



**Date:** July 9, 2020

**Subject:** Social Media Analytics Quarterly Report, FY 2019-2020 Quarter 3

For the months of January through March 2020, here is an overview of social media trends for the City of Santa Clara, based on first quarter analytics. An important event to note was on March 11, 2020 when the City of Santa Clara declared a local state of emergency. As early as January, the City began to rapidly increase communications with the ongoing developments with the coronavirus (COVID-19).

- The City's social media channels continue to gain followers. As compared to 2019 Quarter 4, the numbers doubled this quarter. This significant increase is attributed to the public's increasing interest in coronavirus-related news and the City's increased communications about the local response to the COVID-19 pandemic. The top three social media channels achieving the highest growth in the first quarter:
  - Nextdoor had the highest gain with an increase of +2,085 members with 34,679 total members (43% of 53,688 households; 86 neighborhoods)
  - @SantaClaraPD on Twitter with 1,353 new followers
  - @SantaClaraCity on Twitter with 941 new followers
- Similar to the last quarter, the Santa Clara Police Department had the greatest reach with yet another incident in which a rumor was corrected. On March 11, the Police Department posted about an inaccurate social media post on Reddit referencing a potential threat of violence at Valley Fair Mall. With more than 108,917 impressions and nearly 10,765 engagements on Twitter, this quick response helped Police in mitigating rumor exposure while providing verified and official information to the public including the media.
- Santa Clara residents continue to join Nextdoor, the private neighborhood social networking site, with 2,085 new members signing up. This quarter the top posts occurred after the COVID-19 pandemic began to develop.
  - The City shared a "Wipes Clog Pipes" campaign to remind residents, with the increased use of disinfecting wipes, to never flush wipes. The post gained 7,682 impressions with a fun cartoon graphic to only flush the 3Ps.

- In addition, the Police Department had 11,259 impressions with a resourceful post about grocery stores with dedicated hours for seniors and at-risk individuals due to COVID-19.
- On the main City Facebook page, the top three performing posts included:
  - 3/1/20 - COVID-19 symptoms infographic from the CA Department of Public Health
  - 3/10/20 – Livestream video of the Downtown Precise Plan Community Task Force Meeting
  - 3/27/20 – Annual Cleanup Campaign cancellation notice
- For the City Twitter, the Wipes Clog Pipes campaign came in on top, with approximately 25,000 impressions, the second and third being Coronavirus updates and information with both averaging 18,000 impressions. The Police Department Twitter had approximately 25,000 impressions for two posts related to stadium policies for the NFC Championship game.
- For the Parks & Recreation Department, top posts on both Facebook and Instagram was the announcement of the popular Senior Nutrition Program becoming a to-go option for pick up meals due to the impacts by COVID-19.
- The Santa Clara City Library had success with Facebook posts requesting participation from the community to create a story together, while their top Twitter post was the closure of library branches due to COVID-19.
- Fire Department Facebook top posts were related to loss of Porterville Fire Department personnel, social distancing and essential services during the closure of City Hall.
- For Silicon Valley Power, top Facebook posts were COVID-19 related with no planned power outages or shutoffs for nonpayment, while Twitter high engagements were related to power outage updates.
- For LinkedIn, the City doubled their increase in followers from last quarter with 321 new ones this quarter with a total of 3,246 users, with more than half (60%) from the Bay Area. The best performing LinkedIn post was about City staff showing support for the San Francisco 49ers before the Super Bowl with the #SantaClara4TheWin hashtag, resulting in 2,304 clicks and nearly 5,686 impressions.
- The MySantaClara mobile application had fewer reports submitted in the first quarter with 582 reports. The completion rate was slightly higher than last quarter with 81% completed.



**About the Report:** The Social Media Analytics Quarterly Report includes analytics for several social media platforms managed by City staff. They include: City of Santa Clara, Santa Clara City Library, Parks & Recreation Department, Santa Clara Fire Department, Santa Clara Police Department, and Silicon Valley Power. The quarterly report also includes analytics for the MySantaClara application. **\*Starting with this quarterly report, all reports will now correspond with the City's fiscal year.**

## City of Santa Clara

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

| # of Posts | Net Followers Gain/Loss       | Average Reach        |
|------------|-------------------------------|----------------------|
| 280 posts  | 7,698 followers<br>Gain: +401 | 1,168 people reached |

### #1 Post

- Symptoms for COVID-19 include fever, cough, and shortness of breath. If you are experiencing them, call your health care provider or local health department first for more information 📞👩👨. Learn more about how you can help prevent the spread of coronavirus 📖 with helpful tips from the [California Department of Public Health](https://www.cdph.ca.gov/Programs/CID/DCDC/Pages/COVID-19.aspx). #COVID19
- Posted 3/1/20
- 762 engagements
  - 148 likes, 5 loves
  - 14 comments
  - 96 shares
- 8% engagement rate
- 8,945 people reached

**COVID-19** Protect yourself and loved ones

Help prevent the spread of respiratory diseases like COVID-19

- + WASH YOUR HANDS**  
Wash your hands with soap and warm water regularly.
- + COVER A COUGH OR SNEEZE**  
Cover your cough or sneeze with your sleeve, or tissue. Dispose of tissue and wash your hands afterward.
- + DON'T TOUCH**  
Avoid touching eyes, nose or mouth, especially with unwashed hands.
- + KEEP YOUR DISTANCE**  
Avoid close contact with people who are sick.
- + STAY HOME**  
If you experience respiratory symptoms like a cough or fever, stay home.
- + GET HELP**  
If you experience symptoms of COVID-19 (cough, fever, shortness of breath), call your health care provider or local health department before seeking care.

