

To: Marketing, Planning & Legislative Committee

Date: 1/21/2020

From: Melody Reeb, Manager of Planning

Reviewed by:



SUBJECT: Website and Social Media Report for October – December 2019

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

	Oct	Nov	Dec	FYTD Avg.
Web Sessions				
Main website	45,689	39,391	37,159	43,793
Bus Tracker website	9,887	7,932	7,660	8,821
Transit App				
Average Users per Day	845	715	729	746
Social Media Engagements per Post				
Facebook	9.9	7.8	7.4	10.4
Twitter	5.5	3.8	4.3	3.9
Instagram	22.0	29.0	25.3	24.3
NextDoor	13.0	-	6.5	14.3

Analysis:

Overall web and social media activity decreased during the period of October through December compared to the prior quarter (see Attachment 1). This is mostly due to lower than normal activity in November and December around the holidays.

Staff has updated the report to standardize engagement metrics across platforms. Engagement includes any type of user interaction with the post, such as reactions or likes, shares or retweets, or link clicks. The report now also includes impressions for all platforms. This is the measurement of how many times posts appeared on a user's screen and can be a more informative metric for platforms such as Twitter, which tends to be used for service alerts that aren't meant to stimulate much user engagement.

Although website activity declined overall, usage of the real-time information tool on the homepage increased, as did average daily users of the Transit App. Activity on the Bus Tracker website was also higher than the prior quarter. However, usage is still down from last year, as more riders switch to using the agency's new website and the Transit App.

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	45,689	39,391	37,159						
Total users	20,958	24,018	20,589	21,456	18,370	17,225						
News posts	8	5	8	11	2	1						
Bus Tracker												
Outgoing SMS	3,952	4,628	5,048	5,787	4,279	3,970						
Web sessions	8,112	9,666	9,668	9,887	7,932	7,660						
Web users	2,267	2,701	2,471	2,604	2,176	2,060						
Transit App												
Downloads	715	1,063	915	845	715	729						
Users per day	641	737	771	839	766	724						
Facebook												
Page likes	1,353	1,365	1,368	1,374	1,376	1,383						
Posts	20	24	19	21	17	19						
Impressions	4,423	6,230	3,234	3,579	2,618	2,662						
Engagements	224	375	165	208	132	140						
Twitter												
Followers	746	749	756	764	768	771						
Posts	44	53	36	30	30	27						
Impressions	41,778	29,239	30,962	28,582	22,161	28,994						
Engagements	173	181	106	164	113	116						
Mentions	26	36	20	20	13	11						
Instagram												
Followers	236	242	253	257	273	287						
Posts	2	2	2	2	1	4						
Impressions	506	530	448	457	200	648						
Engagements	52	40	50	44	29	101						
NextDoor												
Posts	3	3	2	2	0	2						
Impressions	36,419	40,459	19,891	30,684	0	15,980						
Engagements	73	46	14	26	0	13						