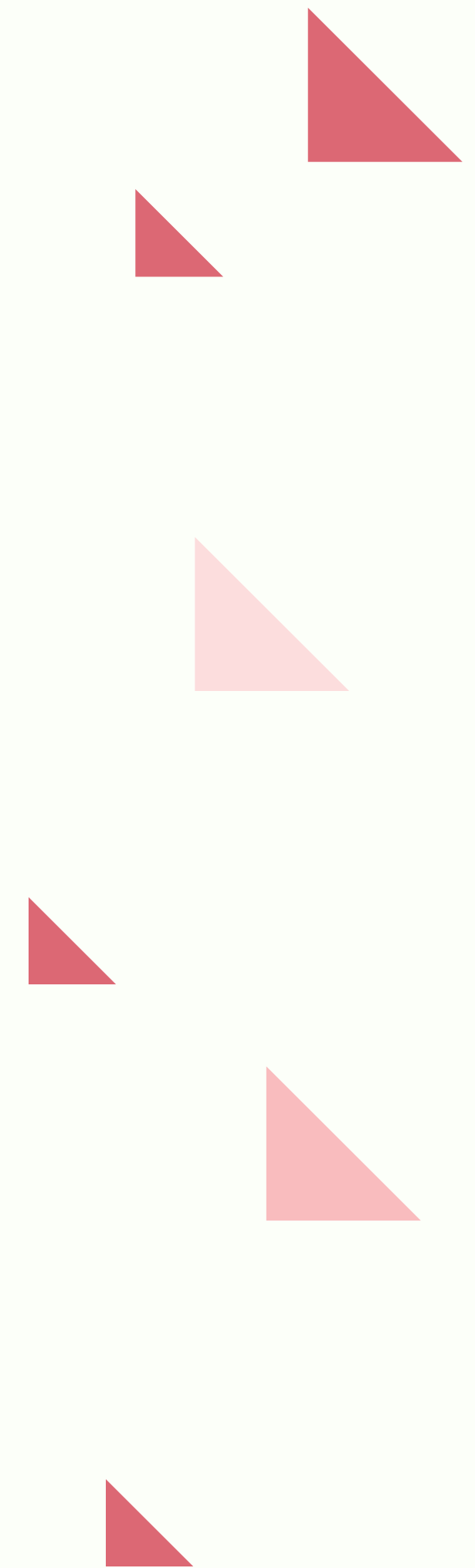


Social Media Report

City of Placerville,
Facebook & Instagram Review
May 2023

Prepared by: Emily Idleman
Bold Communications
www.boldmediacomms.com



About Bold Communications

Emily Idleman is the Founder and CEO of Bold Communications, a public relations firm formed in May of 2022.

Emily has approximately seven years of experience in social media management, branding, content creation, event development and organization, and business-to-business marketing. She has worked with non-profit organizations, small businesses, and government organizations.

Emily currently attends Arizona State University, working to obtain a master's degree in Digital Audience Strategy. She is a member of the Public Relations Society of America (PRSA), the National Association of Women Business Owners (NAWBO), and the El Dorado County Chamber of Commerce. In Emily's free time, she is likely trying to reign in her children, keeping up with the latest and greatest social media trends and tools, and exploring the outdoors. She volunteers with numerous local non-profit organizations such as the Miss El Dorado County Pageant, Big Brothers Big Sisters of Northern Sierra, and Ponderosa Little League.

Contract Highlights

- Create engaging organic social campaigns
 - Creating content specific to the City of Placerville
 - Social pages monitoring and management
 - Engaging on behalf of the City of Placerville
- Creating data-driven paid social campaigns
- Tracking your social campaigns
 - Providing status reports on reach, engagement, and follower count
- Managing and monitoring your social reputation
 - Feedback, reviews, mentions/chatter
- Press release writing and disbursement
 - Press conferences

Goals

The City of Placerville is currently focused on the growth and performance of its social media accounts on Facebook and Instagram. The City has yet to invest in other platforms such as Twitter, TikTok, Snapchat, Pinterest, etc.

