



2016

CITY OF MONTEREY SOCIAL MEDIA REPORT



INSTAGRAM

REACH: 190,000
POST VIEWS PER MONTH
6,000 PER DAY

18,575 SUBSCRIBERS
+8,575 IN 2016
+23/DAY & +715/MONTH AVG



FACEBOOK

REACH: 108,000
POST VIEWS PER MONTH
3,600 PER DAY

12,889 SUBSCRIBERS
+2,227 IN 2016
+6/DAY & +185/MONTH AVG



TWITTER

REACH: 210,000
POST VIEWS PER MONTH
6,900 PER DAY

4,971 SUBSCRIBERS
+2,159 IN 2016
+6/DAY & +180/MONTH AVG



YOUTUBE

REACH: 10,000
VIDEO VIEWS PER MONTH
332 PER DAY in 200+
COUNTRIES & TERRITORIES

TOP VIDEOS
Monterey attractions, roundabout
info, police, fire, Defense
Language Institute, scuba diving



WHAT'S NEW?

- ▶ City of Monterey has joined **NextDoor**, a social network for neighborhoods. The site has **3,184 total members representing every city neighborhood**. Subscribers get email notifications about new City of Monterey posts.
- ▶ Winner of **Best Government Use of Social Media** in Monterey County Weekly's Best of 2016 issue.
- ▶ City of Monterey started **Instagram Stories**, a video and photo slideshow feature that disappears in 24 hours. Our **Stories average 1,000+ views**. Stories in 2016 included a live viewing of the Colton Hall tree lighting and a tour of City Hall.

