Social Media Report

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Summary

The table below summarizes the number of press releases, social posts, social shares, and spotlights that were written/posted/shared by the contractor.

	Jan	Feb	March	April
Press Release	2	3	3	5
Social Posts	35 x 3 channels	37 x 3 channels	81 x 3 channels	81 x 3 channels
Social Shares	7	6	5	2
Spotlight	0	0	1	1

Benchmark

Hootsuite Analytics compared the City of Whitewater performance to government benchmarks (Learn more about Hootsuite benchmarks). Please note the platform statistics were based on the platform data, while the benchmarks represented posts published through Hootsuite.

- Impressions: The number of times any content was displayed on a person's screen.
- Page Reach: The number of people who saw any content (ex: posts, ads, feed stories, mentions, etc.) from or about your page.
- Page Fans: The number of people who like your page.
- Audience growth rate: A measure of how your audience is growing as a percentage of your existing followers. Calculated by dividing net new followers by total audience.
- Page Engagement Rate: The number of people who engaged (ex: liked, commented, shared, or clicked) with any content from your page, as a percentage of the number of people who saw it.
- Post engagement rate: The average engagement rate for all your posts, calculated as the sum of engagement rates for each post divided by the number of posts.
- Page Virality Rate: The percentage of times content from your Pages was displayed on a person's screen because of your audience reacting, commenting, and sharing.
- Amplification Rate: The number of shares of your posts out of the number of fans of your page, represented as percentage.
- Posts: The number of posts published.
- Posting Frequency: The daily number of posts published.
- Page Content Clicks: The number of clicks on any of your content, including link clicks, photo views, video views, and clicks that generated feed stories.

Government Average vs. Whitewater, WI

Across all the channels, our number of impressions, page reach, and audience size is below average. This could be attributed to differences in population size. According to the US Census for July 2022, there were 14,351 residents in Whitewater. If we have 3,000 fans, that is approximately 23% of our population following. It is unrealistic for us to compete against larger cities and state/federal governments who have 43,000-80,000 fans. Data is based on January1st through April 30th.

Facebook

January 1, 2023 – April 30th, 2023

Facebook Overview

Facebook engagement and reach has significantly increased. The page currently has 3,344 followers.

	Reactions, Likes, & Comments	Likes & Reactions	Comments	Shares	Link Clicks
Jan to April 2023	13,723	9,144	3,290	1,289	4,826
Sept to Dec 2022	1,658	1,163	285	210	2,650
% Change	+ 727.7%	+ 686.2%	+ 465.3%	+ 513.8%	+ 82%

|	New Followers	Unfollows	Reach	Profile Visits
Jan to April 2023	450	27	232,366	17,867
Sept to Dec 2022	89	11	37,195	5,202
% Change	+ 359.2%	+ 145%	+ 524%	+ 243.5%