**MORE INFORMATION**  
Follow the California Department of Public Health:  
@capublichealth and www.cdph.ca.gov/covid19

CDPH

### Terms

Engagement rate is the percentage of people who clicked, liked, commented or shared a post. viewed a post in their feed and/or clicked on a post.

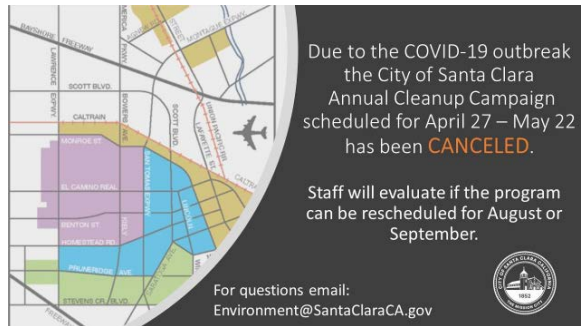
**#2 Post**

- The City of Santa Clara is now live for Downtown Precise Plan Community Task Force Meeting - March 10, 2020.
- Posted 3/10/20
- 112 engagements
- 2% engagement rate
- 5,322 people reached
- 1,654 organic lifetime views



**#3 Post**

- Due to the COVID-19 outbreak, the City of Santa Clara Annual Cleanup Campaign (CUC) scheduled for April 27 - May 22 has been canceled. No determination has been made on whether the 2020 CUC will be rescheduled later this summer or canceled until 2021. Once a determination has been made, the City will provide extensive outreach to the community. Questions? Email: [environment@santaclaraca.gov](mailto:environment@santaclaraca.gov)
- Posted on 3/27/20
- 549 engagements
  - 44 likes, 5 loves
  - 41 comments
  - 25 shares
- 11% engagement rate
- 5,173 people reached



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

| # of Tweets | Net Followers Gain/Loss       | Total Impressions | Engagement Rate |
|-------------|-------------------------------|-------------------|-----------------|
| 253 tweets  | 9,493 followers<br>Gain: +941 | 887,400           | 0.6%            |

**#1 Tweet**

- Don't forget, wipes clog pipes!
  - ✓ Only flush toilet paper in the toilet
  - ✓ Do not flush disinfecting wipes, paper towels down the toilet - throw them away instead
  - ✓ Even wipes marked "flushable" will clog pipes
  - ✓ Help us keep sewer systems from backing up
- Posted 3/22/20
- 25,543 impressions
- 801 engagements



- 3.1 % engagement rate

### #2 Tweet

- Latest from County Public Health Department about new #Coronavirus case in Santa Clara County
- Posted 2/28/20
- 18,902 impressions
- 90 engagements
- 0.5% engagement rate

### #3 Tweet

- Visit the City of Santa Clara website for local updates for #COVID19 at SantaClaraCA.gov/coronavirusupdates
- Posted 3/25/20
- 18,066 impressions
- 551 engagements
- 3% engagement rate



Instagram Performance: <https://www.instagram.com/santaclaracity>

| # of Posts | Net Followers Gain/Loss   |
|------------|---------------------------|
| 102 posts  | 1,020 followers Gain +149 |

### #1 Post

- Santa Clara is proud of the 49ers! No doubt, they earned their place at #SBLIV. Good game, Kansas City Chiefs, but we remain partial to our hometown team 🏈.
- 51 engagements
- Posted 2/2/20
- 50 likes



### #2 Post

- What a great start to 2020! We are honored to be on the cover story for this month's @businessviewpublishing. We love seeing the transition from being an agriculture hub to the birthplace of silicon chip. Our city truly is the #centerofwhatspossible! Checking it out yourself at [www.businesseviewmagazine.com](http://www.businesseviewmagazine.com) #iHeartSantaClara #SiliconValley
- 44 engagements
- Posted 1/8/20



- 40 likes

### #3 Post

Our City teams are getting prepared to distribute FREE meals today from 2-3:30 p.m. with the launch of the Healthy Meals Santa Clara program. Pick up locations include: Wilcox High School, Don Callejon School, Cabrillo Middle School and the Santa Clara Senior Center. Kids from the Santa Clara Unified School District may pick up meals for the weekend starting at 2 p.m. Learn more at

SantaClaraCA.gov/healthymealssantaclara  
[#SantaClaraResponds](#) [#SantaClara](#)

- 42 engagements
- Posted 3/26/20
- 42 likes



**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 |
|------------|--------------------------------|------------------|----------------|---------------------|
| 68 posts   | 34,679 members<br>Gain: +2,085 | 43% of residents | 86<br>Gain: +1 | 3,516               |

### Top performing post

Subject: Wipes Clog Pipes

During the COVID-19 pandemic, we encourage the public to follow the Centers for Disease Control recommendations to clean surfaces with disinfecting wipes to reduce the spread of COVID-19, it is important to discard those items in the trash, not the toilet.

Wastewater treatment facilities around the state have reported issues with their sewer systems. Flushing wipes and paper towels will clog sewers and cause backups.

Do NOT Flush:

- Flushable wipes
- Disinfectant wipes
- Prescription medicine
- Feminine products (tampons, pads and panty liners)
- Disposable diapers or baby wipes
- Floss



Paper towels  
Tissues  
Trash of any kind

ONLY FLUSH the 3 Ps...

Pee  
Poop  
Paper (Toilet paper)

We encourage Santa Clarans to help prevent sewer overflows, which will endanger property and public health. Let's do our part and remember, wipes clog pipes! To learn more, visit [SantaClaraCA.gov/wipesclgpipes](http://SantaClaraCA.gov/wipesclgpipes).

