City of Lawrence

2015 Social Media Report: May 1 – May 31

Key Metrics Per Platform

Facebook	Twitter	Sprout Social
City of Lawrence, Kansas – Municipal Government	@LawrenceKS	All government pages
Likes: 4,326 — **5%**↑	Followers: 9,023 — **2.24%**↑	Unique users: 3.0k — **21%**↓
Impressions: 110,270 — **44%**↓	Impressions: 163.6k — **9.5%**↑	Impressions: 2.2M — **16%**↑
Shares: 130 — **58%**↓	Retweets: 153— **12%**↓	New FB fans: 384 — **17%**↑
Clicks: 2807 — **70%**↓	Link Clicks: 733 — **4%**↓	"Unliked": 10 — **29%**↓
Likes: 792 — **49%**↓	Favorite: 141 — **7%**↓	New TT followers: 248 — **36%**↑
Comments: 98 — **62%**↓	Replies: 55 — **41%**↑	Mentions: 218 — **21%**↑
Engagement: 86%* — **198%**↓	Engagement: 1.3%** .3%↓	Interactions: 3.8K — **20%**↓
Web Referrals: 1011 — **31%**↓	Web referrals: 284 — **26%**↑	Web referrals: 1,808 — **21%**↓

Notes:

- — **N%**↑ **N%**↓ indicates metric increase/decrease compared to April.
- **May's metrics on Facebook will serve for comparison of June's metrics.**
- ***Facebook engagement rate = total engagements/total number of followers that month.**
- ****Twitter engagement rate = total engagements/total number of impressions.**
- **Top Facebook and Twitter posts: highest reach.**

Top 5 Posts this Month - Facebook

City of Lawrence, Kansas – Municipal Government	Metrics
• Our hearts go out to those affected by today's Pet World …	[Article] 6.4k reach 771 engaged 12.05% engagement
• We <3 being in the top 10 best cities for 2015 grads! …	[Article] 3.4k reach 217 engaged 6.36% engagement
• We agree! Lawrence is such a great place to be! Thanks …	[Video] - shared 1.8k reach 138 engaged 7.86% engagement
• The summer concert series will start this Wednesday and we cannot wait!	[Link to Site] 1.6k reach 96 engaged 5.94% engagement
• FREE meals will be available to all youth ages 1 - 18 this summer…	[Article]

	1.6k reach 86 engaged 5.48% engagement

Top 5 Posts this Month - Twitter

@LawrenceKS	Metrics
• The average person loses 13lbs in the first year of commuting by bike…why not give it a try? #BikeMonth #LFK	[PHOTO] 2,885 reach 85 interactions 2.5% engagement
• Your answers are important. Let's talk about the 2016 Budget via #LawrenceListens: http://lawks.us/1Eh2r1Y	[Link] 2,696 reach 14 interactions .5% engagement
• Ninth Street closure in place until June 3 http://lawks.us/1Kyr9Tq	[Announcement/Link] 2,209 reach 86 interactions 3.9% engagement
• Pick up a Bike Map http://lawks.us/1Ea4wN7 thanks to our sponsors @ridelawrence @LiveWellLawrnce @cycleworks @SunflowerBike and @LBCCycling	[Link] 2,145 reach 36 interactions 1.7% engagement
• With #LawrenceListens, you can tell decision makers how you feel about city programs and policies. Get started! http://lawrenceks.org/lawrence-listens …	[POST] 1,758 reach 6 interactions .3% engagement

May Summary

During the month of May, we continued to share department information and updates. In addition, we also shared information linking back to the Flame, Market Match, and the Lawrence Listens forum. We also published a series of posts to encourage residents to participate in #BikeMonth. This mini-campaign was mostly successful on Twitter, while our most successful posts on Facebook related to city notices, the fire incident at Pet World, and posts that highlighted the best qualities of Lawrence. No matter what, our most successful posts always included an image or a video on Facebook.

At first glance, it appears that our overall efforts were not as successful as they were in April. What was different? In April we had several posts that reached a higher number of impressions as well as higher engagement rates. For example, we posted about the new arts and culture director, the sewer spill Topeka incident, two shotput videos and pictures, 9th street corridor meetings, the State of the City, the first City Current, and Fiber Network proposal. These pieces of information are different from the ongoing material we usually post and were bound to current and special events.

Our Lawrence Listens tweet about the 2016 budget had a high number of impressions thanks to the LJWorld retweeting it to their followers. It's important to "give back" and retweet or favorite when a major follower Retweets to their large base of followers. This helps establish a relationship with key community influencers and increase our visibility.