



City of Placerville

Social Media Review

September 2023 - April 2024

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Bold Communications

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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 continue to work towards during this contracted 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 key 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

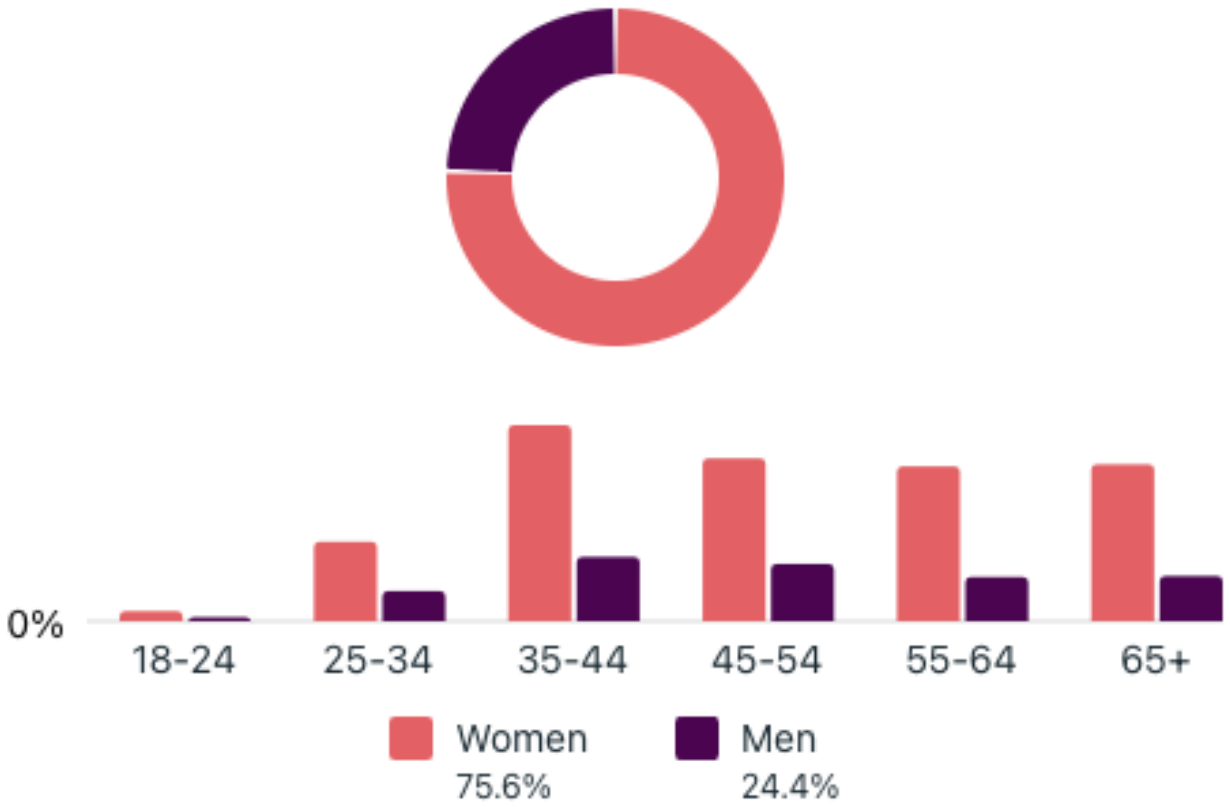


Audience Metrics

Facebook followers ⓘ

6,594

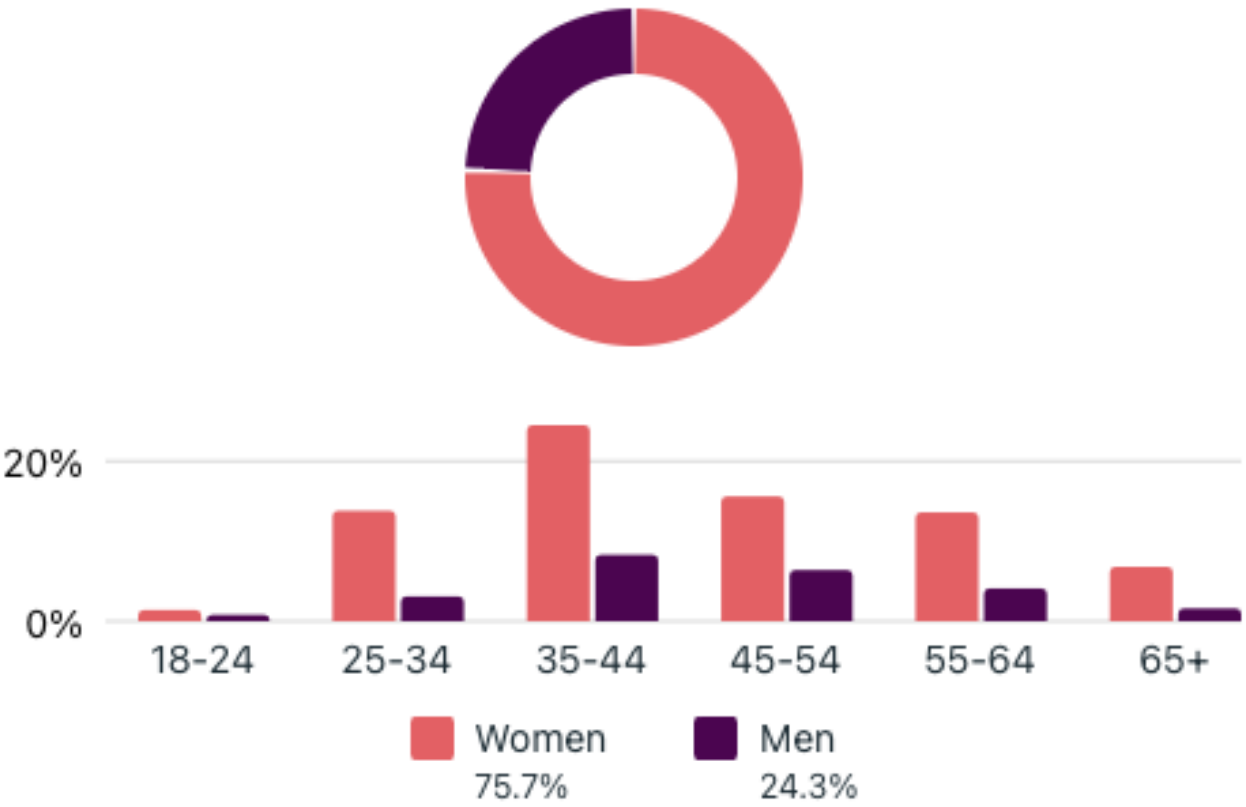
Age & gender ⓘ



Instagram followers ⓘ

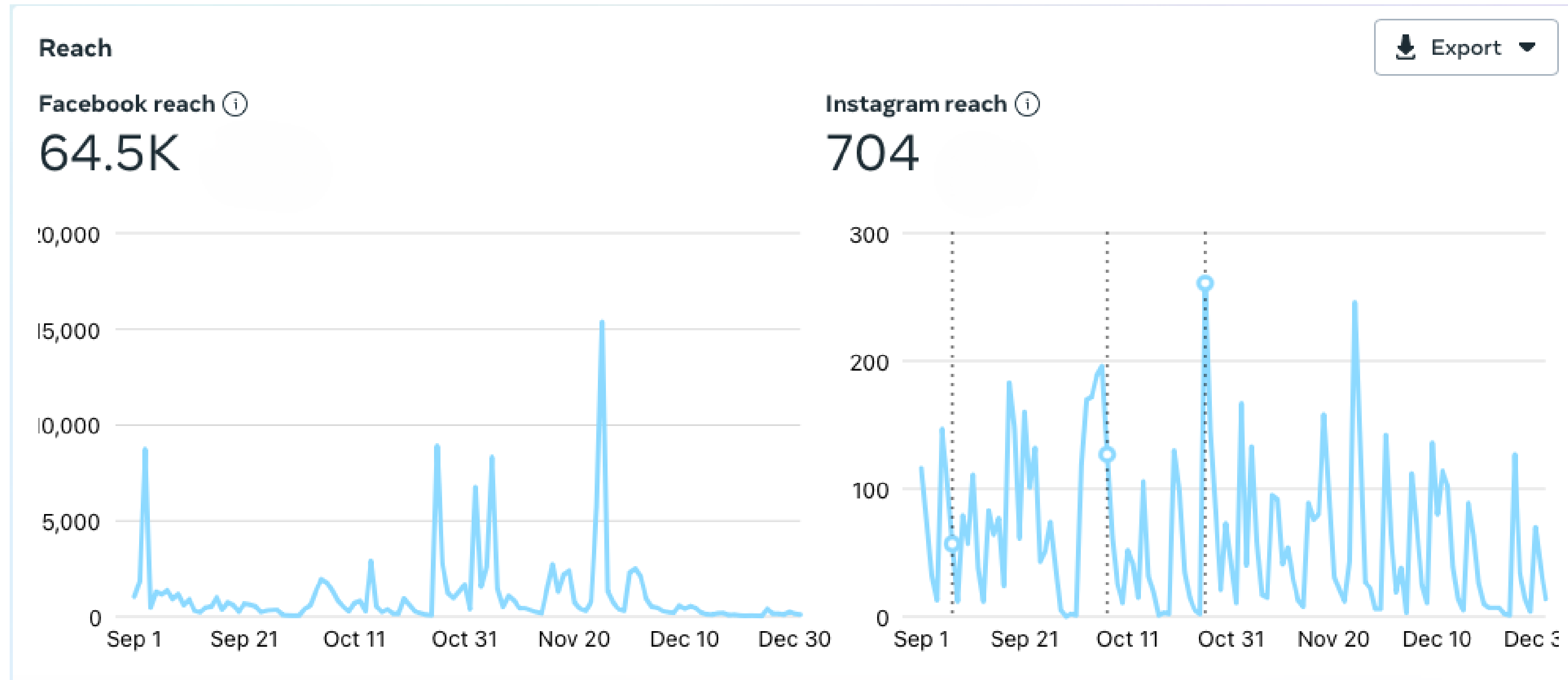
609

