

Social Media Program Review



facebook



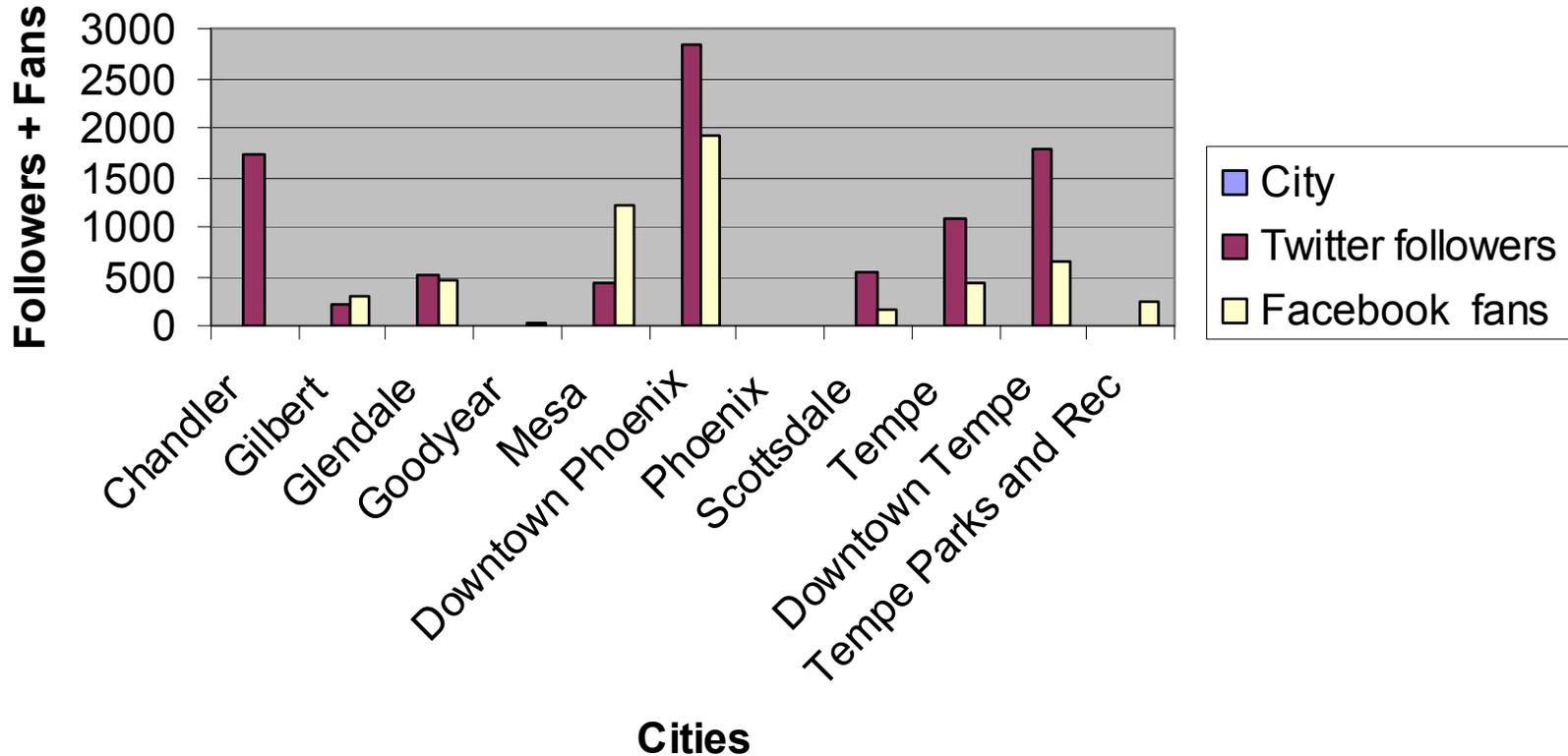
- **1,153:** Twitter followers
- **465:** Facebook friends
- **16,154:** YouTube views
- **794:** List Serve followers on Tempe News (amped up email)
- **8:** Number of active months since program started

Tempe Newsroom webstats

30		/business.aspx	4,354	3,377	0
31		/kiwanis/	4,127	3,323	0
32		/visitors.aspx	4,017	3,408	0
33		/youthlibrary/	3,726	2,089	0
34		/ca/calendar.htm	3,063	2,805	0
35		/timbus/orbit.htm	3,042	2,706	0
36		/brochure	2,874	2,607	0
37		/microsoft-server-activesync	2,819	533	0
38		/howdoi.aspx	2,797	2,461	0
39		/textmenu.aspx	2,795	1,735	0
40		/newsroom/picture.aspx	2,764	788	0
41		/salestax/	2,753	2,200	0
42		/engineering/rfq/	2,681	1,775	0
43		/jims/	2,576	880	0

- **# 40:** Newsroom webpage rank among city web pages in December with 2,764 views
- **# 19** in January (as of Jan. 26) with 6,600 views, likely because of weather-related news

Social Media Valleywide



Tempe/Downtown Tempe follows only Downtown Phoenix in Social Media participation numbers, with Chandler having about the same numbers as Downtown Tempe. It is common for downtown associations to have stronger numbers than city sites, as they are the place to turn for the most entertainment information.



- Videos on Tempe 11's YouTube: **65+**
- Channel Views: **1,566**

A channel is the page which is viewable by the general public and contains a user's profile information, videos, favorites, etc.

- Total Upload Views: **16,154**

This is the number of times Tempe 11's videos have been watched regardless of where you started from

Successes: Many videos sprinkled throughout web – personal and City sites

You How They Find Us

- 33% External links
- 22% Embedded players from other sites
- 15% Related videos
- 9.5% YouTube searches
- 18% Other

Viewers:

- 56% Male (all ages represented but primarily 45 - 54)
- 44% Female (all ages represented but primarily 13 - 17)



- Great for use for quick updates
- Worked phenomenally well for storm/lake coverage in late January
- Excellent method for responding to people who might not otherwise communicate through 'official government channels'
- GIS, parking, trash collection
- Followers of our followers get info through ReTweets



Tempe Trivia Tuesday on



- Contest held weekly on Twitter
- Prizes given to people who answer simple trivia question about current Tempe events
- Free! Prizes are things given to us by area merchants, event promoters, etc.
- Prize awarded within as little as 1 minute
- Winners are/ become advocates



Some Tempe Trivia Tuesday winners

Kudos from Experts

- [fvongraf](#)

[@Tempegov](#) Love working with an innovative City that gets it! See you at [#SMAZ](#)

- [@JoeManna](#)

[@tempegov](#) - they're doing great stuff to evangelize Tempe, AZ. Take notes, other cities.

Our Plan for Continued Success

- **Training:** New duties require new knowledge for staff
- **Repetition:** Staff reinforces its training through doing
- **Listen and Respond:** to Fans and Followers
- **Stock Toolbox:** Get necessary tools to do the job
- **Awareness:** Alert our audiences to our Social Media
- **Be Interesting**
- **Be Around**
- **Be Relevant**
- **Network:** with Experts
- **Measure, Monitor, Evaluate**