All growth is obtained organically and not through the use of digital advertisements. Here are the goals we aim to reach within the first year:

- Become a trusted source of information for Placerville citizens
- Strengthen community relationships
- Increasing the quantity & quality of content
- Drive follower growth
- Increase reach & engagement rate

The City's social media strategy focuses on reliability, growth, and engagement through organic measures. We provide the information we believe the public wants or needs to receive and obtain feedback from citizens to further this strategy.

Social Media Use

We have used these platforms to reach the public directly, communicating with them the following information:

- Emergency Updates
 - Traffic/Construction
 - Inclement Weather
- Resources
- Campaigns
 - Trip to Green
 - Connect Placerville: Broadband
- Fulfilling Grant Requirements
- Promoting City Events



Metrics to Follow

Below are some metrics we are going to discuss

Followers

The people who have subscribed to our page

Reach

The number of people who saw content from your page

Engagement

A way to track how our audience interacts with our content



Facebook Content Overview

90 - Day Review: Jan. - Apr.

Reach

Post reach ⓘ

230.3K ↑ 250.4%

Total from last 90 days vs 90 days prior



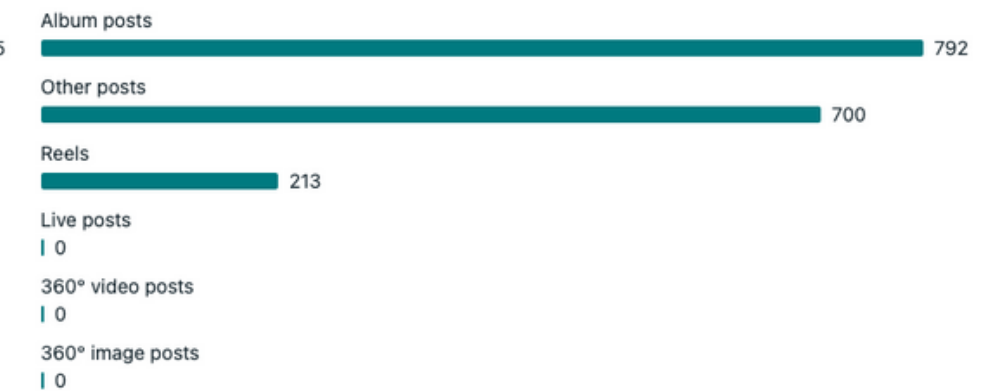
Median post reach per media type ⓘ

For posts created in the last 90 days



Median post reach per content format ⓘ

For posts created in the last 90 days

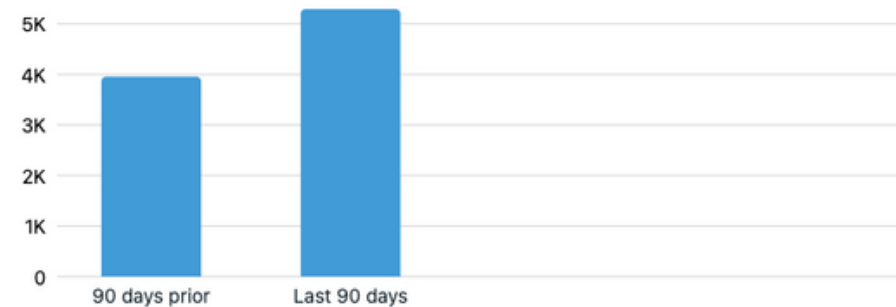


Engagement

Post reactions, comments and shares ⓘ

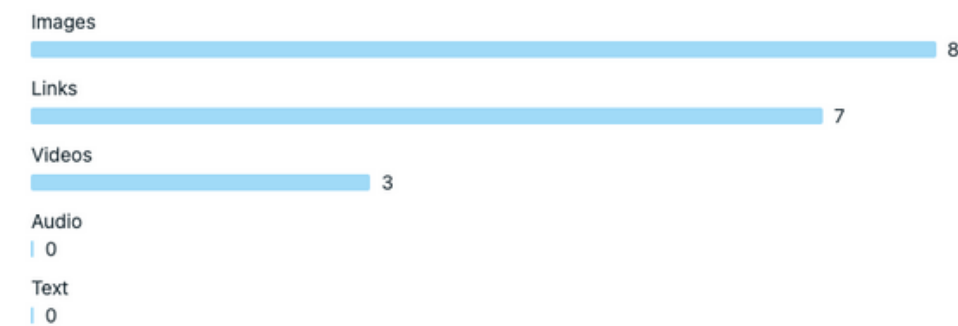
5.3K ↑ 33.7%

