



City of Lawrence

2015 Social Media Report: April 1 – April 30

Key Metrics Per Platform		
Facebook	Twitter	Sprout Social
City of Lawrence, Kansas – Municipal Government	@LawrenceKS	All government pages
Likes: 4,108 — 22%↑	Followers: 8,825 — 1.35%↑	Unique users: 3.8K — 11%↑
Impressions: 197,537 — 121%↑	Impressions: 149.4k — 35%↑	Impressions: 1.9M — 19%↑
Shares: 311	Retweets: 174 — 39%↑	New FB fans: 327 — 1.52%↓
Clicks: 9,543	Link Clicks: 760 — 32%↑	“Unliked”: 14 — 69%↑
Likes: 1,565	Favorite: 152 — .66%↑	New TT followers: 182 — 17%↓
Comments: 258	Replies: 39 — 15%↑	Mentions: 218 — 86%↑
Engagement: 284%*	Engagement: 1.60%** — 14%↑	Interactions: 4.8K — 12%↑
Web Referrals: 1,461 — 15%↑	Web referrals: 226 — 9%↑	Web referrals: 2,301 — 19%↑

Notes:

- — **N%↑** indicates the increase compared to March.
- **April’s metrics on Facebook will serve for comparison of May’s metrics.**
- ***Facebook engagement rate = total engagements/total number of followers that month.**
- ****Twitter engagement rate = total engagements/total number of impressions.**
- **Top Facebook and Twitter posts: highest reach.**

Top 5 Posts this Month - Facebook

City of Lawrence, Kansas – Municipal Government	Metrics
<ul style="list-style-type: none"> • A time lapse video of the 2015 Downtown Lawrence Olympic Men's Shot Put competition... 	[VIDEO] 12,478 views 26.1k reach 3.4k engaged 13.8% engagement
<ul style="list-style-type: none"> • Couldn't make it to the 2015 Downtown Lawrence Olympic Men's Shot Put? Desperate to see what you missed? ... 	[VIDEO] 2,386 views 8.1k reach 540 engaged 6.69% engagement
<ul style="list-style-type: none"> • Over the weekend, the City of Topeka released approximately 3-million gallons of sewage into the Kansas River... 	[POST] 6.8k reach 954 engaged 13.94% engagement
<ul style="list-style-type: none"> • Very excited to announce the hiring of Porter Arneill as our Arts & Culture Director... 	[PHOTO] 4.3k reach 563 engaged

<ul style="list-style-type: none"> Take advantage of the incredible produce available at the Lawrence Farmers' Market this Saturday! You can get twice as much food thanks to Market Match, a SNAP dollar matching program... 	13.18% engagement [POST/PHOTO] 1.9k reach 175 engaged 9.18% engagement
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Top 5 Posts this Month - Twitter

@LawrenceKS	Metrics
<ul style="list-style-type: none"> @KMBCMattyD @visitlawrence @downtownlawrenc judging is intense... 	[PHOTO] 3,138 reach 85 interactions 2.7% engagement
<ul style="list-style-type: none"> @Conrad_Swanson @LJWorld Covered the 9th St Corridor mtg last night. What do you think about proposed project values? www2.ljworld.com/news/2015/apr/... 	[ARTICLE] 2,697 reach 25 interactions 9% engagement
<ul style="list-style-type: none"> The 9th st. Corridor Project Public Art Workshop is tomorrow night! Join us! lawks.us/1G59Wzf 	[Announcement/Photo] 2,205 reach 129 interactions 5.8% engagement
<ul style="list-style-type: none"> Celebrate Earth Day this Saturday 11:30 am - 4 pm! Play on the Recycle Cycle, eat local food, and listen to great music! 	[PHOTO] 2,064 reach 31 interactions 1.5% engagement
<ul style="list-style-type: none"> Plz RT! How do you perceive #BicycleSafety? Fill out a short survey: #PofBS #LFK 	[POST] 2,039 reach 10 interactions .5% engagement

April Summary

During the month of April, we applied several campaigns revolving around Earth Day, Fair Housing Month, Market Match, and the 9th street corridor meetings.

Our regular messages talk about ongoing community events, local resources, information, the release of The Flame and the City Current, commission meetings, construction updates, and department updates.

The improvement in our social media results can be attributed to the variety of useful content that we share and the engaging words that we use to grab the attention of our followers. A good variety of videos, photos, and articles with engaging hashtags, questions, and tags increases visibility and interactions.