- Posted 3/27/20
- 7,682 Impressions (35 thanks, 5 replies)

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

| # of Posts | Net Subscribers<br>Gain/Loss | Watch Time    | Average View/<br>Duration    |
|------------|------------------------------|---------------|------------------------------|
| 41 videos  | 527 subscribers<br>Gain: +97 | 1,354.4 hours | 14,598 views<br>5:34 minutes |

**Top performing video**

- Community Update from Mayor Gillmor – COVID-19, March 16, 2020
- Q1 Analytics
  - 2,242 views
  - Watch time –84.2 hours
  - Avg. view duration: 2:12

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

| # of Posts | Net Followers<br>Gain/Loss    | Page Views                             | Top Locations   | Top Job Functions   |
|------------|-------------------------------|--|---|---|
| 9 posts    | 3,246 followers<br>Gain: +321 | 1,076 (589<br>desktop & 487<br>mobile) | Bay Area (60%),<br>Madrid Area, Spain<br>(4%), Kalyan Area,<br>India (3%) | Operations (12%),<br>Business<br>Development (11%),<br>Information<br>Technology (9%) |

## Top performing post for LinkedIn

- Our City staff showed their support for the San Francisco 49ers before they take on the Kansas City Chiefs at the Big Game this weekend! We may not be there in person, but we're definitely there in spirit! This display will be at our Central Park Library lobby and our Northside Library watch party on Sunday, so come show your own team spirit! #SantaClara #GoTeam #SantaClara4TheWin #SBLIV 125 Likes
- 1/28/20
- 5,686 impressions
- 1 comment
- 2,304 clicks
- 40% engagement rate





## Parks & Recreation Department

### Facebook

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

| # of Posts | Net Followers Gain/Loss                 | Average Reach        |
|------------|---|----------------------|
| 51         | 4,507 followers<br>Gain: +123 followers | 1,365 people reached |

### Post #1

- The Santa Clara Senior Center will continue to provide the Senior Nutrition Program to Seniors, age 60 years and over, Monday – Friday by reservation. Meals will be distributed in drive-thru fashion by entering the line formed by orange traffic cones at the Senior Center Rear Parking Lot on Harrison Street, from 11 a.m. -12 p.m. Reservations are required by 12 p.m. the day before the meal is desired from the Senior Nutrition Program.

The City's Convention Center catering resources will prepare weekend food packages for distribution to seniors and the unhoused. These packages, consisting of two breakfasts and two lunches, will be delivered by members of the Santa Clara Firefighters Foundation to homebound seniors, and to seniors who regularly attend the Senior Nutrition Program. Weekend meals package reservations are required by Wednesday at 5 p.m. for Friday delivery or drive through pick up. For reservations or questions, please call 408-615-3170.

- Posted 3/20/20
- 5,313 people reached
- 994 Engagements (8 comments, 28 shares)
- 11% Engagement Rate



### Post #2

- The City of Santa Clara and [Magical Bridge](#) are seeking your input on the Central Park Magical Bridge All-Inclusive Playground project. Now is the time to give us your feedback. The survey is open until Feb. 19, 2020. You may complete the survey at [SantaClaraCA.gov/opencityhall](https://www.santacruz.ca.gov/opencityhall)
- Posted 2/4/20
- 5,313 people reached
- 433 Engagements (13 shares)
- 6% Engagement Rate



**Post #3**

- HAPPENING TODAY, March 26, 2-3:30 p.m.: The Healthy Meals Santa Clara program will provide FREE meals for the weekend to kids enrolled in the Santa Clara Unified School District nutrition program. Meal distribution takes place Thursdays 2-3:30 p.m. at the following locations:

Cabrillo Middle School, 2550 Cabrillo Ave.  
Don Callejon School, 4176 Lick Mill Blvd.  
Wilcox High School, 3250 Monroe St.  
Santa Clara Senior Center, 1303 Fremont St.



For everyone's safety, please follow the traffic cones and staff instructions on site. Remember, County Public Health's COVID-19 social distancing protocols are in effect.

- Posted 3/26/20
- 3,893 people reached
- 539 Engagements (72 likes, 14 comments, 8 loves, 10 shares)
- 10% Engagement Rate

**Facebook: Cultural Commission**

<https://www.facebook.com/culturalcommission/>

| # of Posts | Net Followers Gain/Loss             | Average Reach |
|------------|-------------------------------------|---------------|
| 10         | 492 followers<br>Gain +34 followers | 612           |

**Post #1**

- The City of Santa Clara and its Cultural Commission are pleased to announce an opportunity for artists to create a 3-dimensional artwork for its biennial Indoor Sculpture Exhibition. The exhibition's theme is "Breaking Free". Incorporation of kinetic or mechanical/interactive elements are encouraged but not required. The theme can also be interpreted to represent a pilgrimage, epiphany, metamorphosis, liberation, or other passage/journey. For more information on contest entry and rules, view the Indoor Sculpture Exhibition Information Packet at <https://www.santaclaraca.gov/home/showdocument?id=66056>
- Posted 2/23/20
- 340 Engagements
- 4,324 people reached
- 5% Engagement Rate



**Post #2**

- Santa Clara Cultural Commission: Friday Night Live: Broceliande Next Friday, March 6, join us at the Triton Museum of Art for our Friday Night Live Series. Enjoy a night of culture, entertainment and education with live guest, Broceliande! This event is free and open to all ages. Show starts at 7 p.m. 🧑🏻‍🎨🎤📢
- Posted 1/9/20
- 62 Engagements
- 1,194 people reached
- 4% Engagement Rate



**Post #3**

We hope to see you this Friday, Mar. 6 at the [Triton Museum of Art!](#)

- Posted 1/29/20
- 7 Engagements
- 0% Engagement Rate



**Facebook: Youth Commission**

<https://www.facebook.com/santaclarayouthcommission/>

| # of Posts | Net Followers Gain/Loss           | Average Reach |
|------------|-----------------------------------|---------------|
| 7          | 64 followers<br>Gain +4 followers | 115           |

**Post #1**

- Youth Commissioners attended the Students for Green High Schools conference today! Students from throughout the Bay Area shared their environmentally-focused projects and initiatives and also presented potential solutions to issues facing our planet. Thank you @lahsgreenteam for organizing a great event! #begreennotmean
- Posted 1/25/20
- 11 engagements
- 35 people reached



**Post #2**

- If you're interested in applying for the 2020-21 City of Santa Clara Youth Commission term, there will be an informational meeting on Monday, February 24 at 6:00 PM at the Santa Clara Teen Center. Learn about expectations and



responsibilities, Q&A, and meet some Commissioners.  
 Visit [www.SantaClaraCa.gov/YouthCommission](http://www.SantaClaraCa.gov/YouthCommission) for app info and more.

