



City of Lawrence

2015 Social Media Report: June 1 -June 30

Key Metrics Per Platform

Facebook City of Lawrence, Kansas - Municipal Government	Twitter @LawrenceKS	Sprout Social All government pages
Likes: 4,427 – 2.33% ↑	Followers: 9,224 – 2.23% ↑	Unique users: 4.5k – 50% ↑
Impressions: 109,418- .77% ↓	Impressions: 3.1m – 1794% ↑	Impressions: 3.1M – 41% ↑
Shares: 366 – 181.54% ↑	Retweets: 274– 79.08% ↑	New FB fans: 437 – 14% ↑
Clicks: 7352 – 161.92% ↑	Link Clicks: 751 –2.46% ↑	“Unliked”: 28 – 64% ↓
Likes: 1985 – 150.63% ↑	Favorite: 390 – 176.6% ↑	
Comments: 335 – 241.84% ↑	Replies: 63 – 14.55% ↑	Mentions: 289 – 33% ↑
Engagement:1,256%*-1360% ↑	Engagement: 62%** 60.7% ↑	Interactions: 5.7K – 50% ↑

Notes:

- – N% ↑N% ↓ indicates metric increase/decrease compared to May.
- *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"> • Bring your kids to the Lawrence Public Library to enjoy ... 	[Article] 3.9k reach 487 engaged 12.50% engagement
<ul style="list-style-type: none"> • Yes to cupcakes! No to firecrackers! Lawrence is a firewo ... 	[Article] 3.6k reach 416 engaged 11.69% engagement

- Anyone else enjoying #freestatefest and all the cool art...
- Good morning, Lawrence!
- River to crest tomorrow. Rushing thru at 82,000 cubic ft...

[Article] - shared
2.5k reach
181 engaged
7.22% engagement

[Picture]
2.5k reach
286 engaged
11.48% engagement

[Picture]
1.7k reach
261 engaged
15.25% engagement

Top 5 Posts this Month - Twitter

@LawrenceKS	Metrics
<ul style="list-style-type: none"> • River is roaring! Our Stormwater Engineer reported water rushing through @ 82,000 cu ft. per second. #kswx @dgcoem 	<p>[PHOTO] 139.2k reach 23 interactions 21 Retweets</p>
<ul style="list-style-type: none"> • Burcham Park now closed due to high water. River to crest btwn 10 p.m. and midnight tonight. @dgcoem http://pic.twitter.com/AaWhkQD9Xd 	<p>[PHOTO] 51.0k reach 15 interactions 16 Retweets</p>
<ul style="list-style-type: none"> • @KUnews @NewJayhawks Welcome to Lawrence! Thrilled you're here! 	<p>[Response] 48.9k reach 1 interactions 1 Retweet</p>
<ul style="list-style-type: none"> • We've gotten reports that the Funk Mothership will land here tonight. #freestatefest #freestatefunk @FreeStateFest http://pic.twitter.com/Eh4FG5jldg 	<p>[PHOTO] 40.0k reach 17 interactions 17 Retweets</p>
<ul style="list-style-type: none"> • Bring your kids to the @lawrencelibrary right now for a free meal with Commissioners @lesliesoden and Stuart Boley! http://pic.twitter.com/jOtq7VZgJQ 	<p>[PHOTO] 33.6k reach 6 interactions 5 Retweets</p>

June Summary

During the month of June, we continued to share department information and updates. The highlight of the month was the Free State Festival. During the festival we reached 420,000 people on Twitter alone. Free State Festival tweets from the official City Twitter account were retweeted over 11,000 times. Additionally, we gained 260 more Twitter followers and 437 new Facebook fans.

During the week of the Free State Festival, we were the #1 topic in the Kansas City area for 6 of the 7 days of the festival. The one day we weren't #1, we were #2 due to the KU basketball game. Our daily engagement during the festival was in the 60-75% range.

June marked a change in editorial voice on our social media to a more casual tone. This change resulted in the numbers you see above. We predict July will continue this trend and social media outreach will grow ever more vital to the city's core communication mission.