Age & gender ⓘ



Content Overview

September - December 2023 Review



Growth Overview

January - April 2024 Review

Reach

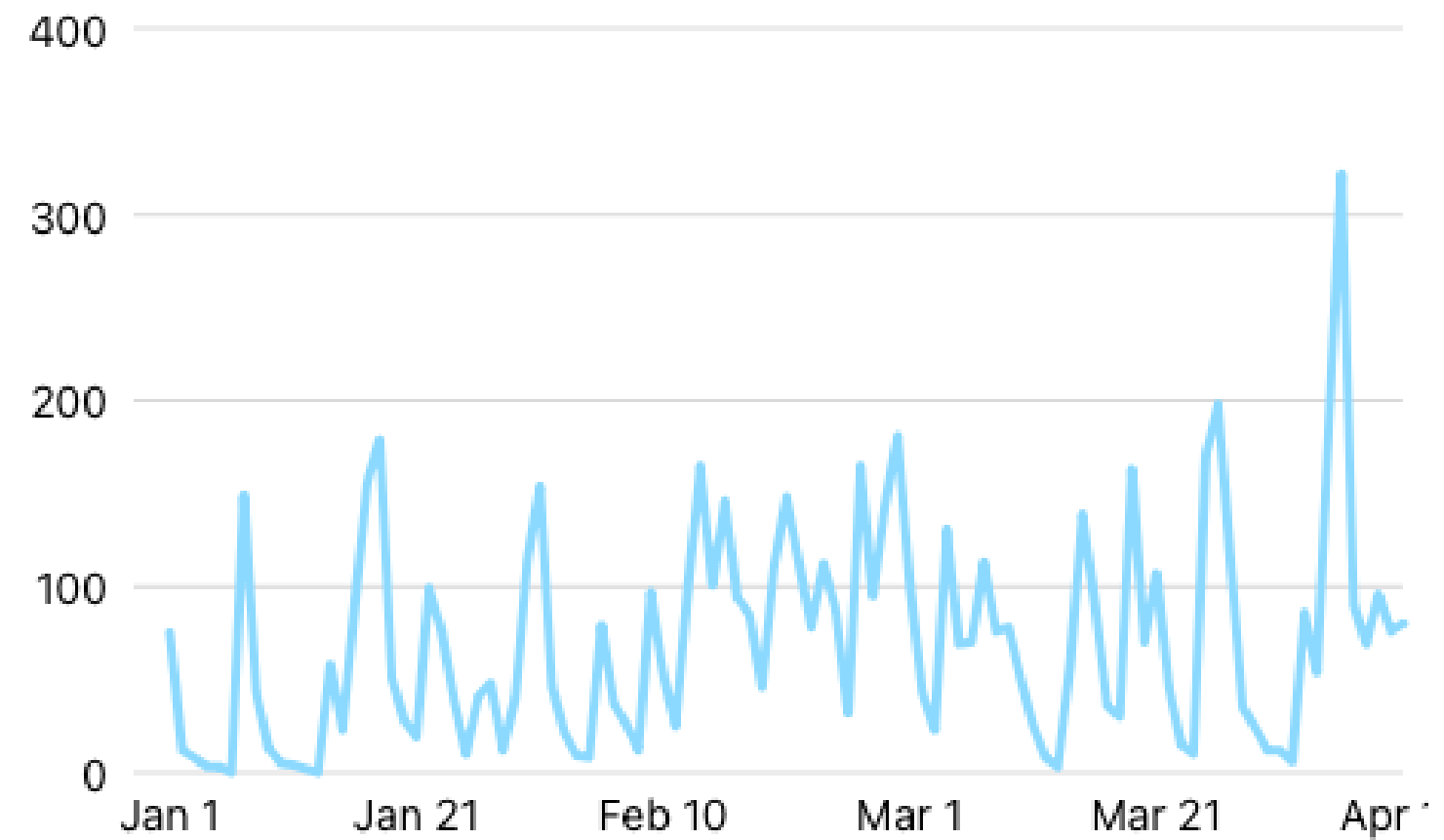
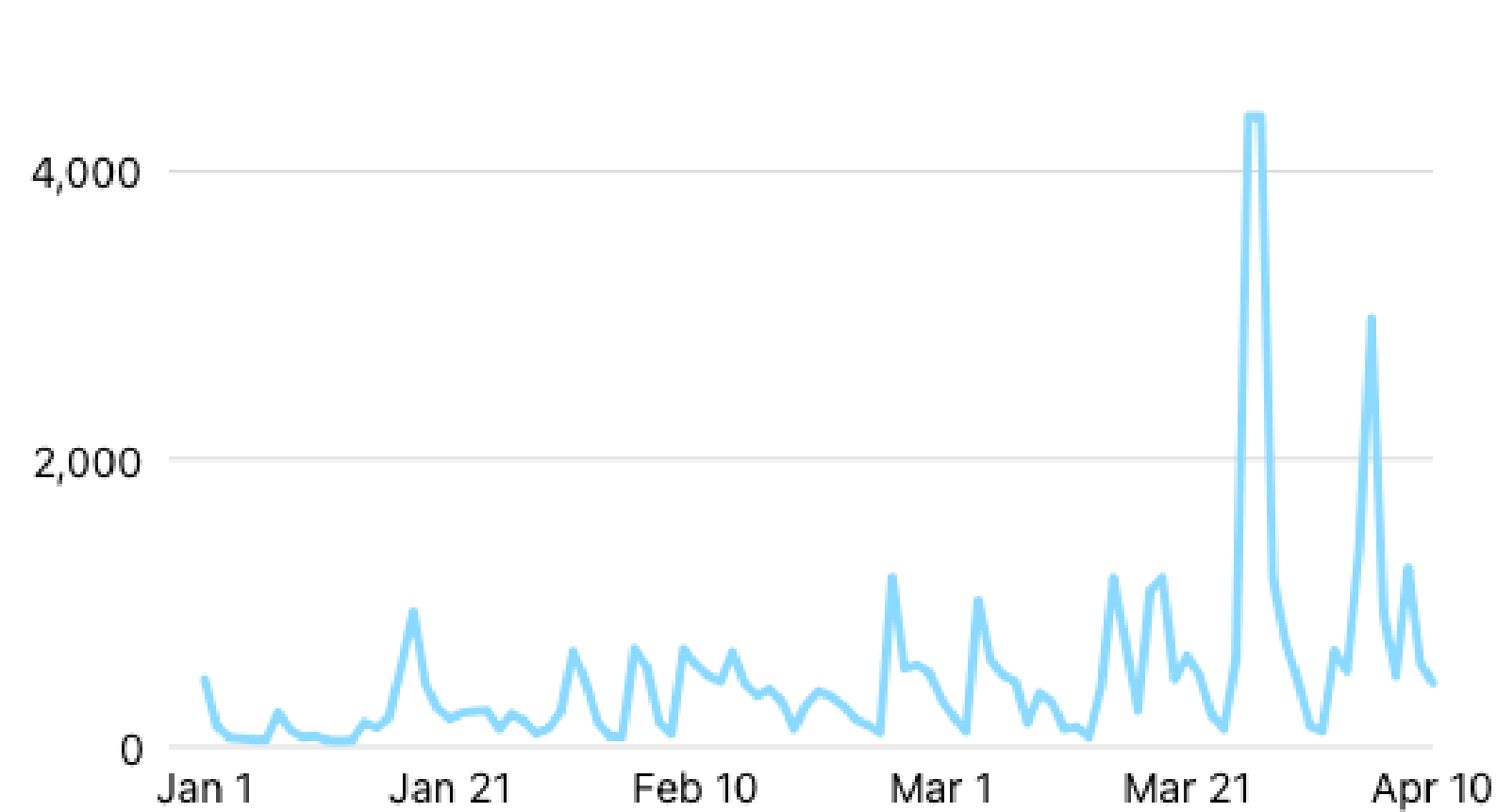
Export