- Posted 2/19/20
- 4 engagements
- 26 people reached

**Post #3**

- We hope to see you tonight if you're planning to apply for the 2020-21 City of Santa Clara Youth Commission! Learn more about YC and the application process tonight at the Santa Clara Teen Center at 6:00 PM. 🗓️🕒✍️📄
- Posted 2/24/20
- 0 engagements
- 18 people reached



**Instagram: Parks & Recreation**

<https://www.instagram.com/santaclaracityparks/>

| # of Posts | Net Followers Gain/Loss       |
|------------|-------------------------------|
| 10 posts   | 1,328 followers<br>Gain: +125 |

**Post #1**

The Santa Clara Senior Center will continue to provide the Senior Nutrition Program to Seniors, age 60 years and over, Monday – Friday by reservation. Meals will be distributed in drive-thru fashion by entering the line formed by orange traffic cones at the Senior Center Rear Parking Lot on Harrison Street, from 11 a.m. -12 p.m. Reservations are required by 12 p.m. the day before the meal is desired from the Senior Nutrition Program.

The City's Convention Center catering resources will prepare weekend food packages for distribution to seniors and the unhoused. These packages, consisting of two breakfasts and two lunches, will be delivered by members of the Santa Clara Firefighters Foundation to homebound seniors, and to seniors who regularly attend the Senior Nutrition Program. Weekend meals package reservations are required by Wednesday at 5 p.m. for Friday delivery or drive through pick up. For reservations or questions, call 408-615-3170.



- Posted 2/6/20
- 76 Likes
- 4 Comments

- 5 Shares
- Reached 632 Accounts

**Post #2**

The City is bringing an innovative, all-access and inclusive Magical Bridge Playground to Central Park. Join us at the Community Recreation Center on Saturday, Jan. 18, from 2 - 4 p.m. Come hear about the project and give us your feedback. For more information, click the link in bio! 😊



- Posted 3/13/20
- 72 Likes
- 2 Comments
- 2 Shares
- Reached 593 Accounts

**Post #3**

Today, Parks & Recreation staff visited the new Reed & Grant Sports Park for a tour and construction update. 🌳 Located at 1750 Grant Street, the new park will feature five lighted fields, a multi-purpose community recreation building, playground, a picnic area and other amenities. 🌳 Construction is expected to be completed this winter. 🌳 For more information on City of Santa Clara Park Projects, visit the link in bio. 🌳



- Posted 2/29/20
- 70 Likes
- 4 Comments
- 8 Shares
- Reached 576 Accounts

**Instagram: Youth Commission**

<https://www.instagram.com/santaclarayouthcommission/>

| # of Posts | Net Followers Gain/Loss             |
|------------|-------------------------------------|
| 13 posts   | 435 followers<br>Gain +85 followers |

**Post #1**

- Youth Commissioners attended the Students for Green High Schools conference today! Students from throughout the Bay Area shared their environmentally-focused projects and initiatives and also presented potential solutions to issues facing our planet. Thank you [@lahsgreenteam](#) for organizing a great event! [#begreennotmean](#)



- Posted 1/25/20
- 32 likes

**Post #2**

- Kayla Phan is serving her 3rd year on the Youth Commission. She is a junior at Santa Clara High School who is passionate about giving back and working with the community to make it inclusive for everyone. Kayla is excited to work with the other commissioners to achieve their goals this term.
- Posted 2/2/20
- 28 likes



**Post #3**

- Smrithi Suresh is currently a junior at Wilcox High School serving her second term on the Youth Commission. She enjoys the opportunity to learn and discuss ideas to be implemented in our city and looks forward to collaborating with all the commissioners to create relevant and appealing events. She wants to encourage awareness about mental health and environmentalism—topics that affect many teenagers today. Smrithi hopes that Youth Commission’s activities reflect these goals and inspire the youth to get involved in our city’s numerous programs!
- Posted 2/8/20
- 24 likes



**Instagram: Teen Center**

<https://www.instagram.com/santaclarateencenter/>

| # of Posts | Net Followers Gain/Loss             |
|------------|-------------------------------------|
| 4          | 305 followers<br>Gain +25 followers |

**Post #1**

- Rec City Nights!!! 2.7.20. 6-9pm
- Posted 2/2/20
- 21 Likes



## Post #2

- City of Santa Clara Parks & Recreation will be closing all facilities, programs and activities in alignment with the County Health Department directions and time frames. Effective 12 a.m. March 14, 2020, through April 5 (minimum) this includes closure/cancellation of:

- Community Recreation Center Building, Programs and Activities
- Park Group Picnic and Park Building Reservations • Youth Activity Center, Teen Center, and Skate Park Facilities • Early childhood education/preschool programs • Therapeutic Recreation Services
- Adult sports at City park facilities/fields
- Youth sport programs at City park facilities/fields
- Classes and activities for any recreation contractual program provider in City or other contracted facilities
- Gymnastics and Lifetime Tennis Classes • All programs at ISC, except individual swim • All Special Events and concerts
- Youth Commission Meeting and Activities (March & April)
- Parks & Recreation Commission Meeting (March & April)
- Senior Advisory Commission Meeting (March & April)
- Cultural Commission Meeting & Activities (March & April)

