



CITY OF MONTEREY SOCIAL MEDIA

Analytics Report 2019



INSTAGRAM - [instagram.com/cityofmonterey](https://www.instagram.com/cityofmonterey)
FOLLOWERS: **38,861** (+7,204 IN 2019, +20/DAY AVG)
POST VIEWS: **3.8 MILLION** (317K/MONTH AVG)



FACEBOOK - [facebook.com/cityofmonterey](https://www.facebook.com/cityofmonterey)
FOLLOWERS: **21,846** (+4,065 IN 2019, +11/DAY AVG)
POST VIEWS: **1.1 MILLION** (93K/MONTH AVG)



TWITTER - twitter.com/cityofmonterey
FOLLOWERS: **10,600** (+1,600 IN 2019, +4/DAY AVG)
POST VIEWS: **3.1 MILLION** (262K/MONTH AVG)



YOUTUBE - [youtube.com/cityofmonterey](https://www.youtube.com/cityofmonterey)
RECORD!
VIDEO VIEWS: **364,792** (999/DAY AVG)



NEXTDOOR- 44 POSTS ABOUT CITY SERVICES, CONSTRUCTION IMPACTS, MEETINGS, SURVEYS, EVENTS, TRAFFIC AND PUBLIC SAFETY ALERTS AND MORE TO 7,399 REGISTERED RESIDENTS



LINKEDIN- TOP RECRUITING SOCIAL NETWORK, STARTED IN JULY, 2019; 44 POSTS ABOUT JOB OPENINGS AND CITY STAFF ACCOMPLISHMENTS