Total from last 90 days vs 90 days prior



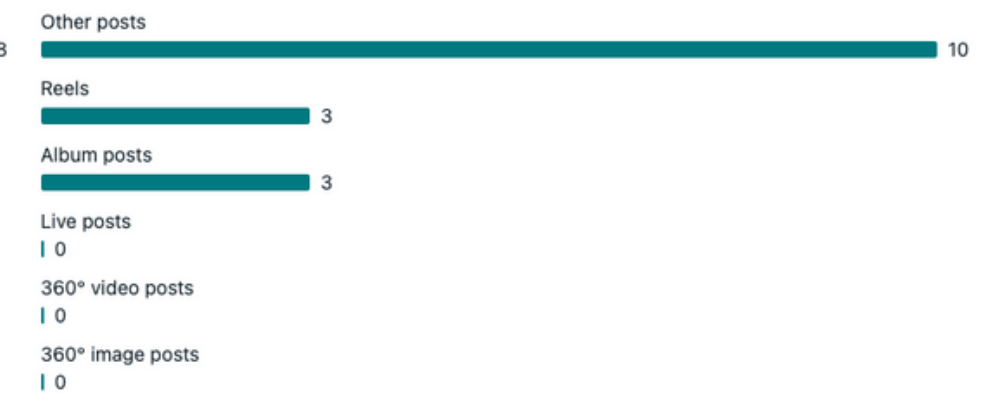
Median post reactions, comments and shares per media type ⓘ

For posts created in the last 90 days



Median post reactions, comments and shares per content format ⓘ

For posts created in the last 90 days



Top-performing organic posts

Here are posts that have performed well over the last 90 days. Understanding what's working can help you decide what to create and share next, so you can keep up the great work.

Highest reach on a post ⓘ



Facebook post

Thank you to Placerville City Crews for keeping our Roads Clear during the storms!

Mar 6, 2023, 3:08 PM

This post reached **30,785%** more Accounts Center accounts (217,125 Accounts Center accounts) than your median post (703 Accounts Center accounts) on Facebook.

Highest reactions on a post ⓘ



Facebook post

Thank you to Placerville City Crews for keeping our Roads Clear during the storms!

Mar 6, 2023, 3:08 PM

This post received **74,300%** more reactions (3,720 reactions) than your median post (5 reactions) on Facebook.

Highest comments on a post ⓘ



Facebook post

Thank you to Placerville City Crews for keeping our Roads Clear during the storms!

Mar 6, 2023, 3:08 PM

This post received 167 comments compared to your median post (0 comments) on Facebook.



City of Placerville

March 6 · 🌐



Thank you to Placerville City Crews for keeping our Roads Clear during the storms!



📣 Boost this post to reach up to 666 more people if you spend \$14.

Boost post

👍❤️ You and 3.3K others

63 comments 416 shares



Boost post



Thank you to Placerville City Crews for keeping our Roads Clea...