Programs that will continue based on ability to conform to County Public Health Department guidelines of maximum social distancing, handwashing, no physical contacts, frequent sanitizing pre and post program, health check ins:

- Lunch program at senior center 11 a.m. – 12:15 p.m. A “to go” option will be available for those who need it. Please call the Front Desk at 408-615-3170 if you need to schedule appointments or would like to order lunch “to go”.
- Private/individual tennis • ISC aquatic programs for individuals will remain open with additional social distancing (maintain a minimum of one participant per lane), no group lessons, no locker room use
- Playgrounds and park restrooms for individual use only

To meet the needs of the public and staff the Community Recreation Center 408-615-3140, Senior Center 408-615-3170 and Youth Activity Center 408-615-3760 will be available by phone Monday- Friday from 8 a.m. – 5 p.m. For updates, visit the link in bio. [#cityofsantaclara](https://www.cityofsantaclara.org)

- Posted 2/4/20
- 14 likes



### Post #3

- If you're interested in applying for the 2020-21 City of Santa Clara Youth Commission term, there will be an informational meeting on Monday, February 24 at 6:00 PM at the Santa Clara Teen Center. Learn about expectations and responsibilities, Q&A, and meet some Commissioners. Visit [SantaClaraCa.gov/YouthCommission](http://SantaClaraCa.gov/YouthCommission) for app info and more.
- Posted 3/26/20
- 7 likes





## Santa Clara City Library

### Facebook

<https://www.facebook.com/santaclaracitylibrary>

| # of Posts | Net Followers Gain/Loss       | Average Reach        |
|------------|-------------------------------|----------------------|
| 61 posts   | 5,302 followers<br>Gain: +266 | 1,451 people reached |

### Post #1

- Let's create a story together, one sentence at a time! This will be a collaborative story written by the Santa Clara City Library community. Anyone who would like to contribute a sentence can do so, just abide by the following rules:
  - Sentences must be suitable for all ages to read.
  - Only add one sentence at a time, but check back later to add more.
  - Sentences must be less than 10 words long.
  - Stories will be concluded once 30 sentences have been posted.
  - As long as you haven't written the last sentence you can post again. (It'll be more fun if different people are writing the sentences, rather than one person writing large sections.)
  - Be creative, and have fun.



Ready? Set? Go!

“Once upon a time...”

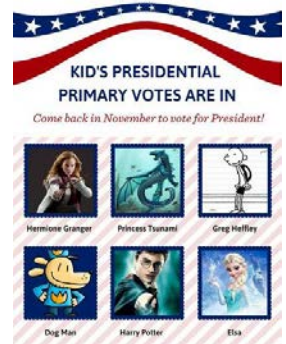
- 159 Engagements
- 2,100 people reached
- 8% Engagement rate

### Post #2

- Check out Bookflix! With your Santa Clara City Library Card, you can access these excellent educational resources including eBooks and movies.  
Video Link: [youtube.com/watch?v=e2JZGfgy8AY](https://www.youtube.com/watch?v=e2JZGfgy8AY)
- 114 Engagements
- 2,637 people reached
- 4% Engagement rate

**Post #3**

- Kids...your voices were heard! You have narrowed down the candidates for the November election. See you in November!
- 286 Engagements
- 2,619 people reached
- 4% Engagement rate



**Twitter**

<https://twitter.com/santaclaralib>

| # of Tweets | Net Followers Gain/Loss     | Total Impressions | Engagement Rate |
|-------------|-----------------------------|-------------------|-----------------|
| 8 tweets    | 1,249 followers<br>Gain: +1 | 279               | 0.2%            |

**Tweet #1**

- As a precaution all Santa Clara City Library locations will be closed from March 14-April 6. Call us at 408-615-2970 to get help with account questions or accessing online resources.
- 8,938 impressions
- 35 engagements

All programs through Sunday, March 15 have been canceled.

**Tweet #2**

- Based on recommendations from the County of Santa Clara Public Health Department, the Santa Clara City Library is taking these precautions. For updates regarding the Coronavirus, follow [@SantaClaraCity](#)
- 1,977 impressions
- 20 engagements

**Tweet #3**

- During library closures, we will not have VITA income tax assistance. To find locations in the area that may be open you can click the link
- 1,651 impressions
- 20 engagements

**Instagram**

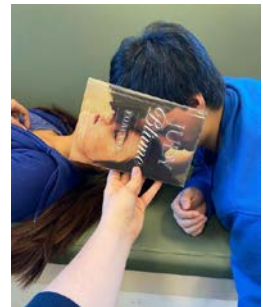
<https://www.instagram.com/santaclaracitylibrary>

| # of Posts | Net Followers Gain/Loss |
|------------|-------------------------|
|            |                         |

|    |                                       |
|----|---------------------------------------|
| 45 | 2,970 followers<br>Gain +30 followers |
|----|---------------------------------------|

**Post #1**

- For today's [#bookfacefriday](#) we have ,”Forever,” by Judy Blume. This [#bookface](#) is inspired by Valentine’s Day, which is next Friday!💕 Whether you are looking, avoiding or already in love you can always find a new book to love 💕 Happy Friday!  
[#sccl](#) [#sclibrary](#) [#library](#) [#librarylife](#) [#bookish](#) [#books](#) [#judyblume](#) [#love](#)
- 273 likes



**Post #2**

- What do you have cooked up for 2020? The possibilities are endless!
- This [#bookfacefriday](#) is for all those still pondering their New Year goals! With the book, “Dumpling Days,” by Grace Lin. While this book is not specifically about New Years it is about new experiences!  
If one of your goals is to read more this year the library has got tons of amazing titles to choose from and book lists to inspire you!  
Have an awesome 2020! 🍲  
[#bookface](#) [#bookish](#) [#books](#) [#sccl](#) [#sclibrary](#) [#santaclara](#) [#librarylife](#) [#library](#) [#libraryshenanigans](#) [#gracelin](#)
- 114 likes



