

# CITY OF MONTEREY SOCIAL MEDIA ANALYTICS

# 2021



**WINNER! BEST PANDEMIC COMMUNICATIONS STRATEGY**  
**MONTEREY COUNTY WEEKLY BEST OF 2021**



**FACEBOOK** - [facebook.com/cityofmonterey](https://facebook.com/cityofmonterey)  
FOLLOWERS: **31,986** (+2,738 in 2021, +7.5/day avg)  
POST VIEWS: **3 MILLION** (250K/month avg)



**INSTAGRAM** - [instagram.com/cityofmonterey](https://instagram.com/cityofmonterey)  
FOLLOWERS: **51,647** (+5,429 in 2021, +15/day avg)  
POST VIEWS: **3.95 MILLION** (329K/month avg)



**TWITTER**- [twitter.com/cityofmonterey](https://twitter.com/cityofmonterey)  
FOLLOWERS: **12,864** (+553 in 2021, +1.5/day avg)  
POST VIEWS: **1.9 MILLION** (160K/month avg)



**YOUTUBE** - [youtube.com/cityofmonterey](https://youtube.com/cityofmonterey)  
VIDEO VIEWS: **141,476** (388 views a day average)



## **NEXTDOOR**

106 posts to 17K households

Topics included alerts and information about vaccine clinics, districting, cannabis, virtual town halls, food drives, restored services, construction and more.



**LINKEDIN** - [linkedin.com/company/cityofmonterey](https://linkedin.com/company/cityofmonterey)  
52 posts about job openings and staff accomplishments  
34,750 post views and 1,015 followers



# CITY OF MONTEREY SOCIAL MEDIA ANALYTICS

# 2021



## SOCIAL MEDIA SPOTLIGHT: YOUTUBE

**37**

### CITY COUNCIL MEETINGS

4,028 VIEWS

**86**

### BOARD & COMMISSION MEETINGS

**20**

### BIWEEKLY CITY MANAGER UPDATES

2,174 "MORNINGS WITH THE MANAGER" VIEWS

**9**

### VIRTUAL TOWN HALLS

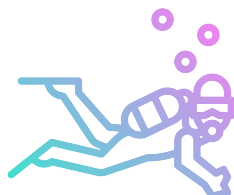
INCLUDING PARKING COMMUNITY MEETINGS,  
DISTRICTING, CANNABIS AND NORTH FREMONT

**515K  
VIEWS!**

## TOP FIVE VIDEOS IN 2021



**SEA OTTER  
BABY**



**SCUBA  
DIVING**



**DEFENSE  
LANGUAGE  
INSTITUTE**



**BIENVENIDOS  
A MONTEREY**



**TOP  
ATTRACTIONS**