Facebook reach ⓘ

21.1K

Instagram reach ⓘ

759



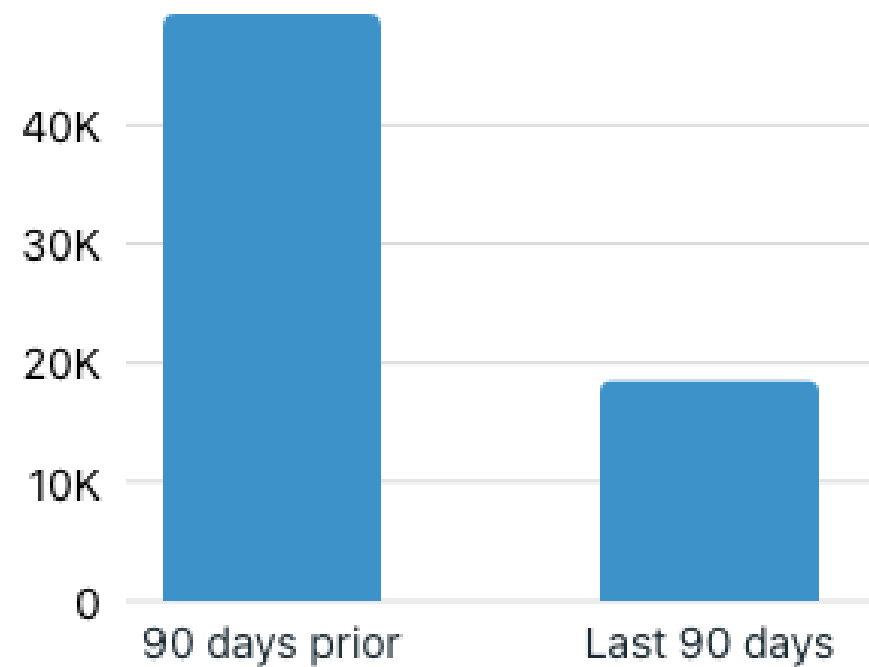
Content Overview: Facebook

Reach

Post reach ⓘ

18.5K

Total from last 90 days vs 90 days prior



Oct. 20, 2023 - Jan. 17, 2024

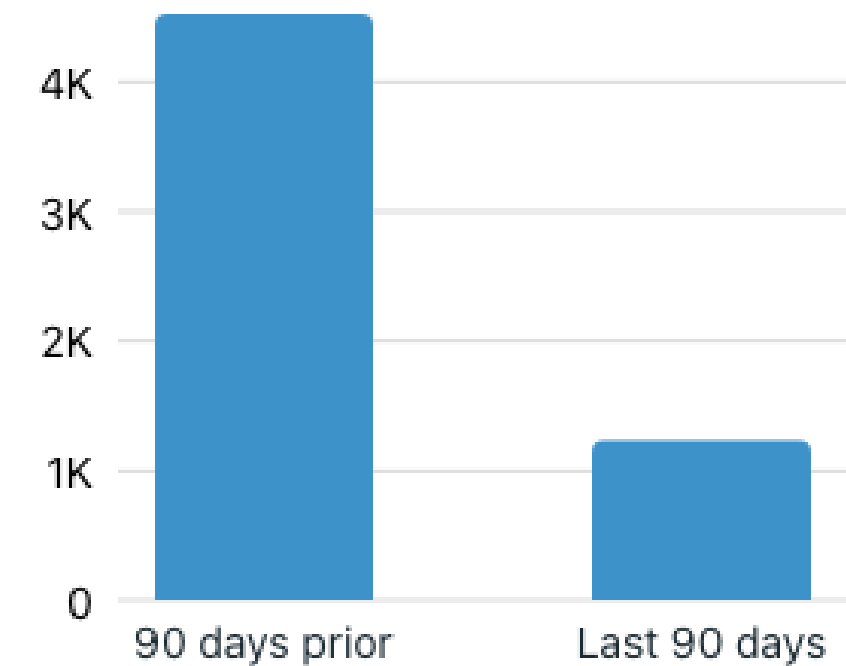
Jan. 18, 2024 - Apr. 16, 2024

Engagement

Post reactions, comments and shares ⓘ

1.2K

Total from last 90 days vs 90 days prior



Oct. 20, 2023 - Jan. 17, 2024

Jan. 18, 2024 - Apr. 16, 2024

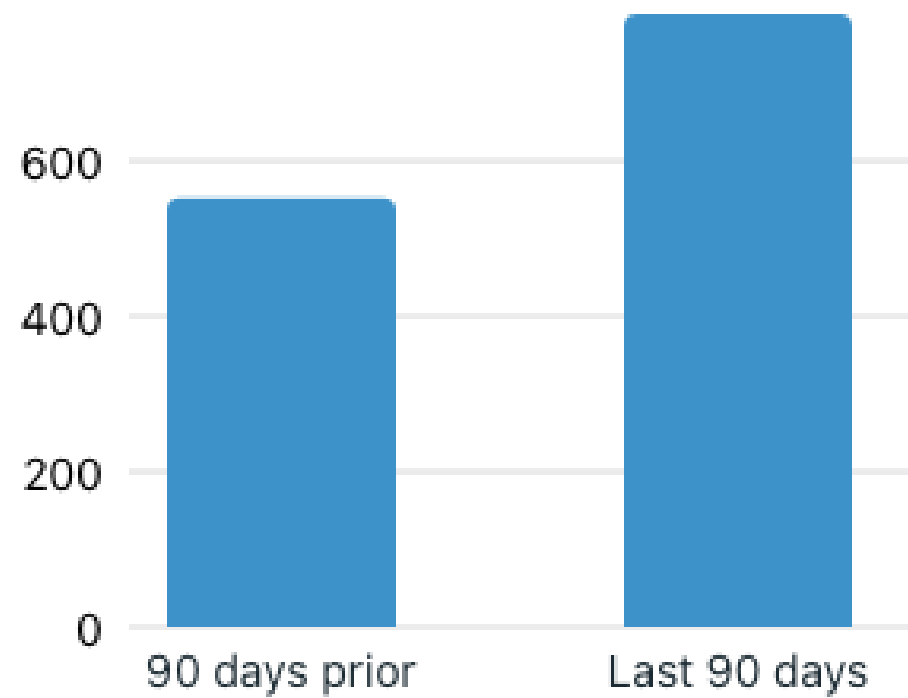
Content Overview: Instagram

Reach

Post reach ⓘ

788

Total from last 90 days vs 90 days prior



Oct. 20, 2023 - Jan. 17, 2024

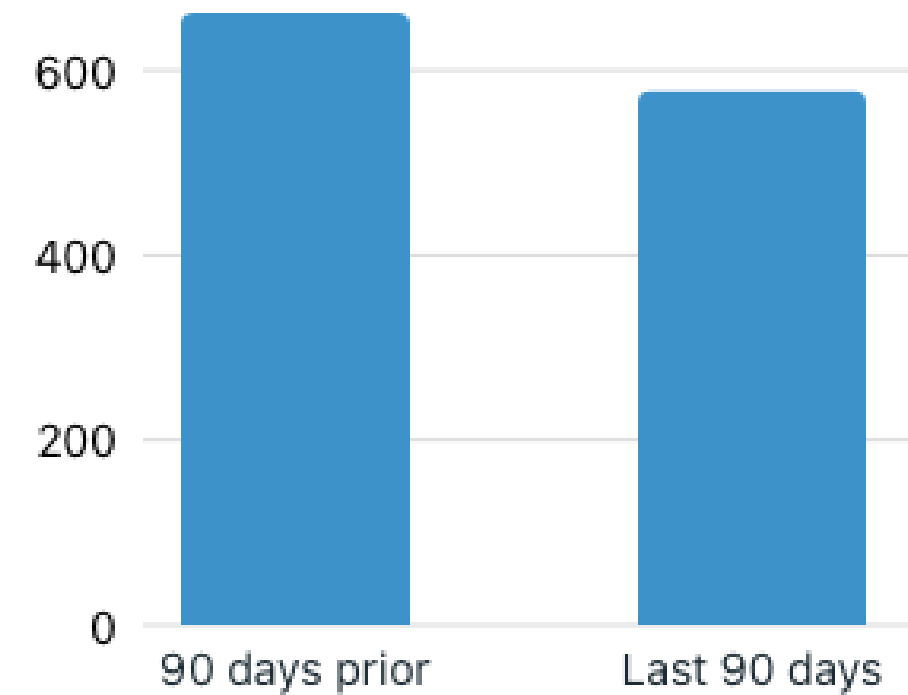
Jan. 18, 2024 - Apr. 16, 2024

Engagement

Post likes, comments and shares ⓘ

577








Total from last 90 days vs 90 days prior



Oct. 20, 2023 - Jan. 17, 2024

Jan. 18, 2024 - Apr. 16, 2024

Facebook Business Comparison

Page	Page likes ↓	Page likes change ↑↓	Published content