**Post #3**

- Here is, “Soppy,” by Philippa Rice for this [#bookfacefriday!](#) 😊 This graphic novel is a quick and lighthearted read about a couple in love. Come down to the Central Park Library to check out our awesome graphic novel display & collection! We have graphic novels of all kinds! Happy reading!  
[#sccl](#) [#sclibrary](#) [#santaclara](#) [#bookface](#) [#soppy](#) [#graphicnovel](#) [#love](#) [#philipparice](#) [#books](#) [#library](#)
- Likes: 168



**YouTube – Santa Clara City Library**

[https://www.youtube.com/channel/UC36Km2s\\_JuPf4GSECPpNSiQ](https://www.youtube.com/channel/UC36Km2s_JuPf4GSECPpNSiQ)

| # of Posts | Net Subscribers<br>Gain/Loss | Watch Time | Average View/<br>Duration |
|------------|------------------------------|------------|---------------------------|
| 10 videos  | 80 subscribers<br>Gain: +5   | 2.4 hours  | 156 views<br>0:55 minutes |

## Top performing video

- Bookflix Tutorial



Learn how to use Scholastic's Bookflix with your Santa Clara City Library card.

- Number of Views: 178
- Watch Time: 2.0
- Average View Duration: 40 Seconds

## Santa Clara Fire Department

### Facebook

<https://www.facebook.com/SantaClaraFD>

| # of Posts | Net Followers Gain/Loss       | Average Reach        |
|------------|-------------------------------|----------------------|
| 20 posts   | 3,133 followers<br>Gain: +197 | 1,451 people reached |

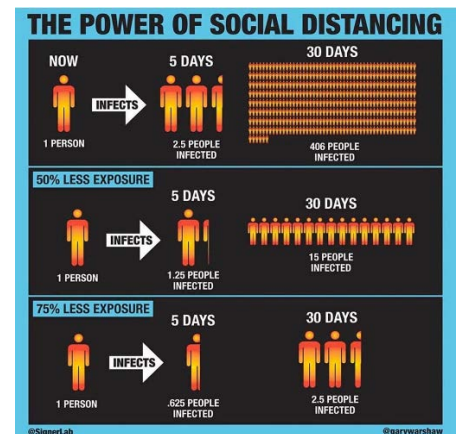
### Post # 1

- Our deepest condolences and sympathy to the families of Captain Ray Figueroa and Firefighter Patrick Jones as well as the men and women of the Porterville Fire Department. Both men perished yesterday while battling a fire in the #portervillelibrary.
- Posted 2/19/2020
- 5,132 people reached
- 1,180 engagements
- 16% engagement rate



### Post #2

- Consider this! #socialdistancing #weareallinthis together #covid\_19 #firefighters for more info on prevention click here: <http://bit.ly/2QITqVB> <http://bit.ly/3aZPaTv> <http://bit.ly/38VrQoo>
- Posted 3/20/2020
- 4,775 people reached
- 479 engagements
- Engagement rate 7%



**Post # 3**

- The Fire Department remains fully staffed with essential personnel for emergency response. See the list below of City Offices/Departments closed in line with Public Health Order. 911- is for EMERGENCIES ONLY (408)615-5580 is the 24 hr. NON-EMERGENCY NUMBER
- Posted 3/17/20
- 1,961 people reached
- 293 engagements
- 10% engagement rate

**CLOSED UNTIL FURTHER NOTICE**

City Hall will be Closed effective March 17, 2020,  
in compliance with the Order of the Health Officer of the County of Santa Clara  
issued on March 16, 2020 due to the COVID-19 virus (novel coronavirus)

Only Essential Services will be open.  
For available listed services, please contact the relevant Department below.

| Department                                      | Phone   | Email/Website  |
|---|---|--|
| General City Hall Information                   | (408) 615-2200  |  |
| Finance Cashier Counter Service                 | (408) 615-2300 for Utility<br>(408) 615-2310 for Business License or Transient Occupancy Tax                          | The City also offers a variety of ways to make payment without visiting City Hall. Please visit the Finance Department webpage for a list of these options:<br><a href="https://www.santacleara.gov/oc-account/bill-payment-options">https://www.santacleara.gov/oc-account/bill-payment-options</a>   |
| Community Development                           | (408) 615-2420  | For Access to the City's Permit Center, including permit services, building services, planning services, and housing and community services. Please visit the Community Development Department webpage for a list of these numbers:<br><a href="https://www.santacleara.gov/oc-account/bill-payment-options">https://www.santacleara.gov/oc-account/bill-payment-options</a> |
| City Hall Lobby and City Clerk Customer Service | (408) 615-2200 for City Hall Lobby<br>(408) 615-2220 for City Clerk<br>(408) 615-2220 for Public Records Act Requests | For Public Records Act Requests, please email <a href="mailto:clerk@santacleara.gov">clerk@santacleara.gov</a> or submit online: <a href="https://www.santacleara.gov/oc-account/bill-payment-options">https://www.santacleara.gov/oc-account/bill-payment-options</a>   |
| Fire Services                                   | For Emergency: 9-1-1<br>For Non-Emergency: (408) 615-5580   |  |
| Parks & Recreation Customer Service             | For Emergency: 9-1-1<br>For Non-Emergency: (408) 615-5580   | Download MySantaClara App on your phone and select Parks   |
| Police Services                                 | For Emergency: 9-1-1<br>For Non-Emergency: (408) 615-5580   |  |
| Silicon Valley Power                            | (408) 615-5600  | <a href="mailto:info@svpower.com">info@svpower.com</a>   |
| Water & Sewer Customer Service                  | (408) 615-2000  | <a href="mailto:water@santacleara.gov">water@santacleara.gov</a>   |

You can also download the **MySantaClara App** on your phone to submit a request.