Brand Awareness Benchmarks

The City of Whitewater is below average for both page impressions (↓ 83.9%) and page reach (↓ 84.70%), which is likely explained by population size.
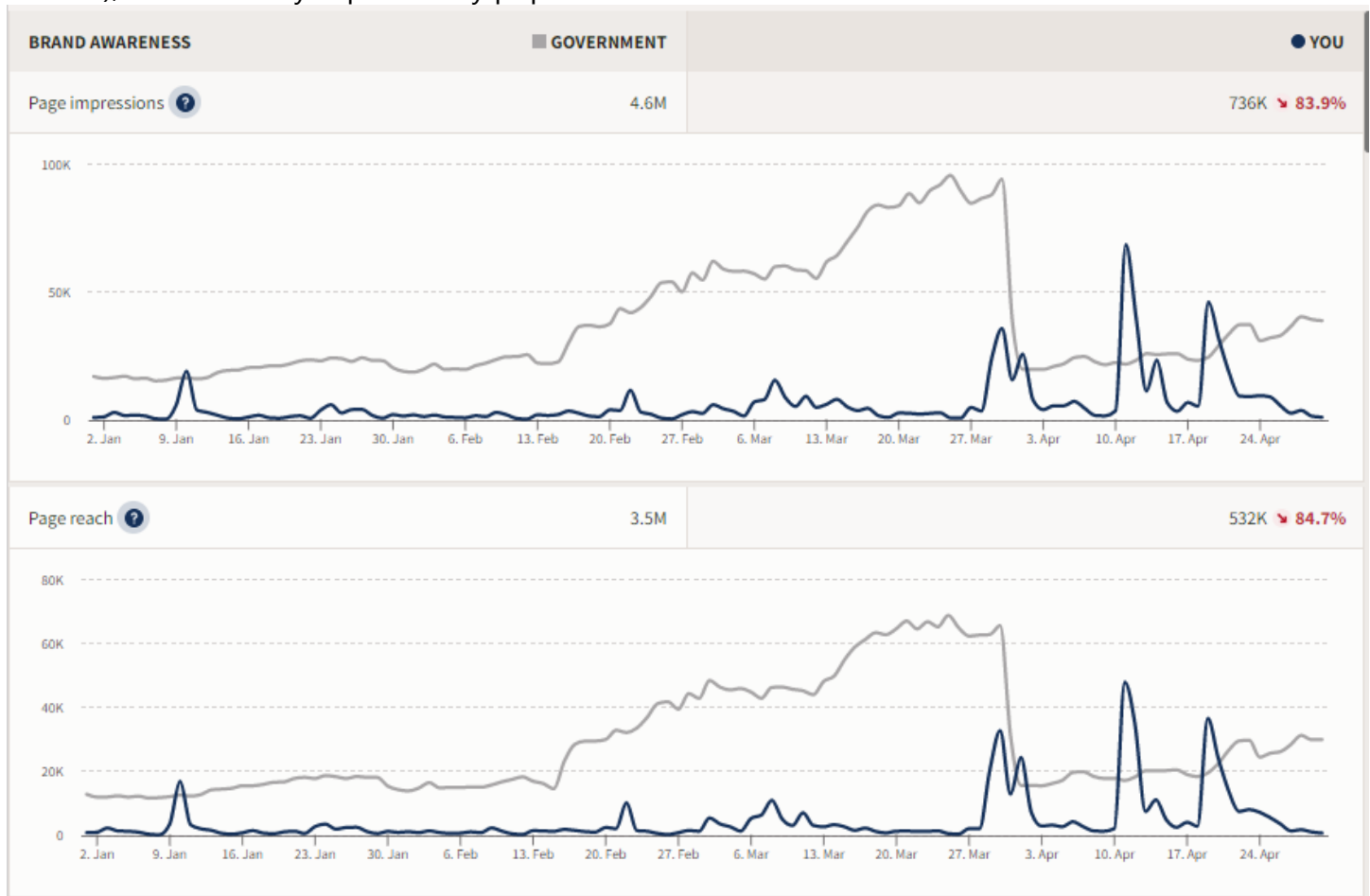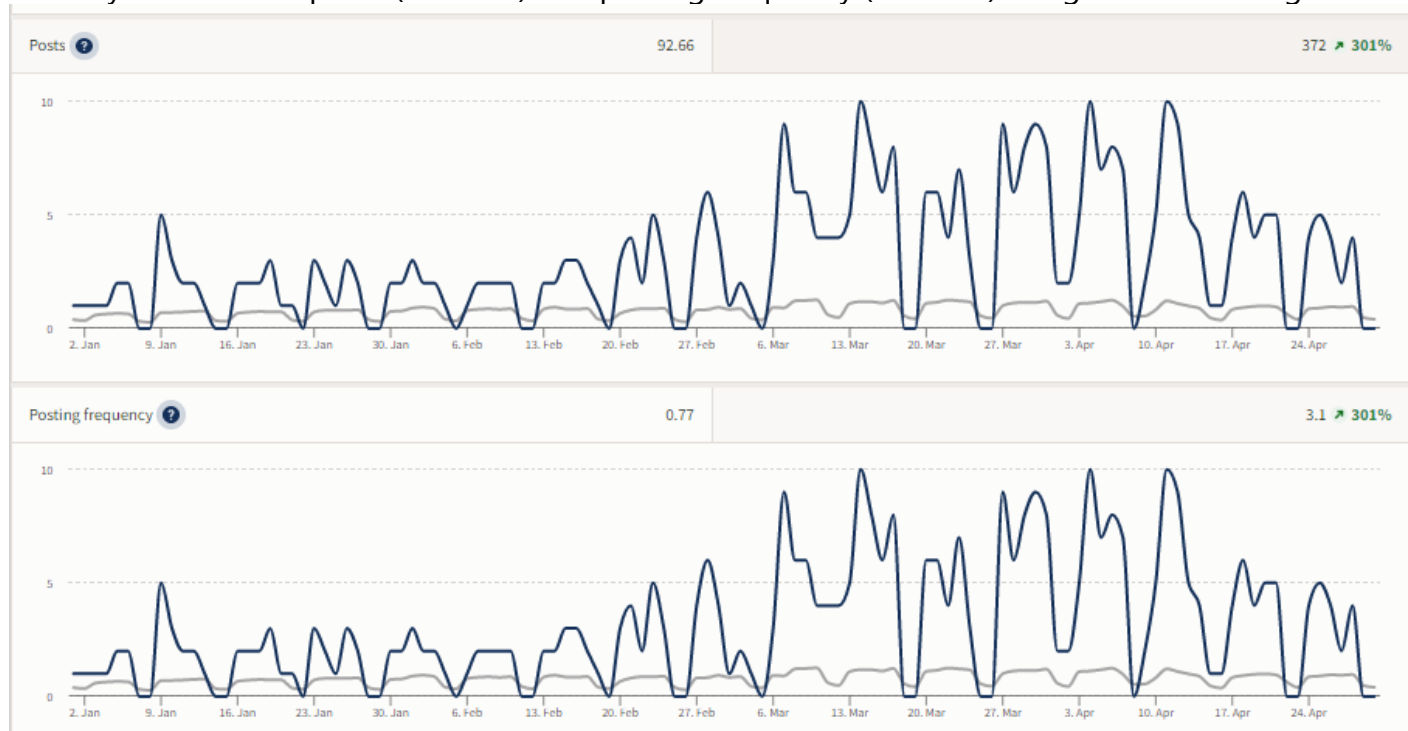
Audience Benchmarks

Even though our audience is smaller than the average (↓ 93%), our audience growth rate is better than average (↑ 239%).