March 6, 2023 at 3:08 PM

Interactions

👍 3,720 reactions

💬 167 comments

➦ 421 shares

Overview

Performance

Feed preview

Performance

Reach ⓘ

Total

217,125

Organic	217,125 (100%)
Paid	0 (0%)

Engagements ⓘ

Reactions

3,720

Comments	167
Shares	421

View details

Negative interactions ⓘ

Total

31

Unique	31
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Instagram Content Overview

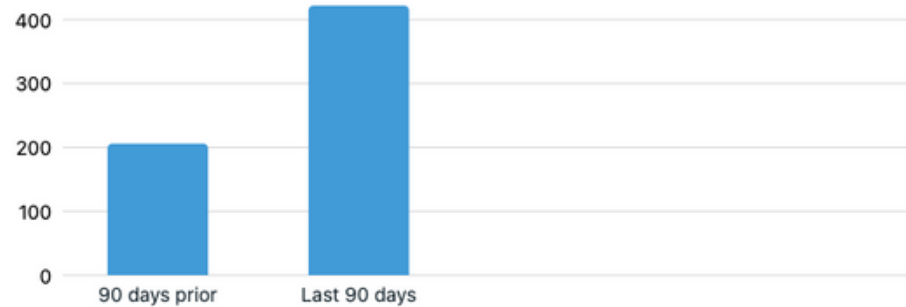
90 - Day Review: Jan. - Apr.