#yourunderstandingandcooperation

[santaclearacity](https://www.santacleara.gov)



**Twitter**

<https://twitter.com/SantaClaraFD>

| # of Tweets | Net Followers Gain/Loss      | Total Impressions | Engagement Rate |
|-------------|------------------------------|-------------------|-----------------|
| 27 tweets   | 2,710 followers<br>Gain: +74 | 405.1K            | 0.1%            |

**Post # 1**

- Video: Had a great visit with Xavier at Fire Station 1!
- Posted: 1/26/2020
- 13,683 impressions
- 86 engagements (engagement rate 0.6%)



**Post # 2**

- Headed to the @49ers @packers game tomorrow in @SantaClaraCity? Info for transportation options here. <https://twitter.com/SantaClaraPD/status/1218292196589408261>
- Posted: 1/18/2020
- 13,510 impressions
- 8 engagements
- 0.1% engagement rate



**Post # 3**

- Want to be a hero to your community? There's still spots in our next Community Emergency Response Team ( CERT) course commencing 1/28/20 in Santa Clara. To sign up <http://bit.ly/37TuTh4>
- Posted: 1/10/2020
- 13,446 impressions
- 29 engagements
- 0.2% engagement rate



**Instagram**

[https://www.instagram.com/santaclara\\_fd](https://www.instagram.com/santaclara_fd)

| # of Posts | Net Followers Gain/Loss                |
|------------|--|
| 35         | 4,903 followers<br>Gain +186 followers |

**Post # 1**

- Congratulations @49ers who are headed to the Super Bowl LIV. Your Santa Clara Firefighters proud to help deliver another safe event!
- Posted: 1/20/20
- 607 likes

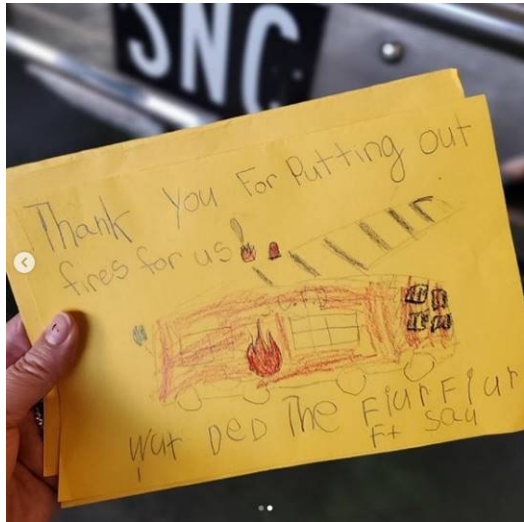
**Post # 2**

- Thanks @scweekly for the great feature on one of our very own Firefighter Beverly Molina. Click the link in our bio for the full story. Or go to [www.svvoice.com](http://www.svvoice.com)
- Posted 1/27/20
- 453 Likes



**Post # 3**

- Thank you Saint Clare School for stopping by!
- Posted 1/28/20
- 443 Likes





# Santa Clara Police Department

## Facebook

<https://www.facebook.com/santaclarapd/>

| # of Posts | Net Followers Gain/Loss        | Average Reach        |
|------------|--------------------------------|----------------------|
| 144 posts  | 10,938 followers<br>Gain: +329 | 2,148 people reached |

### Post #1

#### PRESS RELEASE – Inaccurate Social Media Post

- Posted 3/11/20
- 17,922 impressions
- 17,895 reach



### Post #2

#### Personal Protective Equipment Porch Pickup

- Posted 3/25/20
- 16,736 impressions
- 14,222 reach



### Post #3

#### NOW HIRING – Public Safety Dispatcher II

- Posted 3/20/20
- 6,836 impressions
- 5,778 reach



**Twitter**

<https://twitter.com/SantaClaraPD>

| # of Tweets | Net Followers Gain/Loss          | Total Impressions | Engagement Rate |
|-------------|----------------------------------|-------------------|-----------------|
| 217 tweets  | 15,900 followers<br>Gain: +1,353 | 1.5M              | 0.7%            |

**Tweet #1**

- Press Release – Inaccurate Social Media Posts
- Posted 3/11/20
- 10,765 engagements
- 108,917 impressions



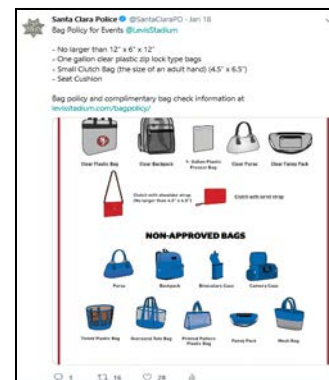
**Tweet #2**

- Bag policy for events at Levi's Stadium
- Posted 1/18/20
- 579 engagements
- 25,331 impressions



**Tweet #3**

- Transportation Options to and From Levi's Stadium
- Posted 1/17/20
- 399 engagements
- 23,109 impressions



## Nextdoor – Police

<https://nextdoor.com/agency-detail/ca/santa-clara/police-department-2/>

| # of Posts | Net Members Gain/Loss          | Membership       | Neighborhoods  | Average Impressions                            |
|------------|--------------------------------|------------------|----------------|--|
| 91 posts   | 34,679 members<br>Gain: +2,085 | 43% of residents | 86<br>Gain: +1 | 3,516<br>$320,008 / 91 = 3,516$<br>impressions |

### Top Performing Post

- Grocery Stores with Dedicated Hours for Seniors and At-Risk Individuals
- Posted 3/23/20
- 11,259 impressions

Office of the Chief of Police Community Engagement, Santa Clara Pol.