AUDIENCE	▣ GOVERNMENT	● YOU
Page fans ❓	43K	3K ↘ 93%

Audience growth rate ❓	-12.27%	17.1% ↗ 239%
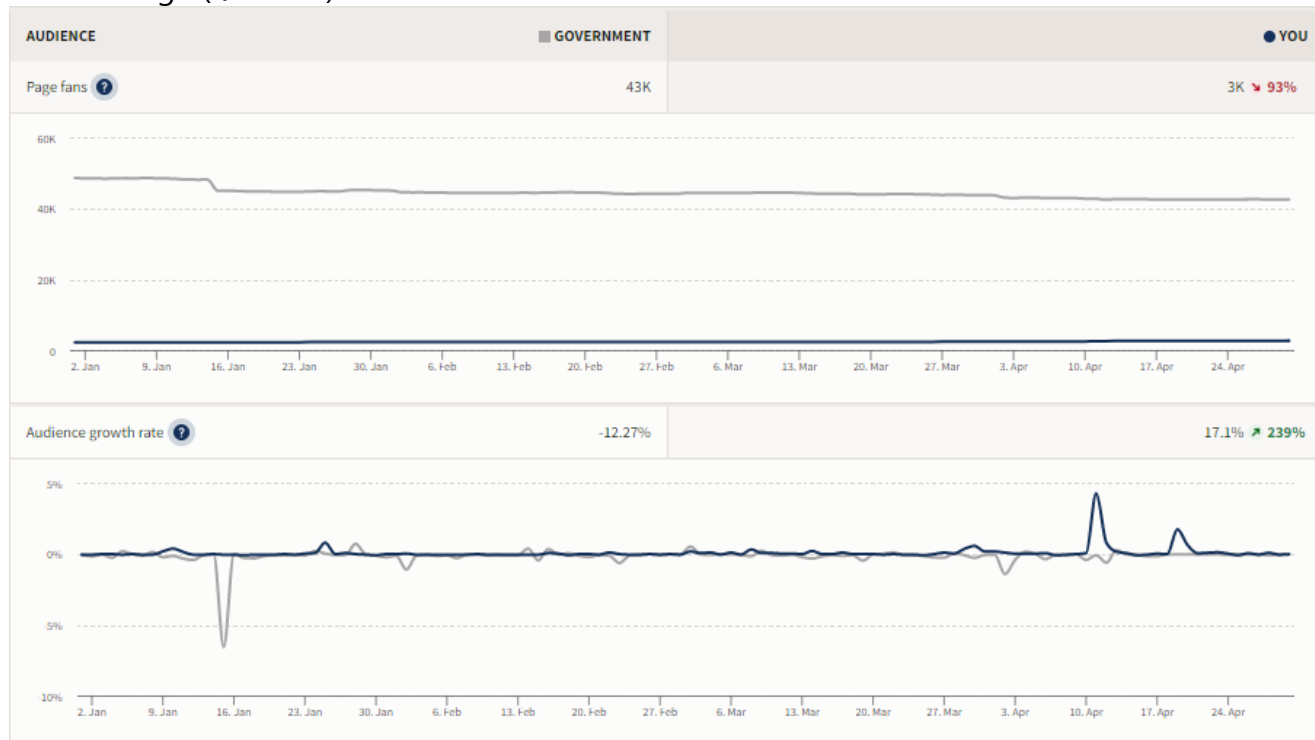
Post Benchmarks

The City's number of posts (↑ 301%) and posting frequency (↑ 301%) is higher than average.

Posts ❓	92.66	372 ↗ 301%

Posting frequency ❓	0.77	3.1 ↗ 301%

Engagement Benchmarks

The City of Whitewater page engagement rate is lower than average (↓ 22.1%) while our post engagement rate (↑ 17.3%), page virality rate (↑ 54.3%), and amplification rate (↑ 44%).
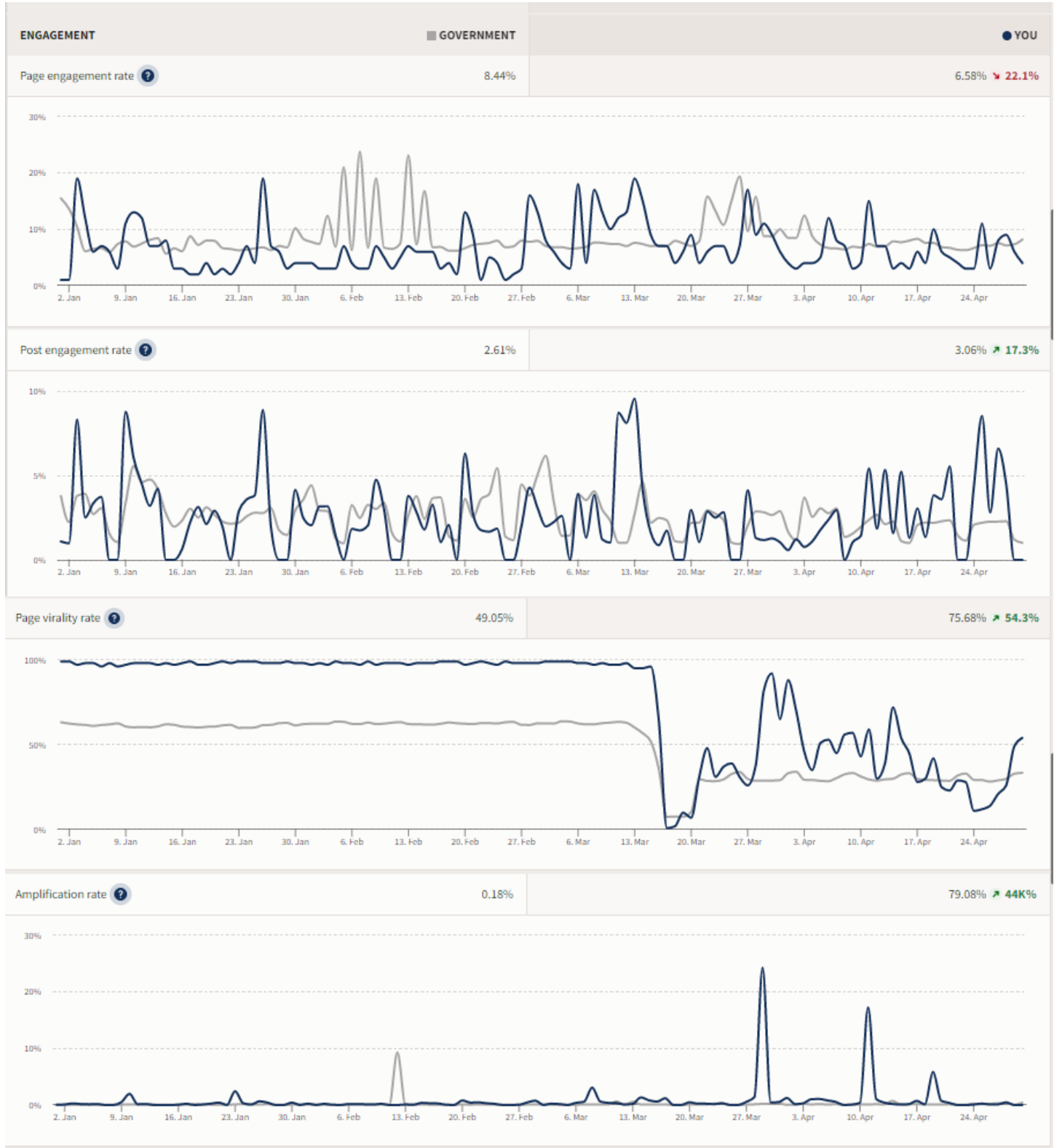
Instagram

