

MARKETING AND COMMUNITY ENGAGEMENT

**Plano Website, Social Media and
Digital Analytics and Marketing and
Community Engagement Activities**

July 2014





Facebook

City of Plano Facebook

Likes:

July 1, 2014: 4,677

July 31, 2014: 4,818

Net: +141

Visits to COP Facebook Page spiked on July 11 when we posted for the first time about the "Water Holiday".



Page and Tab Visits

The number of times each of your Page tabs was viewed



Most viewed posts in July 2014:

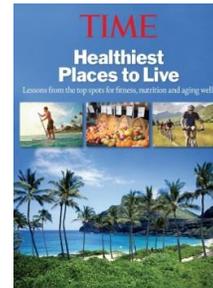
1. Water Holiday for Plano! 16,600 reached



2. New E-Cig regulations 7,836 reached



3. Plano Healthiest: Safest City 6,420 reached

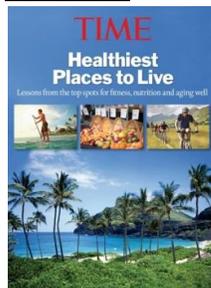


Most 'liked' posts in July 2014:

1. Water Holiday for Plano! 490 Likes



2. Plano Healthiest: Safest City 273 Likes



3. DaLat opens for business 96 Likes



Mayor and Council Facebook

Likes:

July 1, 2014:	951
July 31, 2014:	989
Net:	+38



Visits to Mayor/Council Page peaked on July 30 the day after the Toyota Visits Album was posted.



Most viewed posts in July 2014:

1. Mayor & Plano Mayor Interns 2,901 reached



2. Toyota Leaders Meet Mayor! 2,528 reached



3. Water Holiday Plano! 1,976 reached



Most 'liked' posts in July 2014

1. Toyota Leaders Meet Mayor 144 Likes



2. Mayor & Plano Mayor Interns 142 Likes



3. Meet City Council Member Pat Miner 121 Likes



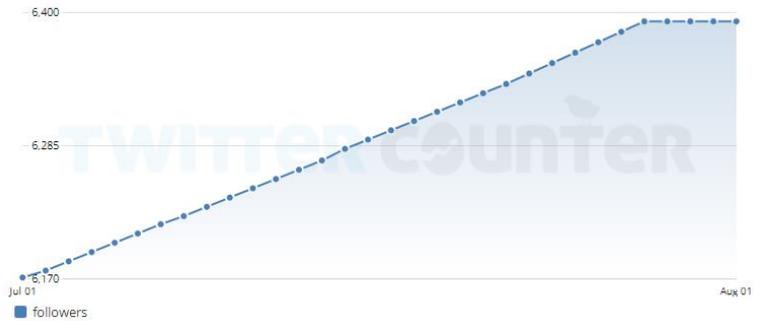
Twitter



City of Plano Twitter Account

	Followers
July 1, 2014	6,171
July 31, 2014	6,442
Net	+271

It was our third strongest month for gaining Twitter followers this year.



Mayor Twitter Account

	Followers
July 1, 2014	1,067
July 31, 2014	1,122
Net	+55

Mayor's Twitter account saw slower growth this month but still reached its monthly goal of 50 more followers.





