City of Monterey Social Media Analytics 2021

FACEBOOK - 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
FOLLOWERS: 51,647 (+5,429 in 2021, +15/day avg)
POST VIEWS: 3.95 MILLION (329K/month avg)

TWITTER - 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
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
52 posts about job openings and staff accomplishments
34,750 post views and 1,015 followers

WINNER! BEST PANDEMIC COMMUNICATIONS STRATEGY
MONTEREY COUNTY WEEKLY BEST OF 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

TOP FIVE VIDEOS IN 2021

SEA OTTER BABY
SCUBA DIVING
DEFENSE LANGUAGE INSTITUTE
BIENVENIDOS A MONTEREY
TOP ATTRACTIONS

515K VIEWS!