Reach

Post reach ⓘ

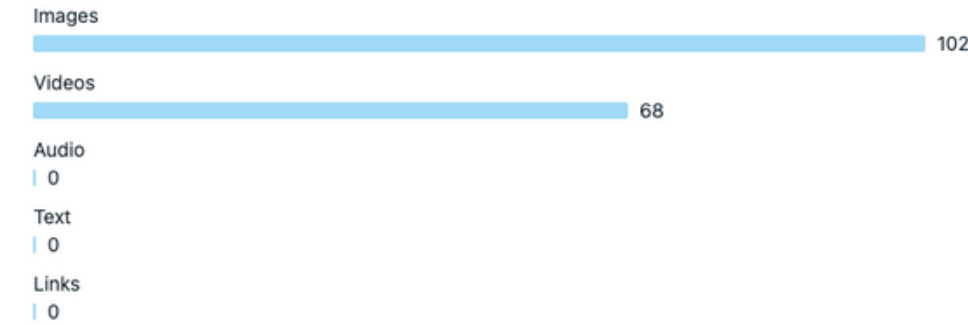
422 ↑ 104.9%

Total from last 90 days vs 90 days prior



Median post reach per media type ⓘ

For posts created in the last 90 days



Median post reach per content format ⓘ

For posts created in the last 90 days



Engagement

Post likes, comments and shares ⓘ

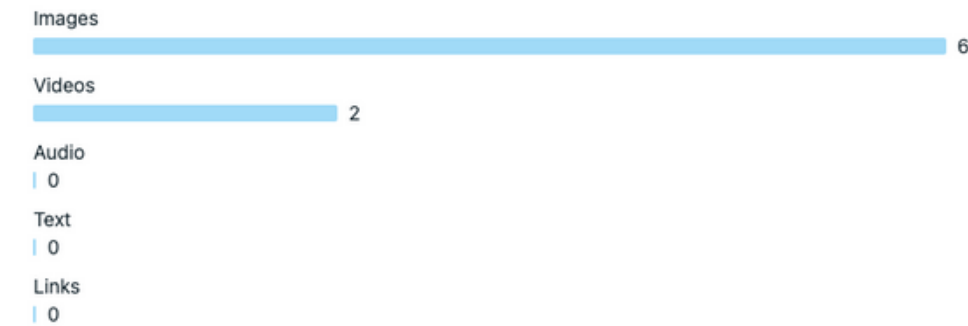
114 ↓ 9.5%

Total from last 90 days vs 90 days prior



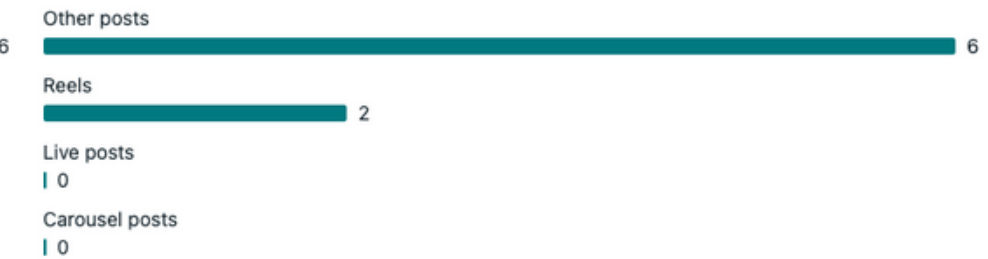
Median post likes, comments and shares per media type ⓘ

For posts created in the last 90 days



Median post likes, comments and shares per content format ⓘ

For posts created in the last 90 days



Top-performing organic posts

Here are posts that have performed well over the last 90 days. Understanding what's working can help you decide what to create and share next, so you can keep up the great work.

Highest reach on a post ⓘ



Instagram post

The Public Progress Report from Tuesday night's City Council meeting is now available!
#placervillecitycouncil #publicprogressreport #cityofplacerville

Mar 16, 2023, 9:08 AM

This post reached **135%** more Accounts Center accounts (223 Accounts Center accounts) than your median post (95 Accounts Center accounts) on Instagram.

Highest likes on a post ⓘ



Instagram post

Thank you to Placerville City Crews for keeping our Roads Clear during the storms!

Mar 6, 2023, 3:08 PM

This post received 20 likes.

Highest comments on a post ⓘ



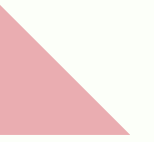
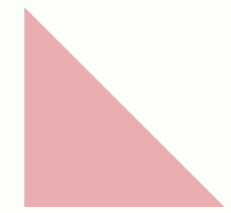
Instagram post

Thank you to Placerville City Crews for keeping our Roads Clear during the storms!

Mar 6, 2023, 3:08 PM

This post received 1 comment compared to your median post (0 comments) on Instagram.

Facebook Business Comparison

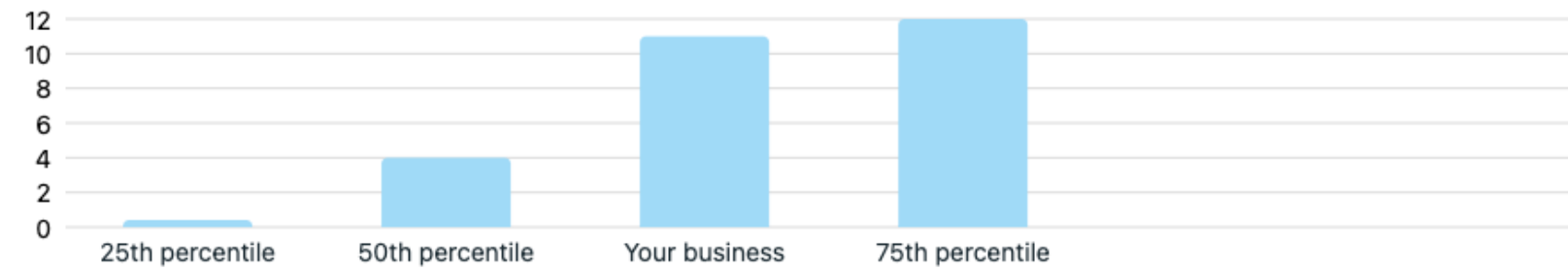


Published content ⓘ

11

Similar to others

How often your business published versus others in this category



Over the last 28 days, you typically published the same amount of posts and stories compared to other businesses in this category. Nice work! Stay on track by creating a new post or scheduling in advance.