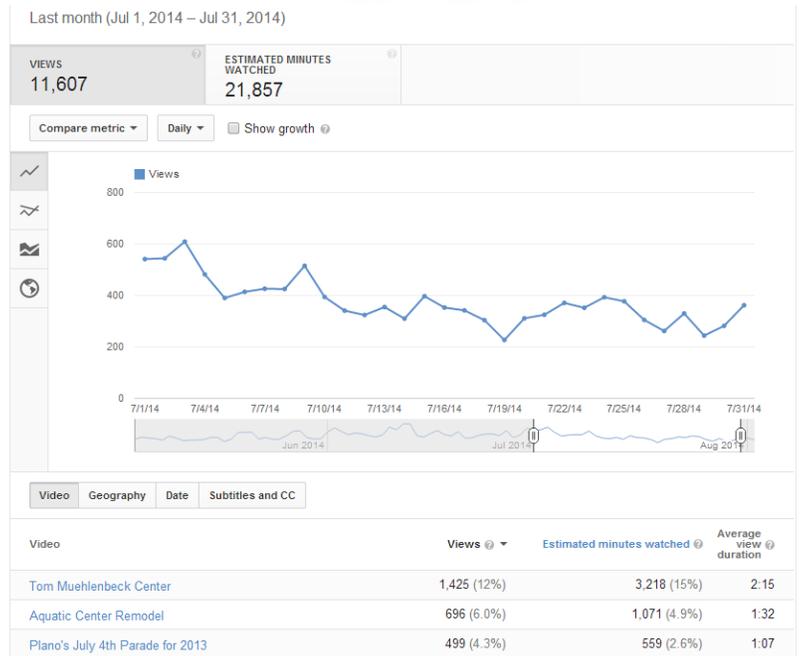
YouTube

Total July 2014 views: **11,607**
 July 2014 minutes watched: **21,857**

Views dropped after July 10.
 Averaged about **300** views per day.

Plano gained **12** new subscribers.

58% of viewers are Male.

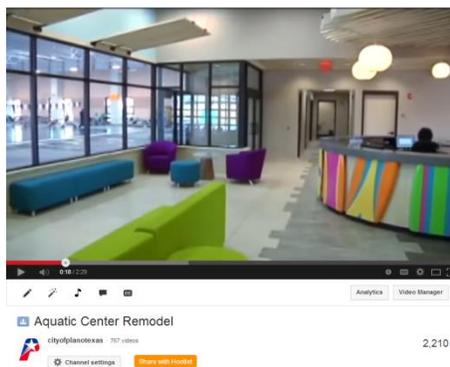


Most watched videos July 2014

1. Tom Muehlenbeck Center 1,425 views

2. Aquatic Center Remodel 696 views

3. Plano's July 4th Parade 2013 499 views



Instagram



Instagram

July 2014 Engagement Rate: **2.7%**

July 2014 New Followers: **62**

Total Followers: **371**

July 2014 Pictures Posted: **7**

July 2014 Most 'Liked' Posts



1. #loveplano winner
37 Likes



2. #loveplano winner
23 Likes



3. Water Holiday
21 Likes



July was a good month for our #loveplano contest. The theme for July was patriotism and summer days and we received many photos via Instagram and Facebook. We also saw a large spike in our followers after promoting our Instagram page on Facebook and Twitter.

As of August 1, 2014, we have had 712 photos submitted to the #loveplano photo contest via Instagram. We can use these photos in whatever way we see fit. To look at the #loveplano Instagram picture feed click [here](#).



Plano.gov



Plano.gov unique visitors July: **166,330**
Unique visitors June: **216,409**

Average visit duration: **5 min 15s**

Goal is to get 1.5 million unique visitors a year with a bounce rate at 30% or less.
A bounce rate is the percentage of people who left the website after one page.

July 2014 Bound Rate: **41%**
June 2014 Bounce Rate: **40%**
May 2014 Bounce Rate: **37%**

Visits Summary



Search by Keyword

<u>Keyword:</u>	<u>Visits:</u>	<u>Bounce Rate:</u>
Keyword not defined:	84790	38.38%
City of Plano:	2301	23.21%
Plano Library:	1022	38.06%
Plano Texas	441	40.14%
City of Plano Jobs:	259	35.91%
Plano Animal Shelter:	251	23.11%
Plano Water Restrictions:	242	54.55%
Plano Police Dept:	236	19.07%
Tom Muehlenbeck Center	178	52.25%
Plano Parks and Rec	170	18.24%

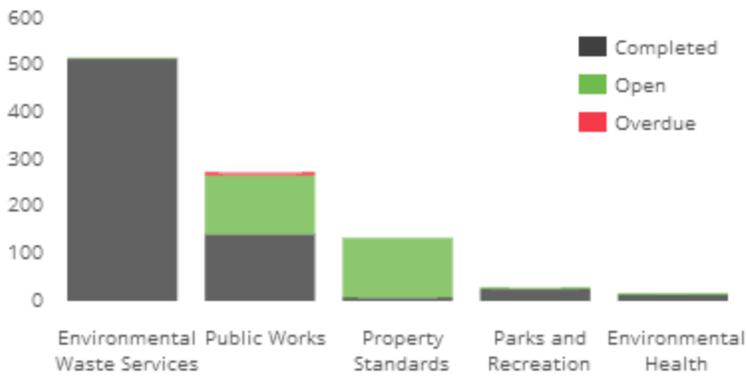
FixIt Plano



Top Requests Submitted:

