

To: Marketing, Planning & Legislative Committee

Date: 10/22/2019

From: Melody Reeb, Manager of Planning

Reviewed by:



SUBJECT: Website and Social Media Report for July – September 2019

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

	Jul	Aug	Sep	FYTD Avg.
Web Sessions				
Main website	43,228	51,797	45,493	46,839
Bus Tracker website	8,112	9,666	9,668	9,149
Transit App				
Average Users per Day	641	737	771	716
Social Media Engagements per Post				
Facebook	15.3	19.9	10.5	15.6
Twitter	1.0	0.6	0.7	0.8
Instagram	26.0	20.0	25.0	23.7
NextDoor	24.3	15.3	7.0	16.6

Analysis:

Overall web and social media activity increased during the period of July through September compared to the prior quarter (see Attachment 1). Website activity in particular increased significantly, largely due to the start of the new school year and riders needing to look up new schedules.

Levels of engagement per post were slightly lower on Facebook and Twitter, but higher on Instagram and NextDoor. In particular, posts on NextDoor about school services and the BART weekend bus bridges received higher levels of engagement. On Facebook and Twitter, there was an increase in the total number of posts compared to the prior quarter, but most of these were service-related posts, which tend to receive lower levels of engagement.

Activity on the Bus Tracker website has continued to decline as more users are getting real-time information directly from the agency's homepage using a new tool that was added as part of the redesigned website launched in January 2019. During the period of July through

September, there were an average of 3,000 monthly web sessions during which the real-time tracker tool was used.

Financial Implications:

None.

Recommendation:

For information only.

Attachment:

Attachment 1: FY 2020 Website and Social Media Report

Attachment 1:

FY 2020 Website and Social Media Report

	July	August	September	October	November	December	January	February	March	April	May	June
Website												
Total sessions	43,228	51,797	45,493									
Total users	20,958	24,018	20,589									
News posts	8	5	8									
Bus Tracker												
Outgoing SMS	3,952	4,628	5,048									
Web sessions	8,112	9,666	9,668									
Web users	2,267	2,701	2,471									
Transit App												
Downloads	715	1,063	915									
Users per day	641	737	771									
Facebook												
Page likes	1,353	1,365	1,368									
Posts	20	24	19									
Reach	4,423	6,230	3,234									
Post clicks	174	296	102									
Post actions	131	182	97									
Twitter												
Followers	746	749	756									
Posts	44	53	36									
Mentions	26	36	20									
Engagements	46	33	26									
Instagram												
Followers	236	242	253									
Posts	2	2	2									
Engagements	52	40	50									
NextDoor												
Posts	3	3	2									
Impressions	36,419	40,459	19,891									
Engagements	73	46	14									