Create post ▾

Facebook Page followers ⓘ

5.7K

Higher than others

Typically: 964

New Facebook Page followers ⓘ

23

Similar to others

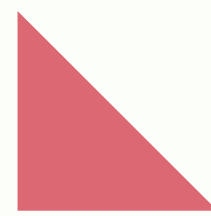
Typically: 11

Content interactions ⓘ

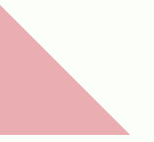
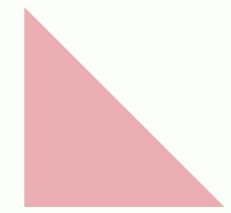
204

Higher than others

Typically: 81



Instagram Business Comparison

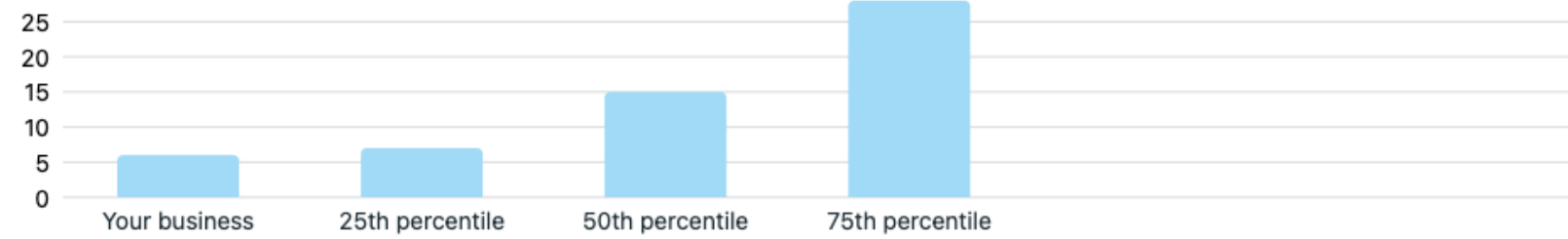


Published content ⓘ

6

Lower than others

How often your business published versus others in this category



Over the last 28 days, you typically published fewer posts and stories compared to other businesses in this category. Consider posting regularly and more often.