Instagram Overview

Instagram following and profile visits have increased, while reach slightly decreased. The profile currently has 1,026 followers.

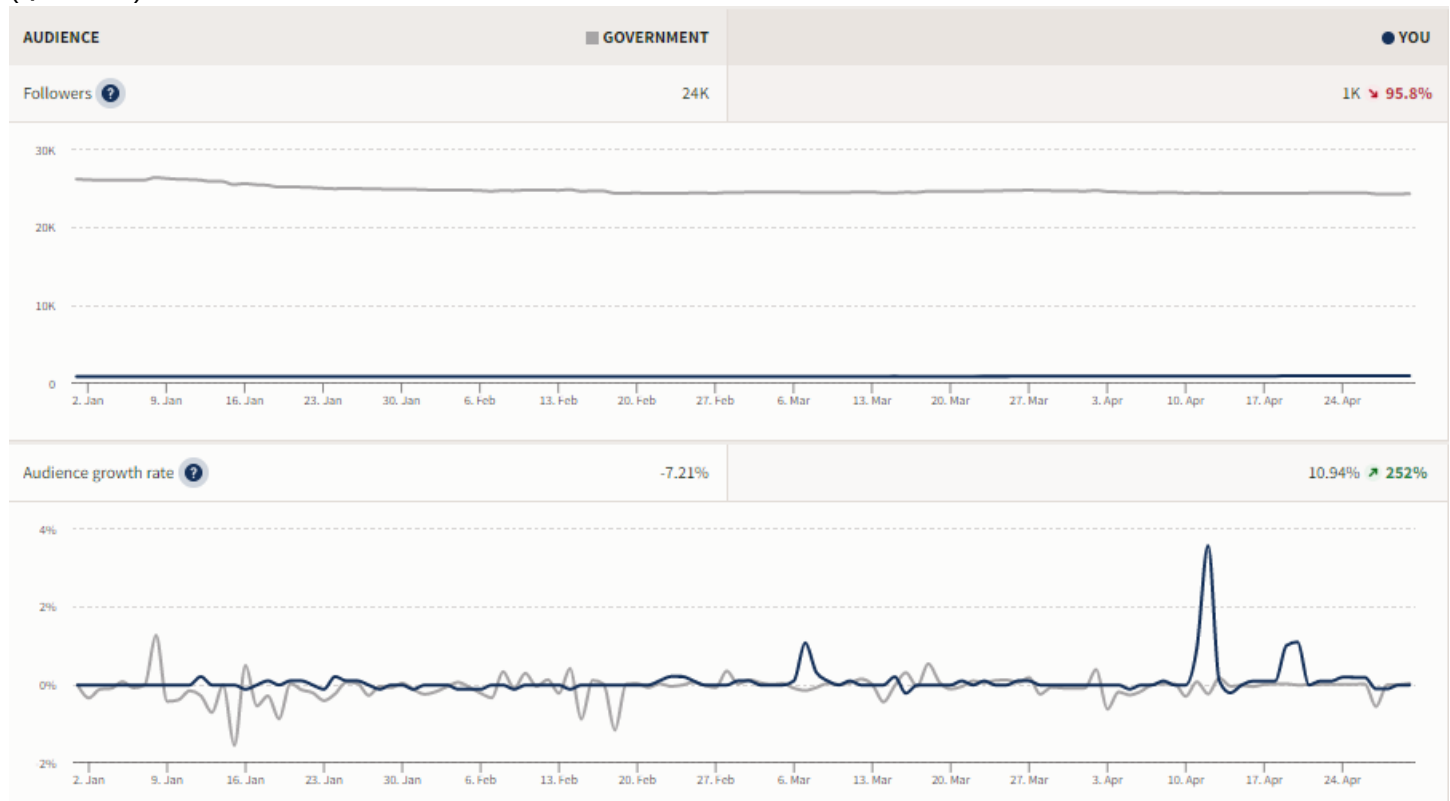|	New Followers	Reach	Profile Visits
Jan to April 2023	125	2,457	908
Sept to Dec 2022	29	2,851	172
% Change	+ 331%	- 13.8%	+ 427%