1. Watering Violation – **492**
2. Potholes – **97**
3. High Grass and Weeds – **82**
4. Sidewalks – **54**
5. Water leaks - **35**

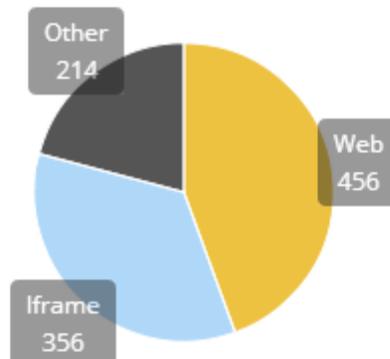
Services By Department Full Report ↗



City Stats



Incoming Requests Full Report ↗



Quick Facts

City of Plano Facebook:

	Likes	Net Likes	Engagement Rate
January:	4,092	74	---
February:	4,227	135	4.6%
March:	4,329	102	4.2%
April:	4,450	121	4.0%
May:	4,577	127	5.8%
June:	4,677	100	7.4%
July	4,818	141	8.4%

July Engagement Rates Compared to Local Cities:

Arlington, TX:	3.8%
Flower Mound, TX	5.7%
Frisco, TX:	1.3%
Irving, TX:	3.4%
McKinney, TX	4.0%
Round Rock, TX	4.6%
Plano, TX:	8.4%

Our goal for engagement rate is 5%. An average business 'Fan' page has an engagement rate of 3%

City of Plano Twitter:

	Total Followers	New Followers
January:	4,911	211
February:	5,191	280
March:	5,461	252
April:	5,647	186
May:	5,935	288
June:	6,171	236
July:	6,442	271

We focus on gaining 250 Twitter followers a month/1,000 per quarter.

Plano Mayor Twitter:

	Total Followers	New Followers
January:	678	44
February:	739	61
March:	804	65
April:	861	57
May:	990	129
June:	1,067	77
July:	1,122	55

We focus on gaining 50 followers a month/240 per quarter. The Mayor has said he wants to have around 1,200 Twitter followers by the end of the year.

What we learned in July 2014

1. #loveplano campaign was selected as a finalist for Best Social Media Campaign for 3CMA. This is a great honor to be nominated as having one of the best social media campaigns of all city and county governments across the country.
2. The initial water holiday post was one of our most viewed posts on Facebook (all organic growth, not paid for).
3. Our traffic alert post on Twitter about the downed lines and picture on Custer was retweeted 46 times. Whenever there is an accident or traffic alert and we tweet it out, local news personalities will retweet us to their thousands of followers in the DFW area. We will usually get a spike in new followers after a tweet like this.
4. The Mayor and City Council Facebook page and Mayor Twitter page fan new 'likes' and new 'followers' slowed down as the Council took a summer break.

What we will do for the coming months

1. We will continue to share more articles about businesses, rankings and happenings in Plano as this helps bring new 'eyes' onto our Facebook pages as our followers are more willing to 'Share' the news with their friends. This will include D Magazine's "Best of Big D" issue that includes Plano restaurants.
2. To have our posts viewed on our follower's timelines, we will continue to have them comment, like and share it. When this happens, Facebook will allow our posts to "live" longer on the Timeline. We will start asking followers to comment and share on certain posts.
3. Try to create more posts that are simple and concise. When there are too many words, people tend to skip the post.