Create post ▾

Instagram followers ⓘ

242

Lower than others

Typically: 681

New Instagram followers ⓘ

23

Similar to others

Typically: 17

Content interactions ⓘ

32

Lower than others

Typically: 87

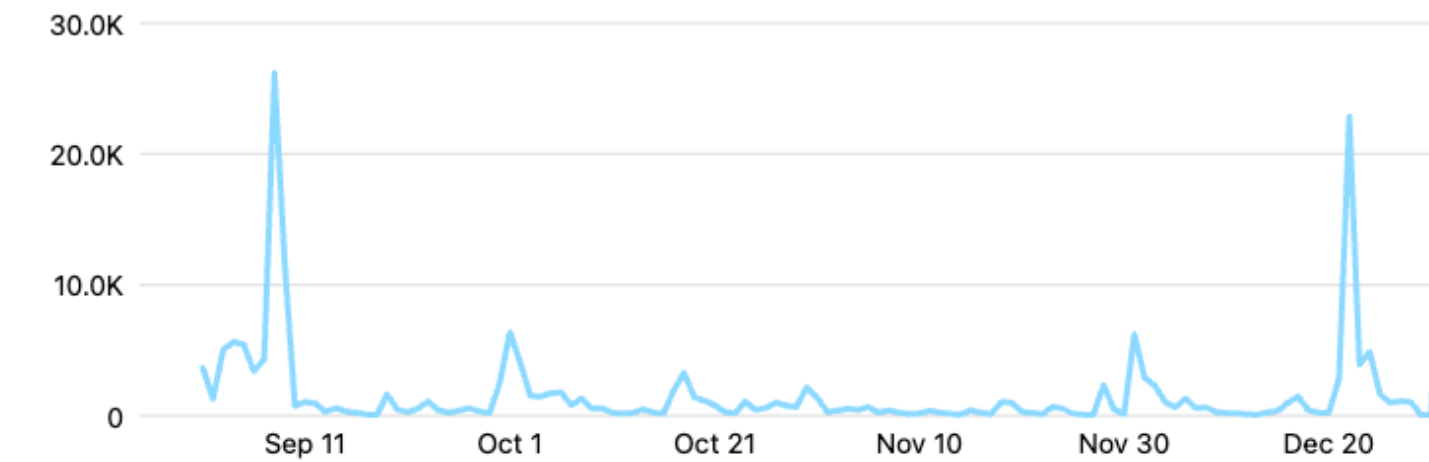
Quarterly Report

Q1: September - December 2022

Reach

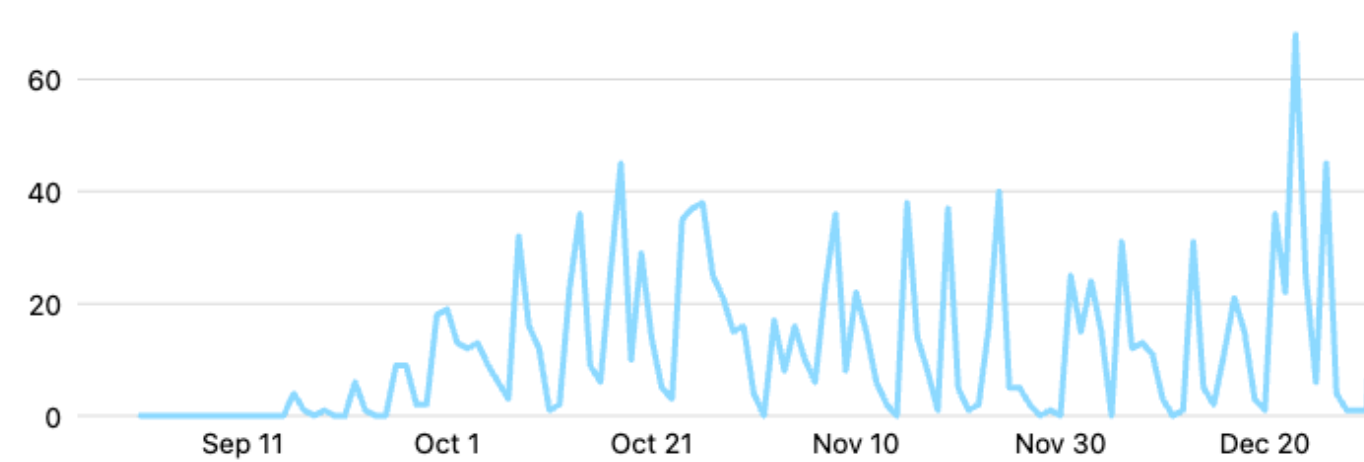
Facebook Page reach ⓘ

102,292 ↑ 255.3%



Instagram reach ⓘ

