

DATE: May 22, 2017
TO: First 5 San Mateo County Commission
FROM: Kitty Lopez, Executive Director
RE: Communications Update

ACTION REQUESTED

None; this agenda item is for information only.

BACKGROUND

Each month the Commission and public will be presented with an update on communication and implementation activities. At the April 24, 2017 Commission meeting, an in depth update was provided by consultants Runyon Saltzman, Inc. including stats for social media efforts launched up until April 19th. Today's update includes social media activities for the entire month of April.


WEBSITE

Staff and RSE are working on new content development, which is the substance that will draw and keep an audience to F5SMC's website. In addition to copy, the website will also consist of graphics, pictures, and digital assets. Key-word content and multiple entry points are being utilized for search engine optimization. The website soft launch has been moved to the middle of June and the hard launch to the middle of July to ensure that the writing, organization, and editing of information for the website will resonate with target audiences; legislators, business community, community partners and parents.

SOCIAL MEDIA

Overview: As a result of paid campaign and engagement efforts, April was a highly active month on First 5 San Mateo County's social media channels. The Facebook page fan base increased by a total of 437%, and the organic reach of content posted to the page has more than quadrupled due to the increase in overall fans. Twitter saw great exposure and interaction with organizations such as First 5 LA and Too Small to Fail, resulting in tweet impressions over 20,000. Instagram continued to see steady growth in engagement and followers. RSE will continue to post relevant content, find new ways to engage on Instagram and Twitter users and continue to reach audiences on all platforms.

Activity by Platform: The following report provides engagement statistics by social media platform.

	768 Followers (+625 from last month; 467 resulted directly from the paid campaign)
Facebook	152 Total Engagements – Likes and Comments (+52 from last month)
	822 Highest Organic Post Reach (+692 from last month)

During the month April, Facebook saw an impressive growth in the fan base. The paid campaign directly resulted in 467 new fans page likes. As mentioned above, the total fan based increased by 437%. In addition, engagement increased from 100 comments, likes and shares in March to 152 comments, likes and shares. The two most popular posts, as seen below, reached a total of 1,626 people! This huge increase in exposure is a direct result of the page's newly increased fan base. Below are the posts with the highest organic reach.

Facebook highlights on the next page reflect responses to posting the April 24, 2017 the article, "Child Care a Top Priority for Our Working Families," written by Sue Lempert and published in the Daily Journal on F5SMC's Facebook page.

Highlights:

First 5 San Mateo County
Published by SMDJ [?] · April 24 at 4:34pm · 🌐

"Historically, we've viewed the need for child care as an adult need — i.e. allowing the mom to work. But in recent years, we now know that quality care is also essential for the child's future."

822 People Reached

28 Reactions, Comments & Shares

20 Like	15 On Post	5 On Shares
2 Love	2 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
6 Shares	1 On Post	5 On Shares

37 Post Clicks

0 Photo Views	21 Link Clicks	16 Other Clicks (👤)
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Child care a top priority for our working families - San Mateo Daily Journal
Child care a top priority for our working families - SMDAILYJOURNAL.COM

Get More Likes, Comments and Shares
Boost this post for \$20 to reach up to 13,000 people.

822 people reached [Boost Post](#)

Kriss Ri, Andi Bales Molnar and 15 others 1 Share

Like Comment Share

804 people reached [Boost Post](#)

The chart below shows the ad results of the Facebook paid campaign over the month of April. To the left of the chart you can see the increase in page likes (fans), how many people the ad reached and the amount of the ad budget. As you can tell, the ad was the most active during the beginning of the month and it began to decrease in engagement over time.





99 Followers (+81 from last month)
43 Total Engagements (Retweets/Likes/Mentions)
24.3K Tweet Impression

Twitter

We tweeted 20 times during the month of April and received 43 retweets, mentions and likes, which allowed our messages to be delivered to 24,300 timelines over the course of the month – WOW! RSE participated in a Twitter Chat with First 5 LA and Too Small to Fail, which resulted in great interaction. Just one tweet, while participating in the Twitter chat about early learning, resulted in 562 impressions. (An impression is the number of times a user is served a Tweet in a timeline or search results.) With the paid campaign, the follower base also increased by 81 followers, which is a 426% increase and resulted in over 20,000 impressions. Below you can see the top tweets during the month of April and the paid campaign impression chart.

Highlights:

Top Tweet earned 562 impressions

@First5LA It not only stimulates their brains in a fun way but also allows for positive parenting opportunities and engagement! #First5Chat

1 retweet 7 likes

Top media Tweet earned 110 impressions

A child's brain is 80% the size of an adult's brain at age three and 90% at age five. #First5SanMateoCounty #Childdevelopment #TalkReadSing pic.twitter.com/gHjKlaZHVH



2 likes

View Tweet activity

View all Tweet activity

Top mention earned 6 engagements



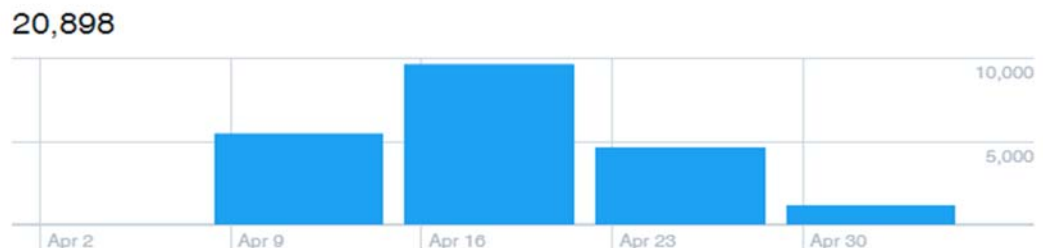
WARREN SLOCUM
@warrenslocum - Apr 21

@sanmateoco and @RedwoodCity struggle with demand for child care w/growing population and costs. @first5sanmateo bit.ly/2p3zzOb pic.twitter.com/dH6R9yQSST



1 retweet

View Tweet





Instagram

44
58
26

Followers (+22 from last month)
Total Engagements- Likes and Comments (+14 from last month)
Following (+6 from last month)

We published 8 posts on Instagram in the month of April. In these past months that the account has been active, there has been a steady growth of followers. During the month of April, we also saw the most likes on a post up-to-date. Please note, we are not currently running any paid social media campaign on Instagram, so growth on this platform is expectedly slower. The two most popular post are seen below:





first5sanmateo

bodyextra, meadowviewfrc, 3w
toyescapestore, scoesonoma,
first5sonoma, projectlifewellness and
__xyui_ like this

first5sanmateo The average 4-5 years old
child consumes 17 teaspoons of added
sugar a day - which amount to 65 pounds
of added sugar a year. Serve your child to
water instead of sugary drinks!
#First5SanMateoCounty #kids #water
#behealthy #First5

meadowviewfrc #healthykids

Add a comment...