Brand Awareness Benchmark

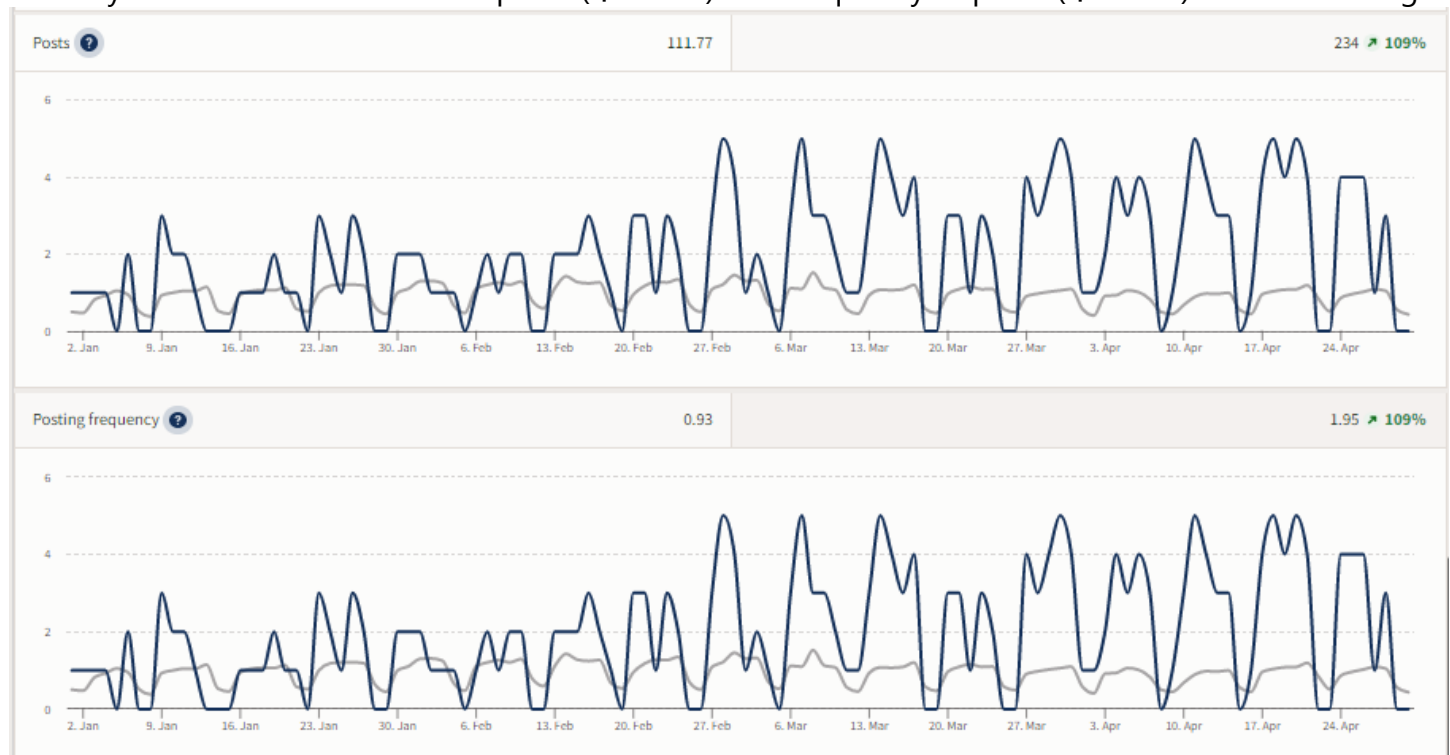The profile impressions (↓ 98.1%) and page reach (↓ 98.8%) is below average.
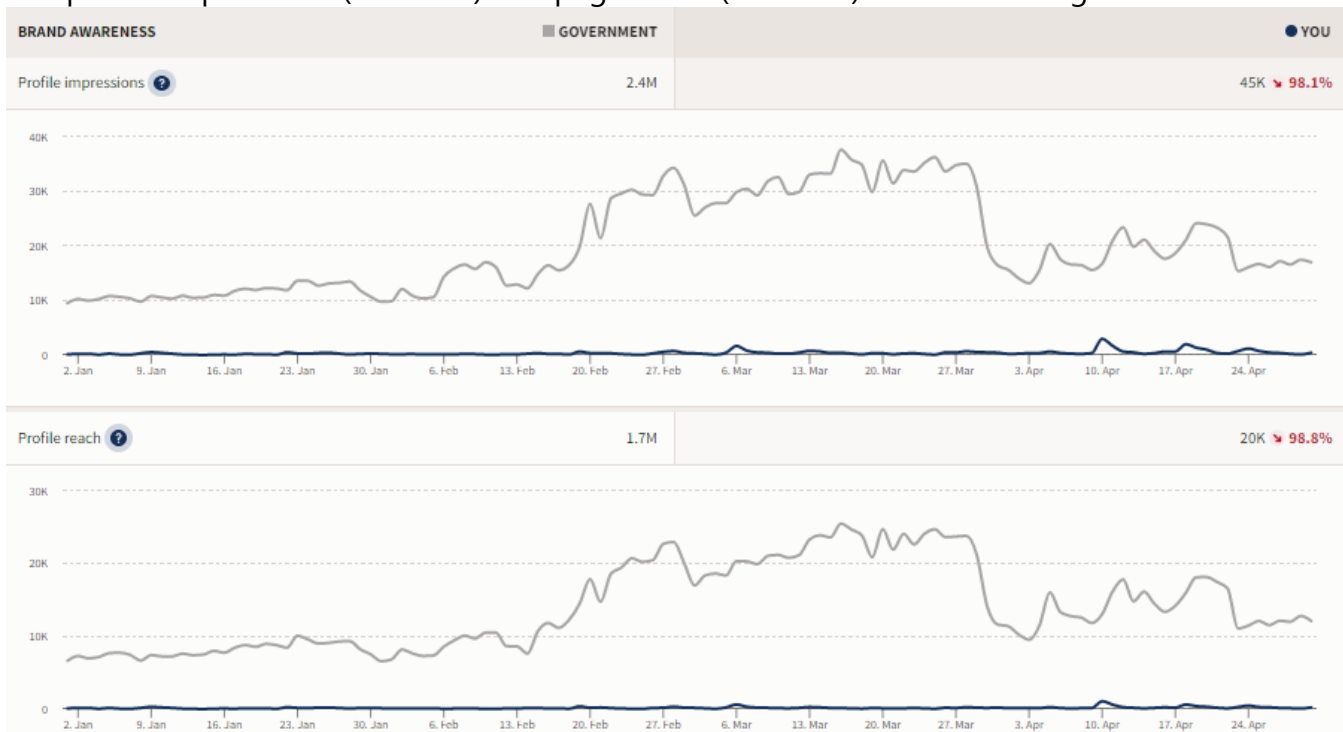
Audience Benchmarks

