

CITY COUNCIL SOCIAL MEDIA UPDATE



#ONE YEAR UPDATE



OBJECTIVES

01

CREATE A SOCIAL MEDIA PRESENCE FOR SANDY CC

1. Twitter
2. Facebook
3. Instagram

02

GARNER FOLLOWERS ON ALL PLATFORMS

500 new followers in the first year.

03

CONNECT CC MEMBERS WITH THE PUBLIC

Provide a space for residents to connect and ask questions of the CC. See an increase in public outreach.

04




EDUCATE ON SANDY CC POLICY

Education campaigns for city codes, rules to follow, and new laws. Increase accessibility of education materials.

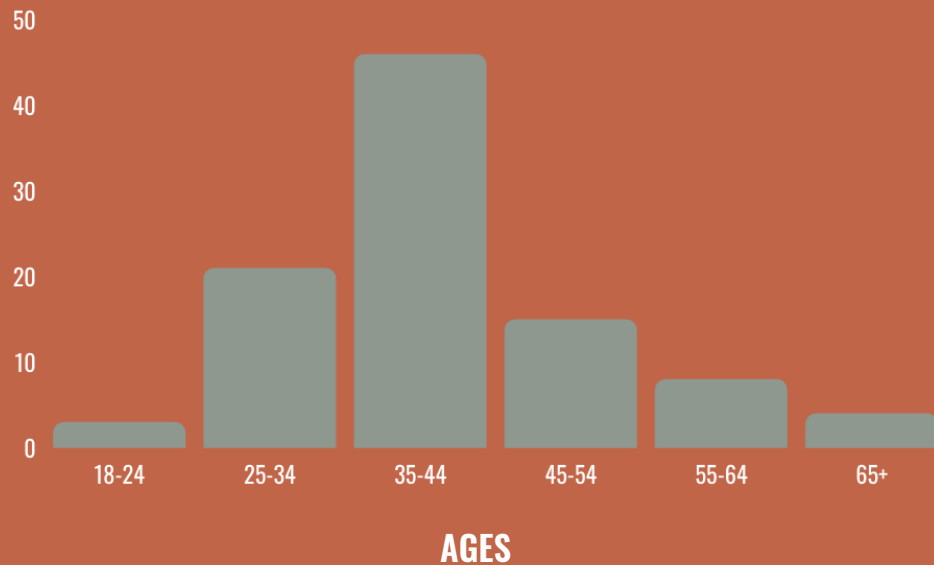
05

DEVELOP A POSITIVE, DISTINCTIVE VOICE FOR THE COUNCIL SOCIALS

Create content that's consistent in tone, voice, and message: helping Sandy connect to its City Council.

	FOLLOWERS	AVG. ENGAGEMENT	AVG. REACH	% OF GOAL
	622	10 Highest: 303 Lowest: 0	273 Highest: 5,367 Lowest: 5	<div><div></div>100%</div>
	264	5 Highest: 61 Lowest: 0	52 Highest: 136 Lowest: 3	<div><div></div>53%</div>
	85	7 Highest: 179 Lowest: 0	245 Highest: 2,855 Lowest: 5	<div><div></div>17%</div>

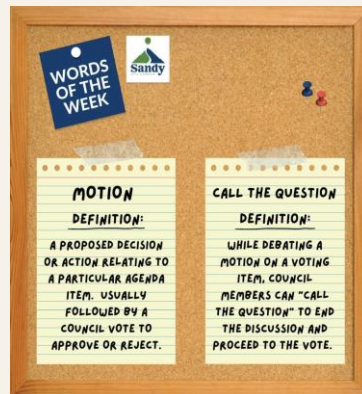
DEMOGRAPHICS



Women - 64%



Men - 36%



- Facebook posts
- Twitter posts and polls
- Instagram posts and stories
- Mindful Monday, Tuesday Trivia, Word of the Week Wednesday, Thought Thursday, Feature Friday
- Positive feedback, high engagement on quizzes, frequent shares to local resident / politics pages.

SANDY GOV. 101

OBJECTIVES



01

CREATE A SOCIAL MEDIA PRESENCE FOR SANDY CC

1. Twitter
2. Facebook
3. Instagram



03

CONNECT CC MEMBERS WITH THE PUBLIC

Provide a space for residents to connect and ask questions of the CC. See an increase in public outreach.



05

DEVELOP A POSITIVE, DISTINCTIVE VOICE FOR THE COUNCIL SOCIALS

Create content that's consistent in tone, voice, and message: helping Sandy connect to its City Council.

02

GARNER FOLLOWERS ON ALL PLATFORMS

500 new followers in the first year.



04

EDUCATE ON SANDY CC POLICY

Education campaigns for city codes, rules to follow, and new laws. Increase accessibility of education materials.

Moving Forward & Next Steps

1. Focus on increasing organic Twitter and Instagram growth
 - a. Continue to advertise our socials at City Council events.
 - b. Post at optimal Twitter times and Instagram times.
 - c. Utilize hashtags for higher reach.

1. Survey our residents/ followers to garner ideas, feedback, and interests as it relates to our social media pages and content.

1. Continue to act as an information resource for our residents. Answer questions on our posts and in our messages. Promote events, agendas, Council meetings, and everything else.

THANKS!

Questions?