average engagement rate on the Facebook page by 20%.
  - Measurable: Track the engagement rate monthly and compare it to the baseline.
  - Achievable: Implement a content strategy that encourages audience interaction and respond promptly to comments and messages.
  - Relevant: Increased engagement on Facebook will help build relationships with the audience and improve brand visibility.
  - Time-bound: Achieve the 20% increase in engagement rate within six months.

2. Optimize Instagram Reach:
  - Specific: Increase the average reach of Instagram posts by 15%.
  - Measurable: Monitor the reach of Instagram posts and compare it to the baseline.
  - Achievable: Utilize relevant and popular hashtags, collaborate with local influencers, and experiment with interactive features.
  - Relevant: Improving reach on Instagram will expand the audience and increase brand exposure.
  - Time-bound: Achieve the 15% increase in reach within three months.

3. Evaluate Twitter Strategy:
  - Specific: Determine the effectiveness of Twitter in reaching the target audience and achieving desired outcomes.
  - Measurable: Analyze key metrics such as impressions, engagement rate, and follower growth on Twitter.
  - Achievable: Clarify the purpose and goals of Twitter, assess its impact, and make necessary adjustments.
  - Relevant: The evaluation will help ensure the effective use of Twitter and alignment with overall social media goals.
  - Time-bound: Complete the evaluation and make necessary adjustments within two months.

4. Monitor and Analyze Performance:
  - Specific: Regularly track and analyze social media metrics to identify areas of improvement.
  - Measurable: Use analytics tools to collect data on key performance indicators such as engagement rate, reach, and follower growth.
  - Achievable: Continuously monitor performance, gain insights, and make data-driven decisions for strategy refinement.
  - Relevant: Monitoring performance allows for optimization and adaptation to changing trends and audience preferences.
  - Time-bound: Conduct monthly performance reviews and make strategy refinements based on the analysis.

By setting these S.M.A.R.T goals, the City of Whitewater can effectively measure progress, stay focused, and work towards improving engagement and reach on Facebook and Instagram, while also evaluating and optimizing the use of Twitter. Monitoring and analyzing performance will enable data-driven decision-making and continuous improvement in social media strategies.

Best, - JSW