



## Facebook Performance

[Facebook.com/CityofSantaClara](https://www.facebook.com/CityofSantaClara)

# of Posts	Net Followers Gain/Loss	Average Reach	Engagement Rate
223 posts	6,602 followers Gain: +344	956 people reached	7.5%

### Top performing post

- Public advised to avoid portion of Lafayette Street in north Santa Clara due to sinkhole
- Posted 3/18/19
- 4,983 engagements
  - 144 likes
  - 43 comments
  - 191 shares
- 20,512 people reached

**City of Santa Clara**  
Published by Maria Le [?] · March 17 · 🌐

Update (03/18/19): one northbound lane of Lafayette St. between Calle De Luna and Hwy 237 reopened overnight. However, one northbound lane remains closed due to a sinkhole. Expect traffic delays if in the area.

Traffic Alert (03/17/19): The public is being advised to avoid a portion of Lafayette Street in north Santa Clara for the time being due to a sinkhole. The northbound lanes of Lafayette Street between Calle De Luna and Highway 237 are temporarily closed as crews assess the situation. If you're in the area, please follow detour signs. According to the City's Water & Sewer Utilities staff, the 4 foot by 4 foot sinkhole was caused by a 42-inch sewer line that has a break. Fortunately, there were no sanitary sewer overflows to the street or storm drain. Crews are on the scene now but no word on how long it will take to make repairs. Updates will be shared as new information becomes available.

### Terms

Engagement rate is the percentage of people who clicked, liked, commented or shared a post.

Impressions are the number of social media account users who viewed a post in their feed and/or clicked on a post.

## Nextdoor Performance

[Nextdoor.com/agency-detail/ca/santa-clara/city-of-santa-clara/](https://nextdoor.com/agency-detail/ca/santa-clara/city-of-santa-clara/)

# of Posts	Net Members Gain/Loss	Membership	Neighborhoods	Average Impressions
71 posts	27,144 members Gain: +1,575	35% of residents	85 Gain: +6	2,413

### Top performing post

- Hazardous Waste Drop-off Event
- Posted 1/8/19
- 4,862 Impressions
  - 20 thanks

 Environmental Programs Consultant Calyn Hart, City of Santa Clara A... 

### Hazardous Waste Drop-Off Event

New year, fresh start! If you are cleaning out your home to make room for what the new year brings, keep in mind that the County of Santa Clara offers free household hazardous waste drop-off events throughout the County. Hazardous materials should not be thrown out in any of your curbside collection carts. You can get rid of old paint, chemical cleaners, pesticides, batteries, fluorescent lamps, medications, sharps, and other hazardous waste materials Saturday, Jan. 26 at the Santa Clara location (address provided after scheduling an appointment). To schedule an appointment, contact the County at 408-299-7300,  or visit [hhw.org](http://hhw.org).



8 Jan · Subscribers of City of Santa Clara

 Thank  Reply 

 20 · 4862 Impressions

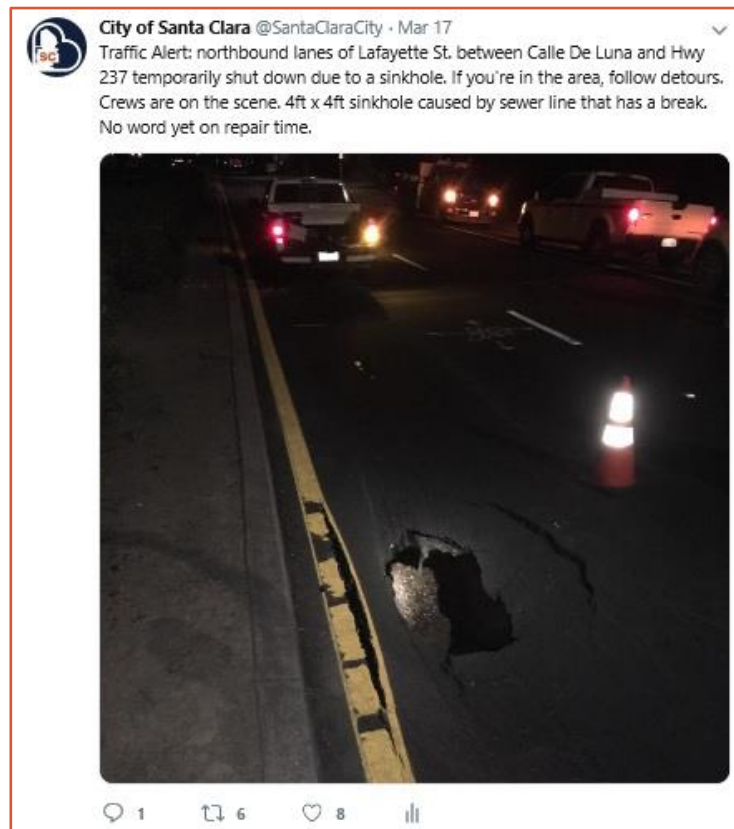
## Twitter Performance

[Twitter.com/SantaClaraCity](https://twitter.com/SantaClaraCity)

# of Posts	Net Followers Gain/Loss	Total Impressions	Engagement Rate
99 posts	7,848 followers Gain: +125	1.0 million	0.2%

### Top performing post

- Traffic Alert due to sinkhole-related repairs on Lafayette Street
- Posted 3/17/19
- 14,805 impressions
- 134 total engagements (engagement rate: 0.9%)
  - 82 media engagements
  - 8 likes
  - 6 retweets
  - 5 link clicks
  - 1 reply
  - 1 follow



## YouTube Performance

[www.youtube.com/CityofSantaClara](http://www.youtube.com/CityofSantaClara)

# of Posts	Net Subscribers Gain/Loss	Watch Time	Average View/Duration
8 videos	347 subscribers Gain: +22	653 hours, 45 minutes	5,930 views 6.36 minutes

### Top performing video

- 2019 Council Goal & Priority Setting Session, Feb 1, 2019
- 125 views
- Watch time - 4,180 minutes
- Average view duration - 33:26 minutes



## LinkedIn Performance

[www.linkedin.com/CitySantaClara](http://www.linkedin.com/CitySantaClara)

# of Posts	Net Followers Gain/Loss	Page Views	Top Locations	Top Job Functions
9 posts	2,378 followers Gain: +163	1,749 total views (1,002 desktop and 747 mobile)	Bay Area, 60% Kaylan Area, India, 4% Greater L.A. Area, 3.5%	Operations, 11% Business Dev., 11% Info. Technology, 10%

### Top performing post

- Seeking As-Needed Human Resources Assistant
- 3,595 impressions
- 49 likes
- 2 comments



## MySantaClara App Performance

- 230 App downloads
  - 162 iTunes
  - 68 Google Play
- 463 reports submitted
- 83% completion rate of reports



Top 5 Request Types	Requests	Percent
Illegal Dumping	77	16.6%
Potholes	60	13.0%
Graffiti	42	9.1%
Sidewalk Repair	25	5.4%
Code Enforcement	23	5.0%

