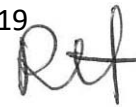


To: Marketing, Planning & Legislative Committee

Date: 1/25/2019

From: Melody Reeb, Manager of Planning

Reviewed by:



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**SUBJECT: Website and Social Media Report for October – December 2018**

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Below are key metrics used in evaluating website and social media activity:

	Oct	Nov	Dec	YTD Avg.
<b>Web Sessions</b>				
Main website	47,489	40,635	38,501	45,042
Bus Tracker website	13,266	11,348	10,686	11,717
<b>Transit App</b>				
Average Users per Day	739	592	569	630
<b>Social Media Engagements per Post</b>				
Facebook	15.9	14.3	26.5	18.6
Twitter	1.1	0.7	0.8	0.8
Instagram	-	18.0	13.0	15.5
NextDoor	8.0	-	16.0	12.0

### Analysis:

Overall web activity decreased slightly during the period of October through December compared to the prior quarter. This is likely because of lower than normal activity in November and December due to the holidays (see Attachment 1). However, social media activity grew due to an overall 21% increase in the total number of posts across all four social media platforms.

Staff worked on increasing the number of promotional posts to social media during this quarter, resulting in higher levels of engagement per post. On Twitter, the top post with the most impressions and engagement was a post promoting Clipper and the Day Pass. On Facebook, the top two posts were also promotional posts, both related to the Walnut Creek Trolley. Staff has also been working on increasing the agency's presence on Instagram and NextDoor.

The agency's new website was launched in January 2019. The redesign will likely have an effect on how users interact with the agency's website. For example, the addition of a real-

time information widget on the homepage will likely shift traffic away from the separate Bus Tracker website. Next quarter's report will begin to provide some insights on how user experiences and interactions with the website have changed with the new design. That report will also reflect outreach efforts for the spring 2019 service and fare changes, which began in January and will continue through March.

**Recommendation:**

For information only.

**Attachment:**

Attachment 1: FY 2019 Website and Social Media Report