The number of follows is below average (↓ 95.8%), while our audience growth rate is above average (↑ 252%).
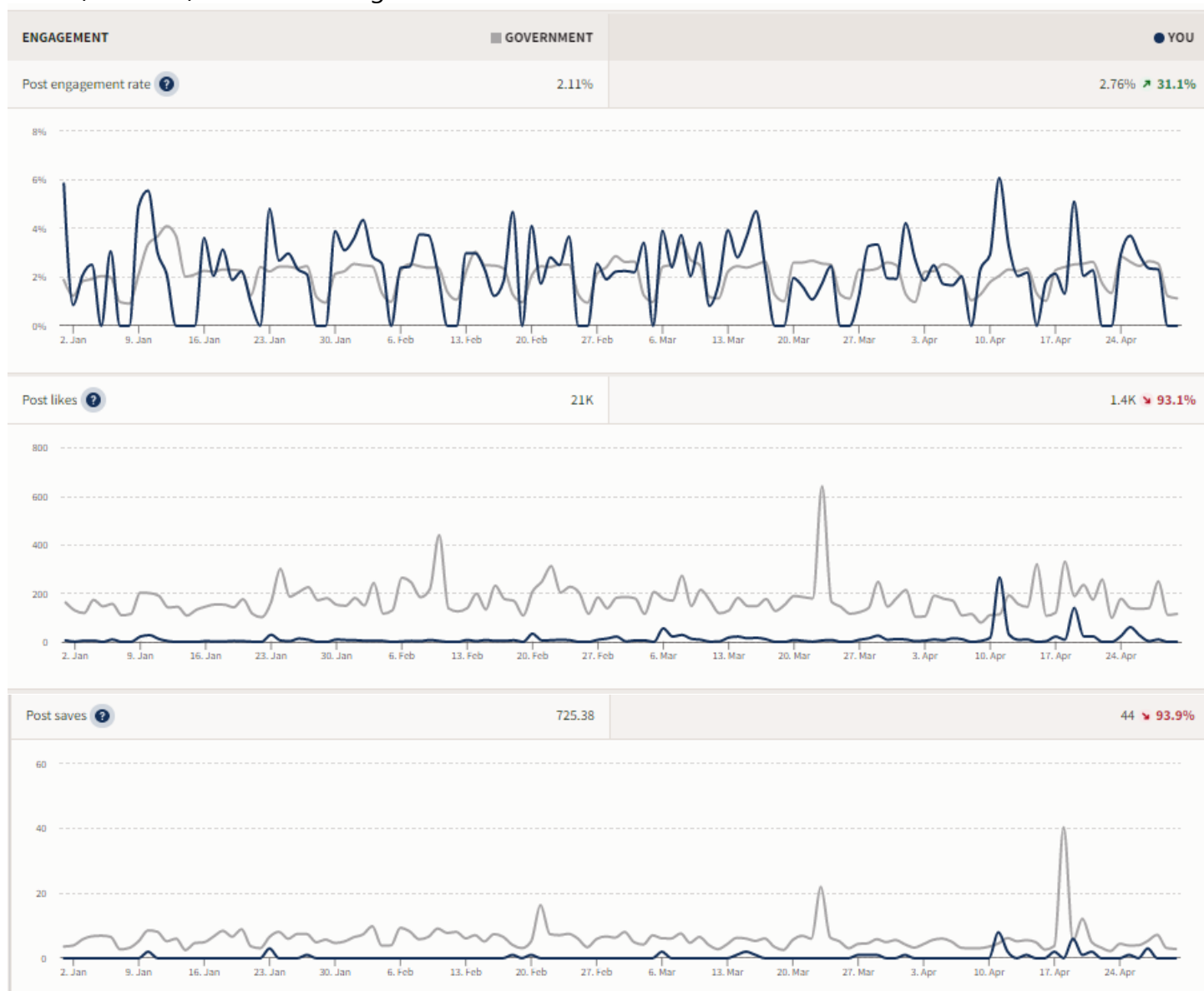

Post Benchmarks

The City of Whitewater number of posts (↑ 109%) and frequency of posts (↑ 109%) is above average.

Engagement Benchmarks

The post engagement rate is higher than average (↑ 31.1%), while the post likes (↓ 93.1%) and post saves (↓ 93.9%) is below average

| ENGAGEMENT	■ GOVERNMENT	● YOU
Post engagement rate ❓	2.11%	2.76% ↗ 31.1%

Post likes ❓	21K	1.4K ↘ 93.1%

Post saves ❓	725.38	44 ↘ 93.9%

Twitter

Twitter Overview

The January and prior year analytics are poor and unclear for comparison. The profile has 249 followers.

|	Tweets	Impressions	Visits	Followers	Mentions
Jan	35	1305	N/A	N/A	N/A
Feb	54	2220	62	0	1
March	94	2628	286	1	5
April	86	1602	150	1	3

