



# SOCIAL MEDIA

## CITY OF MONTEREY SOCIAL MEDIA ANALYTICS REPORT 2018



### INSTAGRAM

**REACH: 287,586**  
POST VIEWS PER MONTH  
 9,455 PER DAY  
 Up 17% from 2017

**31,477 SUBSCRIBERS**  
**+6,887 IN 2018**  
 +19/DAY & +574/MONTH AVG  
 Up 28% from 2017



### FACEBOOK

**REACH: 75,859**  
POST VIEWS PER MONTH  
 2,494 PER DAY

**17,749 SUBSCRIBERS**  
**+2,748 IN 2018**  
 +8/DAY & +229/MONTH AVG  
 Up 18% from 2007



### TWITTER

**REACH: 284,000**  
POST VIEWS PER MONTH  
 9,337 PER DAY

**9,096 SUBSCRIBERS**  
**+1,809 IN 2018**  
 +5/DAY & +151/MONTH AVG  
 Up 25% from 2017



### YOUTUBE

**REACH: 21,532**  
VIDEO VIEWS PER MONTH  
 459 PER DAY in 186  
 COUNTRIES/TERRITORIES  
 Up 54% from 2017

**TOP VIDEOS**  
 Monterey attractions, police, fire,  
 military, scuba diving



### NEXTDOR

### BY THE NUMBERS

70 posts about construction impacts, City events, surveys and meetings to over 5,000 residents in 20 neighborhood groups.