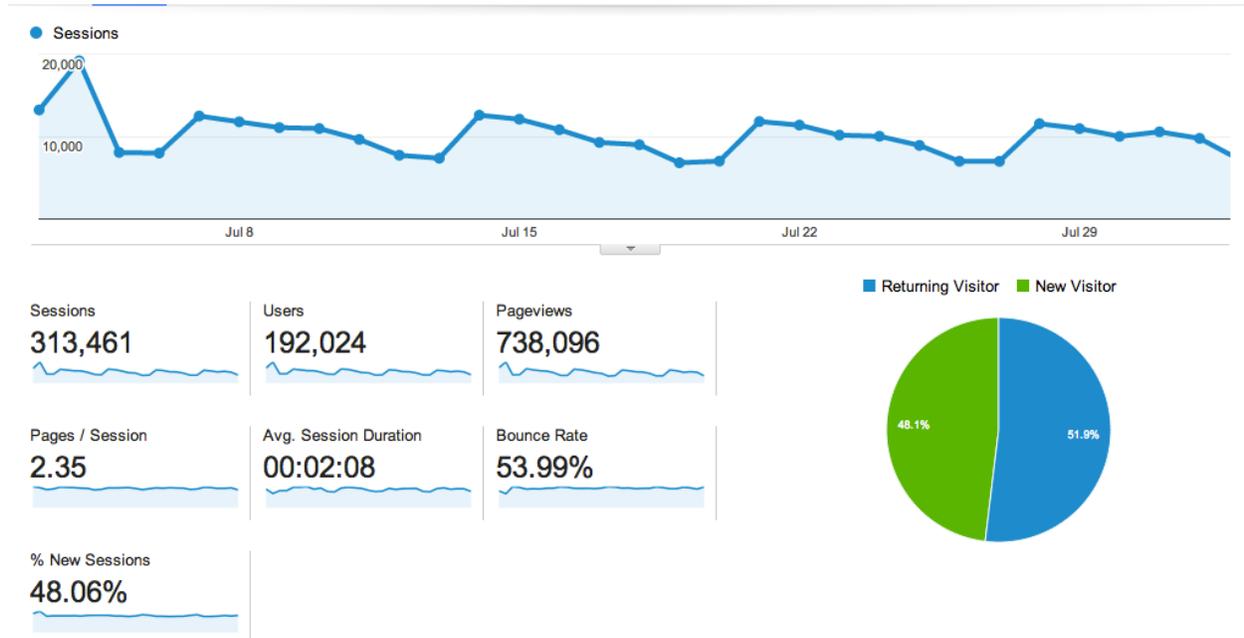
- We will help boost the information sent out from Plano Mayor and City Council Facebook page by not posting to fill up space. This may lead to a smaller frequency of posts from the Mayor and Council Facebook page

DIGITAL COMMUNICATIONS – JULY ACTIVITY

Web Services Highlights

Plano.gov logged 192,024 visits in July 2014. The top five most visited pages for July were:

- Library Homepage
- Plano.gov Homepage
- Facilities Directory
- Employment Homepage
- Parks & Recreation Homepage



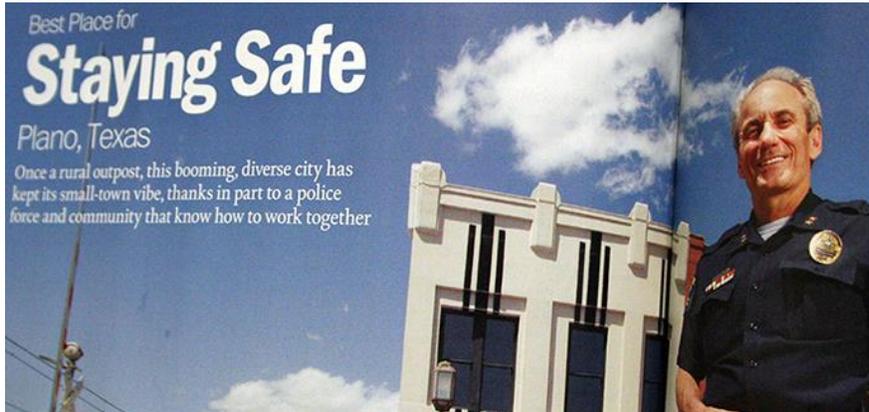
The web team completed 405 updates this month. In addition to general website updates for things like calendar items and agendas and minutes for various boards and

commissions, Sustainability, Libraries, Fire, Police, and Volunteers in Plano had the greatest update activity in July.

Homepage banners were completed for The TIME Healthiest City Article, 2014-2015 budget information, and the Citizens Government Academy.