 City of South Lake Tahoe Government The City of South Lake Tahoe's Social Media Comment Policy can be fo...	38.7K	↑ 10	30
 El Dorado County, CA - Government El Dorado County, 330 Fair Lane, Placerville, CA 95667. www.edcgov.us...	14.3K	↑ 43	39
 City of Folsom - Government Welcome to the official City of Folsom Facebook page.	12.1K	↑ 40	30
 City of Placerville City of Placerville, California	5.8K	↑ 13	11
 City of Grass Valley, California Government Official page of the City of Grass Valley gov. Follow for community upda...	4K	↑ 121	34
 City of Auburn, California - City Hall Auburn has so many ways to be involved, creative, engaged, entertaine...	3.6K	↑ 19	10
 City of Sonora, CA - Government The official Facebook page for the City of Sonora, "Queen of the Southe...	76	↑ 1	--

- Outperforming cities with similar population demographics and geographic areas.
- Above 75th percentile in current followers.
- Between 50th and 75th percentile in new follower growth.
- 50th-75th percentile in content interactions.

Facebook followers ⓘ

6.6K

Higher than others

Typically: 2.3K

Follows ⓘ

15

Similar to others

Typically: 25







Content interactions ⓘ

435

Similar to others

Typically: 374

Instagram Business Comparison

Account	Followers (lifetime) ↓	Instagram follower... ↑↓	Published content
 thecityofsac City of Sacramento, Government	18.4K	↑ 200	22
 cityofslt City of South Lake Tahoe	17.2K	↑ 37	37
 cityofroseville City of Roseville CA	13.4K	↑ 320	20
 cityofgrassvalley City of Grass Valley	4.2K	↑ 45	81
 placervillecity City of Placerville Official	609	↑ 13	13
 city_of_sonora @OfficalCityOfSonora	70	--	0

- Between the 50th and 75th percentile in followers.
- Above 75th percentile in new follower growth.
- Above 75th percentile in content interactions.

Instagram followers ⓘ

609

Similar to others

Typically: 651

Follows ⓘ

19

Higher than others

Typically: 10

Content interactions ⓘ

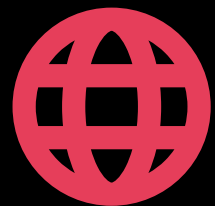
272

Higher than others

Typically: 37



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