#### Grocery Stores with Dedicated Hours for Seniors and At-Risk Individuals

The Santa Clara Police Department has compiled a list of major grocery stores offering dedicated hours during the COVID-19 pandemic for seniors and/or individuals at risk.

- Costco: 8 - 9 a.m. on Tuesday and Thursday
- Lucky's: 8 - 9 a.m. on Tuesday and Thursday for seniors and guests with compromised health
- Safeway: 7 - 9 a.m. on Tuesday and Thursday for seniors and at-risk customers
- Smart and Final: 7:30 - 8 a.m. every morning for seniors 65+, expectant mothers and customers with disabilities
- Target: 8 - 9 a.m. every Wednesday for our most vulnerable guests, including those over 65 years old, pregnant women or those defined by the Centers for Disease Control and Prevention as vulnerable or at risk
- Trader Joe's: Select stores will open the first hour of daily shopping, from 9 - 10 a.m. for seniors and at-risk customers. Call ahead for details
- Walgreens: 8 - 9 a.m. on Tuesday for seniors
- Walmart: From now through April 28, 8 - 7 a.m. for age 60 and older
- Whole Foods Market: 8 - 9 a.m. for individuals age 60 and older
- Zanotto's Market: 8 - 9 a.m. daily for seniors

In addition, the Santa Clara Unified School District is offering FREE "grab and go" meals for at-risk families with children age 18 and under and developmentally disabled adults at select locations. For more information, log onto <https://www.santaclearauid.org/Page/3530>

Coronavirus Updates / Meal Service  
SANTACLEARAUID.ORG

23 Mar · Subscribers of Santa Clara Police Department

👍 Thank    💬 Comment    🍷 76    🗨️ 51 11,251 Impressions

## Silicon Valley Power

### Facebook

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

| # of Posts | Net Followers Gain/Loss       |
|------------|-------------------------------|
| 70 posts   | 1,330 followers<br>Gain: +193 |

#### Post #1

- Posted 3/19/2020
- 387 Engagements
- 5,470 people reached
- 5% engagement Rate



#### Post #2

- Posted 3/24/20
- 336 engagements
- 4,664 people reached
- 5% engagement rate



#### Post #3

- Posted 3/9/2020
- 106 engagements
- 3,050 people reached
- 3% engagement rate



## Twitter

<https://twitter.com/SantaClaraPower>

| # of Tweets | Net Followers Gain/Loss       | Total Impressions | Engagement Rate |
|-------------|-------------------------------|-------------------|-----------------|
| 293 tweets  | 5,473 followers<br>Gain: +435 | 552.9K            | 1.9%            |

### Tweet #1

- Power outage
- Posted 3/2/2020
- 12,340 impressions
- 60 engagements
- 0.5% Engagement rate



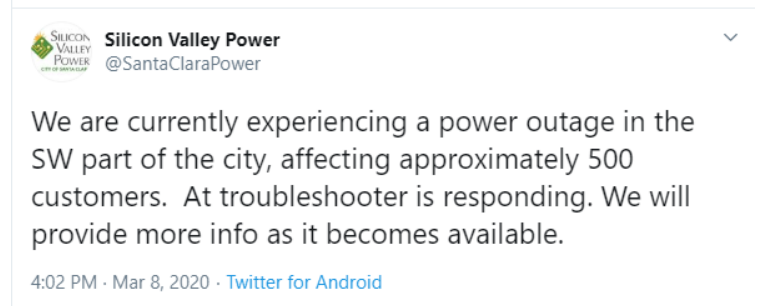
### Tweet #2

- Scam Alert
- Posted 3/8/2020
- 11,183 impressions
- 1,548 engagements
- 13.8% engagement rate



### Tweet #3

- Power outage
- Posted 1/3/2020
- 10,670 impressions
- 472 engagements
- 4.4% engagement rate



**LinkedIn**

<https://www.linkedin.com/company/silicon-valley-power/>

| # of Posts | Net Followers Gain/Loss                | Page Views                            | Top Locations   | Top Job Functions  |
|------------|--|---------------------------------------|---|--|
| 2 posts    | 1,164 followers<br>17 Gain + followers | 846 views (641 desktop & 205 mobile). | San Francisco Bay Area 40%<br>Sacramento 5%<br>Greater Los Angeles 3% | Engineering 21%<br>Operations 17%<br>Business Development 14%<br>Sales 10% |

**Top performing post**

- Posted 2/11/2020



**Silicon Valley Power**

1,174 followers

2mo •

Do you know a college student who is interested in a career in energy? We're hiring for an Energy Conservation Intern! Check out the job description at <https://lnkd.in/geXi3Vh>.

Applications are due February 20th! [#hiring](#) [#internship](#) [#interns](#) [#collegestudent](#) [#energy](#)

**Job Opportunities**

governmentjobs.com

Welcome to the City of Santa Clara Career Information Pages! If you would like information about the...

7

Like Comment

Be the first to comment on this

Organic impressions: 527 Impressions

Hide stats

## MySantaClara App Performance

- 582 reports submitted

| Top 5 Request Type    | Requests | Percent |
|-----------------------|----------|---------|
| Illegal Dumping       | 65       | 11.2%   |
| Graffiti              | 65       | 11.2%   |
| Code Enforcement      | 55       | 9.5%    |
| City Tree Maintenance | 50       | 8.6%    |
| Sidewalk Repair       | 50       | 8.6%    |

Status of reports:

| Status      | Requests | Percent |
|-------------|----------|---------|
| Completed   | 468      | 80.4%   |
| Submitted   | 48       | 8.2%    |
| Received    | 35       | 6.0%    |
| In progress | 29       | 5.0%    |
| Other       | 2        | 0.3%    |