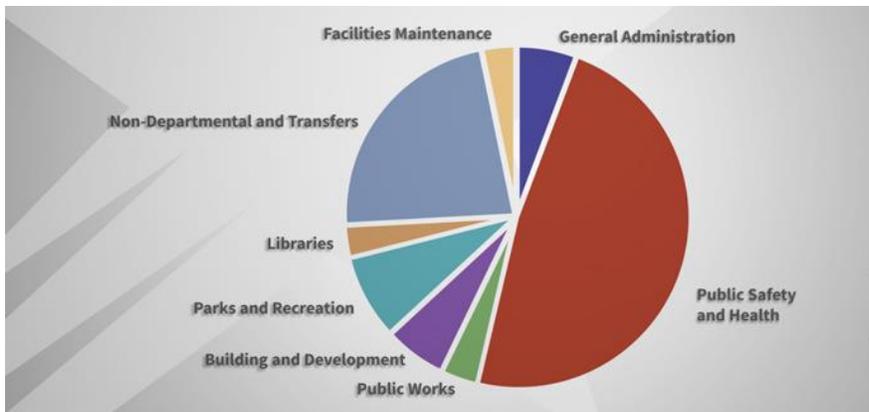
Best Place for
Staying Safe
Plano, Texas

Once a rural outpost, this booming, diverse city has kept its small-town vibe, thanks in part to a police force and community that know how to work together



TIME Names Plano
One of the 10
Healthiest
Cities in America!

[Find Out More!](#)



Facilities Maintenance General Administration

Non-Departmental and Transfers

Libraries

Parks and Recreation

Building and Development

Public Works

Public Safety and Health

2014 - 2015
Recommended
Budget
Information

[Find Out More!](#)



PLANO
CITIZENS
ACADEMY

Experience a
Year in the Life
of Your
City of Excellence

[Find Out More!](#)

We continued to update the special water section of the homepage with information and tips on a weekly basis. In July, a special section was added so that the 2014-2015 budget video could be showcased and viewed from the plano.gov homepage.

The screenshot shows the official website for Plano, TX. The browser address bar displays 'www.plano.gov'. The page features three main navigation buttons: 'Calendar', '2014-15 Recommended Budget', and 'Water Updates'. The 'Calendar' section shows a calendar for August 2014 with dates 04 through 07 highlighted. The '2014-15 Recommended Budget' section features a video player titled 'Plano Recommended 2014-15 Operating Budget' with a video thumbnail showing people in a park. The 'Water Updates' section includes a headline 'Area Water Supply Affected By Three Main Factors' and a sub-headline 'Water Smart Plano: How the City Saves Water'. The 'Recent News' section contains two news items: 'Get Involved! Apply for Citizens Government Academy!' and 'Plano City News - July 29'. The footer of the page includes a copyright notice for 2014.

In the first 24 hours of the budget video going live on YouTube, it generated more than **200 views**. As of August 3, 2014 the video has logged **304 views**. By comparison, the 2013-2014 budget video has only logged 323 views on YouTube in the year that it has been posted.

In July, we had a very successful trip to Civic Plus. We had an opportunity of discuss future needs for the Government Content Management System (GCMS). Civic Plus also unveiled several new initiatives including Civic SEND, which we are evaluating as a possible replacement for Constant Contact, CivicHR, a possible recruiting tool which

could be integrated with PeopleSoft, and CivicREADY. In the long term CivicReady could replace First Call as our emergency information and notification system for both first responders and citizens. The new City App was also unveiled at the meeting and we are now researching Civic Plus' ability to partner with us on a completely custom app for Plano.

Plano City Call

9 notifications (including 1,576 completed phone calls, 369 text messages, and 294 emails) were completed in July. Only 3 of these were public notifications. 2 of the 3 public notifications were related to meetings for the Jack Carter Pool project and 1 was for the Clearview/Thunderbird Neighborhood Meeting. Now entering our fourth month using the First Call system, we continue to have concerns regarding public penetration. First Call has loaded all the good data from our previous provider and all of their available copper landline data. Additionally, I have uploaded the information of everyone signed up for Plano utility e-bill payments. This brings the current total of geocoded or mapped addresses to 62,345. However, only 14,943 of those address fall inside of the Plano city limits resulting in our current low public call volume. I am researching other data sources including Verizon and Time Warner. First Call continue to recommend purchasing 9-1-1 data but we have never done that in the past and would not support doing that now because that data can only be used for emergency calls and not general notifications. In order for First Call to be a successful public notification tool we will need to focus additional and repeated efforts to encourage public registration through the web portal.