Brand Awareness Benchmarks

The number of post impressions (↓ 98.7%) is below average.
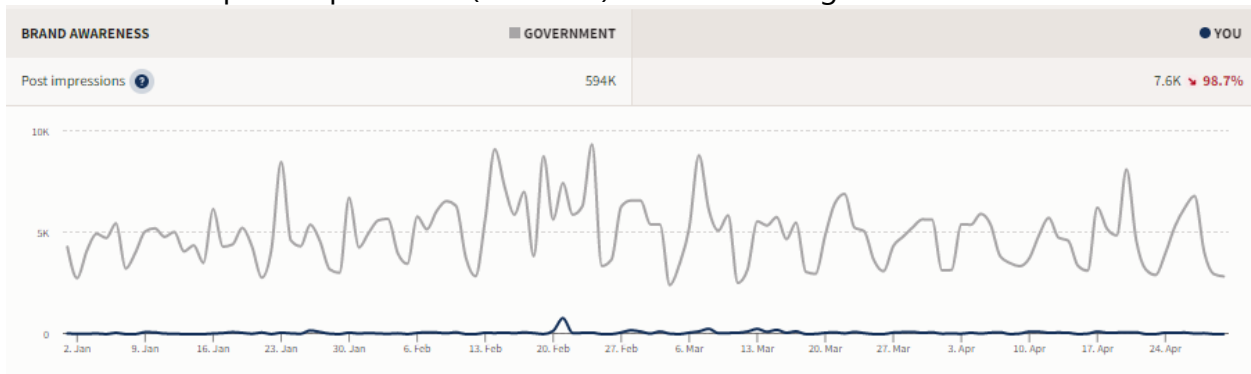
Audience Benchmarks

The number of followers (↓ 99.3) is below average, while the audience growth rate is stagnant (but better than the industry average of a negative growth rate).
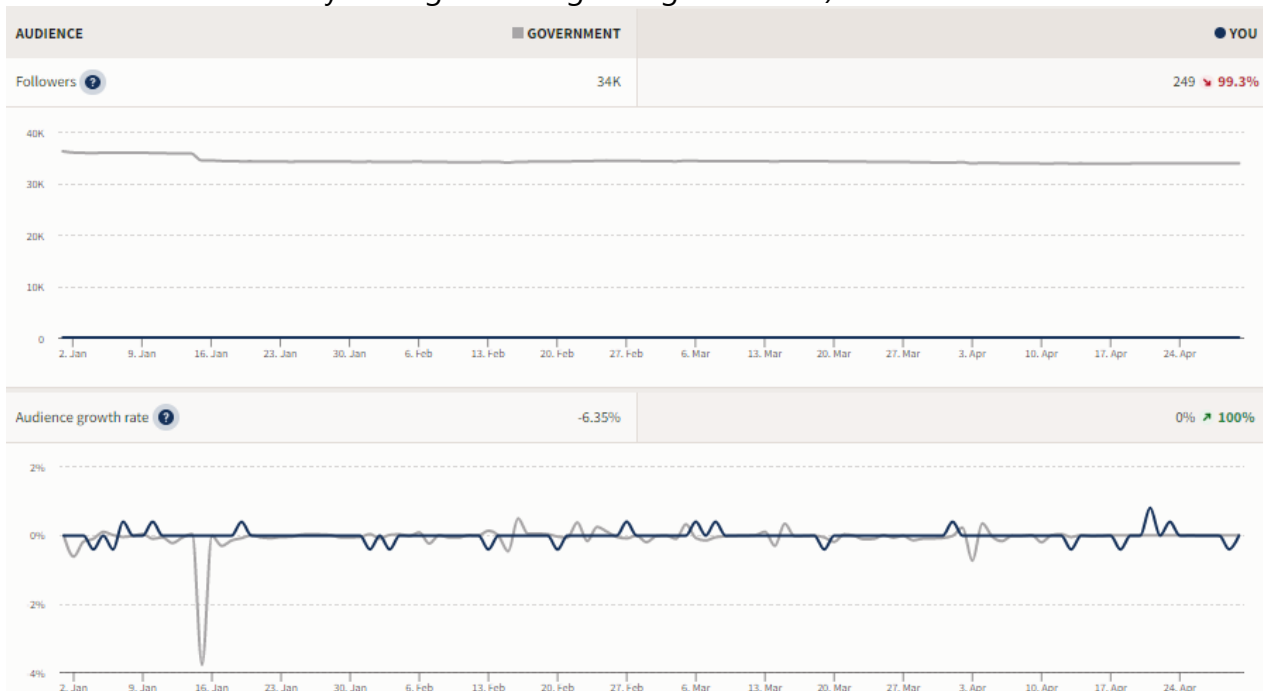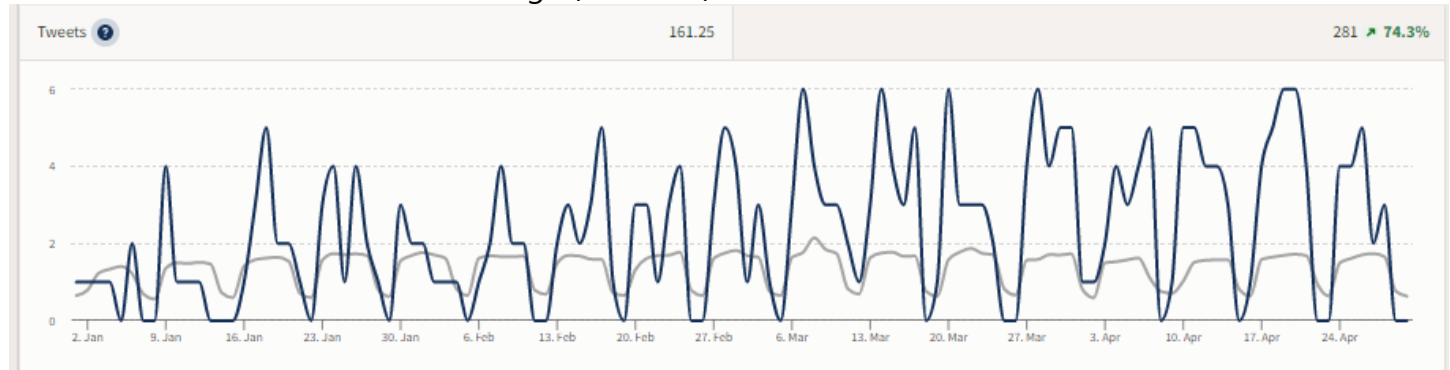
Engagement Benchmarks