210 ↑ 100%



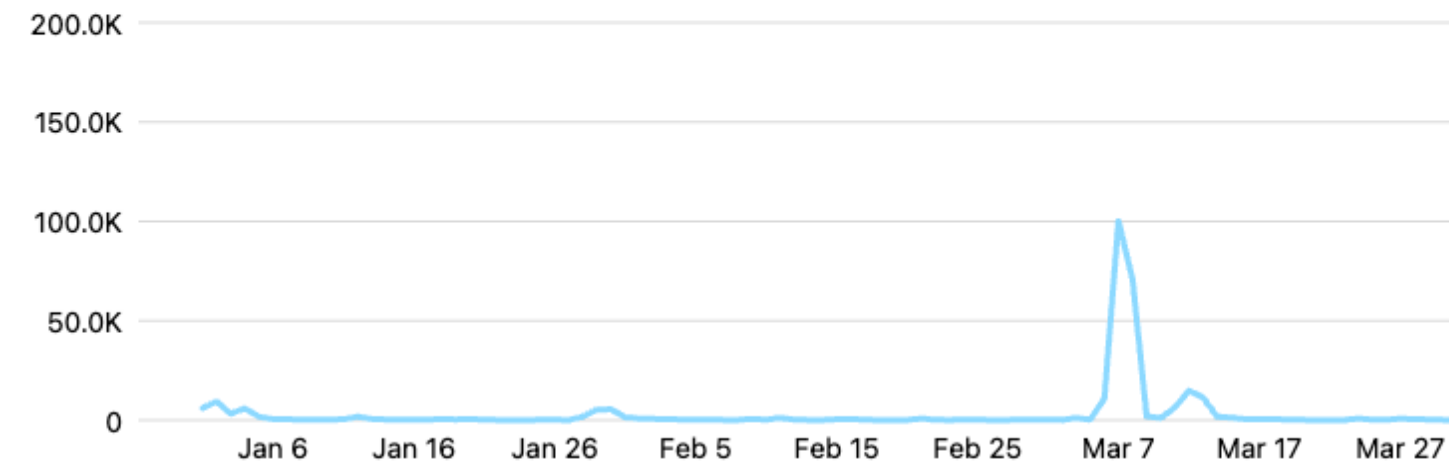
Quarterly Report

Q2: January - March 2023

Reach

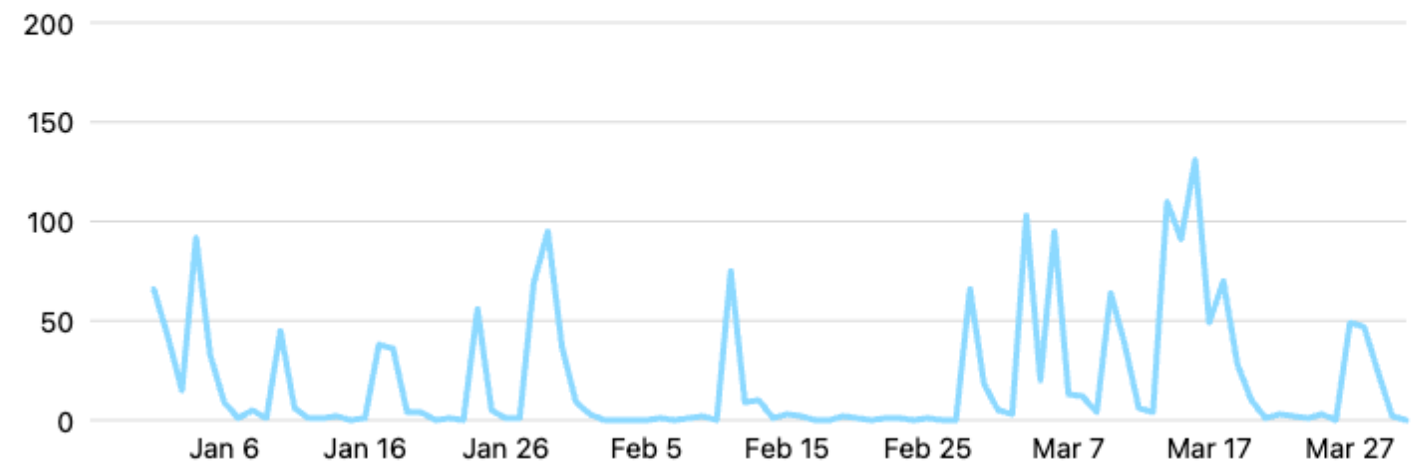
Facebook Page reach ⓘ

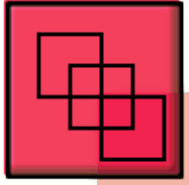
239,921 ↑ 306.2%



Instagram reach ⓘ

402 ↑ 113.8%

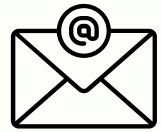




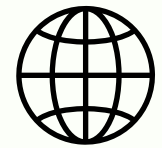
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