



2017

CITY OF MONTEREY SOCIAL MEDIA REPORT



INSTAGRAM

REACH: 246,920
POST VIEWS PER MONTH
8,118 PER DAY

24,590 SUBSCRIBERS
+6,015 IN 2017
+17/DAY & +501/MONTH AVG



FACEBOOK

REACH: 118,762
POST VIEWS PER MONTH
3,905 PER DAY

15,001 SUBSCRIBERS
+2,112 IN 2017
+6/DAY & +176/MONTH AVG



TWITTER

REACH: 263,583
POST VIEWS PER MONTH
8,666 PER DAY

7,287 SUBSCRIBERS
+2,316 IN 2016
+6/DAY & +193/MONTH AVG



YOUTUBE

REACH: 13,957
VIDEO VIEWS PER MONTH
459 PER DAY in 186
COUNTRIES & TERRITORIES

TOP VIDEOS
Monterey attractions, roundabout
info, police, fire, military, scuba
diving



WHAT'S NEW?

- ▶ City of Monterey successfully completed a year with **NextDoor**, a social network for neighborhoods. The site has **3,787 total members representing every city neighborhood**. Subscribers get email notifications about new City of Monterey posts.
- ▶ Named #2 of **12 Government Instagram Accounts You Need to Follow Now** by CitySourced.
- ▶ Communications team featured in **Monterey Herald's** February 12th newspaper: **"Monterey a social media example for other cities"**