The number of post retweets (↓ 98.6%), post likes (↓ 99.7%), post media engagements (↓ 99.5%), post replies (↓ 99.2%) is below average, while the post engagement rate (↑ 19.3%) and amplification rate (↑ 11,000%) is above average.
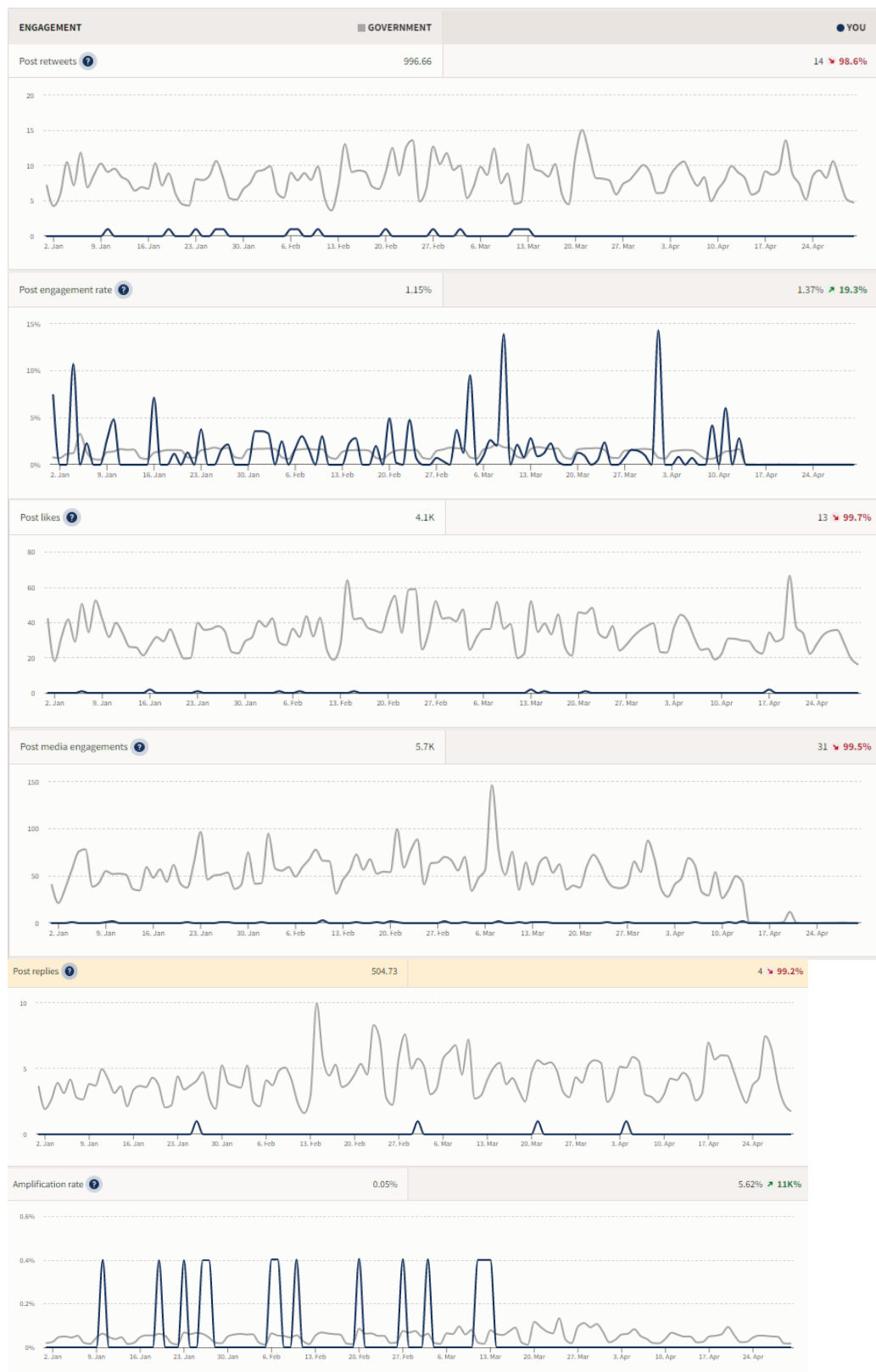
Tweet Benchmarks

The number of tweets is above average (↑ 74.3%)

Conclusion

When comparing this time period's performance to the previous period, Facebook engagement is significantly better and Instagram followers and visits is up while reach is down. Instagram reach could be improved with the addition of hashtags.

When comparing the City of Whitewater performance to the government benchmark across platforms, our number of posts and posting frequency is above average.

The quantity statistics that measure impressions, reach, audience size, or followers are below average. This is likely due to a smaller population than the average comparison. However, regardless of size/scale, our audience is growing and at an above average rate on Facebook and Instagram.

Based on the July 2022 US Census, there are 14,351 residents in Whitewater. Of the potential population, there will be variation in who is active on social media and on which platform. Most online sources estimate approximately 60% of the global population is active on social media. Thus, the City of Whitewater may have an audience potential of around 8,610. If we compare the potential to the current, Facebook has the greatest following with 3,344 followers (40% of potential) followed by Instagram with 1,026 followers (12% of potential) and Twitter with 249 followers (3% of potential).

Looking at Facebook, most of the engagement measures are above average (ex: post engagement rate, page virality rate, amplification rate) yet the Facebook page engagement rate is lower. Based on the new marketing and communication plan, our page/posts will focus more on the city owned content and while sharing our partner/affiliate content (ex: library, parks and recreation etc.). This change will increase the relevance of posts and likely in turn increase our page engagement rate.

Looking at Instagram, the post engagement rate is above average while the quantity of post likes and post saves is below average. Again, the lower-than-average quantity of post likes and post saves may be due to our population being smaller than the average.

Twitter is to be determined. With ownership and platform changes, posts are still being shared but the future use is unknown.