Electronic Newsletters

Plano City News – weekly newsletters we distributed to 1800 subscribers 48% open rate. Popular stories are Friends Library Book Sale, Employment and Library Legos

Team Plano - weekly newsletter to 2200 employee accounts, open rate about 38%, however we believe another 5 to 10% look in browser email and don't open so doesn't reflect in that total. Popular stories, new HR Director, Employee Milestones and Employee Discounts.

PlanoTV

Plano TV produced **15 segments** in July. This number is down from the usual 24 segments per month due to the retirement of Rebecca Cunningham and the producers overall focus on the budget video. Staff awaits the recommendations of the Atkins

Group to determine the need for additional staffing to replace producers. Production of “Eye On Plano” has been suspended in favor of focusing on quicker turnaround of shorter individual segments. Segments completed this month include the 2014-2015 Budget Video Overview, Scarves on Statues, Grilling Safety, Plano Fire Rescue Discontinues use of Backboards, Using Mulch to Retain Landscape moisture, and a segment on the watering holiday. All segments can be viewed at planotv.org under the segments tab and at www.youtube.com/cityofplanetexas.

We are adjusting the PlanoTV playback schedule to reflect repeated playback of new and recent material. In addition, City Council and Planning & Zoning meetings will now playback on Tuesday, Wednesday, Thursday, Saturday, and Sunday. **4 public meetings** were broadcast in July. Audio Visual support was provided for **3 meetings**.

2 episodes of Adopt-a- Pet were produced. Again, due to the reduction in producers we chose to focus resources on the budget video and new stand alone segments. **4 episodes of restaurant scores were produced as well as 4 episodes of Citywatch.**

PlanoTV continues to provide video support for the Toyota Relocation project. In July, we shot welcome messages in various languages.

COMMUNITY ENGAGEMENT ACTIVITIES

JULY 2014

Budget Video

- Accomplished final video
- Worked closely with Evan and AI to get the videos and animated graphics done as close to our timeline as possible
- Worked with Karen Rhodes-Whitley closely to get the information as timely as possible
- Creating a plan on how to be more efficient for next year as well as beginning to think on how next year’s video can be different

Marketing Materials

City Store

- Working on designs and products to be offered at Holiday Store
- We will offer 2 ways for pick up- at the Holiday Lunch or in the MCE office

Challenge Coins

- Finalizing Designs

- Samples Ordered

Coasters

- Created Live Work Play and Connect in Plano Coasters

Great Update Rebate yard signs

- Assisted the Planning department on ordering and obtaining the artwork for the yard signs for homes

Training

- Debriefed on 2 of the departmental trainings where it was identified that prioritization and time management are challenges
- Attended the Administrative Services Training Day

Citizens Academy

- Application and web form have been made
- Session dates and times finalized with departments involved
- Began working on the curriculum for the first at-home session
 - Sections are: A Congratulations from the Mayor for being selected (video), Org charts and description of departments (possibly a .ppt), a history of Plano (perhaps an animated graphic project or whiteboard), City Government 101 (video lecture by Mark Israelson?)
- Registration will open first week of August- creating marketing plan to promote it

Mp3

- Represented Mp3 2013 class at a Brown Bag lunch
- The project is being implemented in a small capacity and the Mp3 class will not be needed for its advancement
- Created and delegated sections of our ending report to our Big Data project to the group

Lighting for Council Chambers

- Created an Executive Report describing our process of choosing the appropriate equipment for the Chambers
- Compiled spec sheets, budget quote and lighting plot as supporting documents

Other

- TEDxPlano debrief with Leadership Plano- beginning stages for next year
- HOA Wednesday Watering Tips email- send this each week averaging a 38%-44% open rate
- Water Holiday- help coordinate the water holiday message
- Planning would like a video opening to their budget presentation similar to the Mp3 one
- Researched involvement in the UB Inserts and reported back
- Annual Report summary- about 37% of departments create some kind of year-end report, 29% are available for the citizens. The others are for internal use only.