

To: Marketing, Planning & Legislative Committee

Date: 4/24/2020

From: Melody Reeb, Manager of Planning

Reviewed by:



SUBJECT: Website and Social Media Report for January – March 2020

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

	Jan	Feb	Mar	FYTD Avg.
Web Sessions				
Main website	39,098	37,365	24,563	40,420
Bus Tracker website	8,420	7,740	4,696	8,198
Transit App				
Average Users per Day	768	826	499	730
Social Media Engagements per Post				
Facebook	17.5	21.2	14.5	12.9
Twitter	6.8	4.0	37.0	9.0
Instagram	38.7	33.3	45.0	28.9
NextDoor	51.0	4.0	-	16.1

Analysis:

During the period of January through March, overall web activity declined compared to the prior quarter, while social media activity increased (see Attachment 1). During the first two months, staff worked to create more fun and engaging promotional content, particularly for Facebook and Instagram. This resulted in an over 50% increase in engagements per post on those two platforms.

However, circumstances changed drastically in March due to COVID-19 and the subsequent shelter-at-home order that took effect on March 17th. Website visits dropped significantly as fewer people were taking transit, while staff refocused the use of social media to providing updates on service impacts.

Staff has created a dedicated page on the website with information related to COVID-19 that is regularly updated. As service reductions became necessary in late March, staff encouraged riders to check real-time information on the website or through the Transit app before making their trip. Service alerts were also posted on the website, Bus Tracker, Transit app, and Google Transit advising riders of reduced or cancelled routes.

In addition to the website, staff has relied mainly on the use of Twitter and Facebook to provide up-to-date announcements related to service disruptions. Staff is also using these platforms to help disseminate relevant information from the County health department, neighboring transit agencies, schools, and other community organizations, such as those providing food distribution.

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	39,098	37,365	24,563			
Total users	20,958	24,018	20,589	21,456	18,370	17,225	18,427	18,044	11,920			
News posts	8	5	8	11	2	1	0	7	10			
Bus Tracker												
Outgoing SMS	3,952	4,628	5,048	5,787	4,279	3,970	4,827	4,561	3,681			
Web sessions	8,112	9,666	9,668	9,887	7,932	7,660	8,420	7,740	4,696			
Web users	2,267	2,701	2,471	2,604	2,176	2,060	2,108	1,894	1,351			
Transit App												
Downloads	715	1,063	915	845	715	729	797	645	332			
Users per day	641	737	771	839	766	724	768	826	499			
Facebook												
Page likes	1,353	1,365	1,368	1,374	1,376	1,383	1,390	1,393	1,408			
Posts	20	24	19	21	17	19	15	22	27			
Impressions	4,423	6,230	3,234	3,579	2,618	2,662	4,302	6,280	5,472			
Engagements	224	375	165	208	132	140	262	467	392			
Twitter												
Followers	746	749	756	764	768	771	783	792	815			
Posts	44	53	36	30	30	27	32	41	50			
Impressions	41,778	29,239	30,962	28,582	22,161	28,994	31,386	27,018	63,471			
Engagements	173	181	106	164	113	116	217	165	1,849			
Mentions	26	36	20	20	13	11	174	12	25			
Instagram												
Followers	236	242	253	257	273	287	296	317	341			
Posts	2	2	2	2	1	4	3	3	1			
Impressions	506	530	448	457	200	648	655	589	288			
Engagements	52	40	50	44	29	101	116	100	45			
NextDoor												
Posts	3	3	2	2	0	2	2	4	0			
Impressions	36,419	40,459	19,891	30,684	0	15,980	27,182	23,619	0			
Engagements	73	46	14	26	0	13	102	16	0			