



Social Media Summary

Facebook Followers

City Facebook Page	Gain/Loss for quarter	Total Followers
City of Santa Clara	+156	8,122
Santa Clara Fire Department	+299	3,557
Santa Clara City Library	+230	5,532
Santa Clara Police Department	-195	11,435
Parks & Recreation	+121	4,731
Silicon Valley Power	+129	1,566

Twitter Followers

City Twitter	Gain/Loss for quarter	Total Followers
City of Santa Clara	+777	11,143
Santa Clara Fire Department	+610	3,529
Santa Clara Police Department	+921	17,730
Silicon Valley Power	+1,155	6,933

Nextdoor (City and Police only)

- 37,305 members (45% of 54,013 households; 85 neighborhoods).
- City had 81 posts over the 91-day period with 336 replies associated with posts.
- Police had 66 posts over the 91-day period with 392 replies associated with posts.

LinkedIn

- 3,884 followers
- Page visitor locations: 52% San Francisco Bay Area, 15% India, 4% Sacramento Area
- City had 28 posts over this quarter on LinkedIn.

Citywide Social Media Highlights

City of Santa Clara

shared a video on Sept. 10, 2020, of Mayor Lisa M. Gillmor announcing a 6-month relief on garbage rates for all residents and businesses and shared information about COVID-19 relief programs. Facebook reached 2.6K people with over 1.4K video views and 139 post engagements.



City of Santa Clara: Mayor Lisa M. Gillmor Announces 6-Month Relief on Garbage Rates for All Residents & Businesses...

Santa Clara City Library went live on Facebook on July 7, 2020, with [Storytime with Princess Elsa!](#) The video had 1,458 engagements with 203 likes, 577 comments, 678 shares and 15,602 people reached. Way to go, Princess Elsa and the Library story time staff!



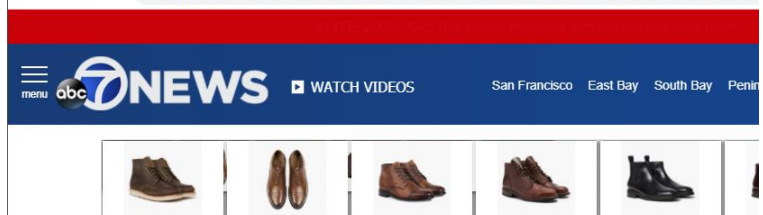
Santa Clara Police Department announced on a missing person press release and social post about a missing person on 8/2/2020. Public assistance was requested to help locate Annie Enriquez, who went missing overnight. She is 75-years old, with multiple health issues, including being blind and deaf, with the mental capacity of a 5-year old.

The Twitter post had 19,348 and the Facebook post had 24,060.

Annie Enriquez was found and united with her family.



abc7news.com/society/missing-south-bay-woman-found-reunited-with-family-santa-clara-police-say/6345



SOCIETY

Missing 75-year-old woman who is deaf, blind reunited with family, Santa Clara police say

Bay City News
Sunday, August 2, 2020



This image shows Annie Enriquez, 75, reunited with family after she went missing in Santa Clara, Calif. on Aug. 2, 2020. (Santa Clara PD)

SANTA CLARA, Calif. -- Santa Clara police say they have located a woman who was missing since late Saturday night.

Santa Clara Police

Santa Clara Fire

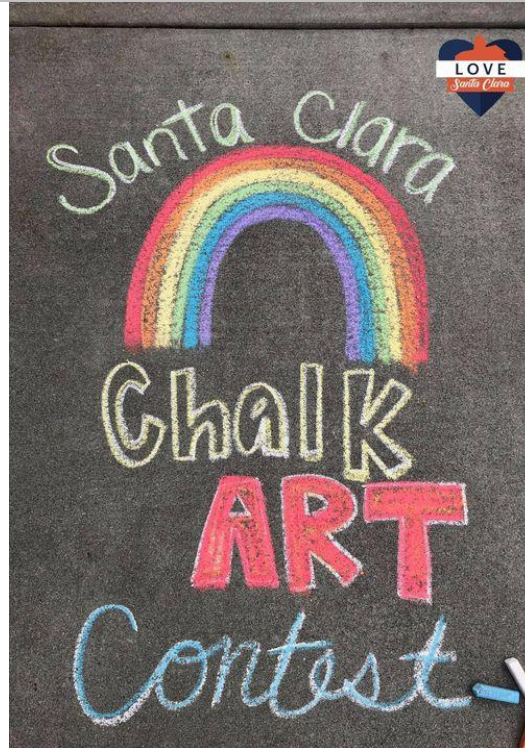
Department shared this post on social media with 1,661 engagements and 11,401 people reached on Facebook.

This is our new friend Juan and [#firefighters](#): Capt. Amato and Driver Engineer Moses. Juan was assaulted last week and had his skateboard taken from him that he uses as his main mode of transport. Today the crew was able to track him down and give him a new one. Juan is not unlike many in our community, fallen on hard times and currently housing insecure. We hope this small gesture brightens his day as much as meeting him brightened ours. [#community](#)
[#payitforward](#)



Parks & Recreation

announced the first ever Santa Clara Chalk Art Contest on social media on July 29, 2020. This campaign was very timely and helped Santa Clarans come together to participate in a virtual community contest. The post received 53 likes, 8 loves, 13 comments, 60 shares and **reached** 12,628 people.



Silicon Valley Power

(SVP) is always on top of sharing posts about power outages and providing residents consistent updates. On July 8, 2020, SVP shared a post about a grant program to help Santa Clara small business who have been impacted by COVID-19. SVP is [offering grants](#) to help fund energy efficiency upgrades. Up to \$10,000 is available for eligible businesses owned or operating in Santa Clara. This post had 438 engagements and reached 8,022 people on Facebook.



MySantaClara App

Number of reports submitted through the app during this time:

- 875 reports

Top 5 types of reports submitted:

Request Type	Requests	Percent
Code Enforcement	160	18.3%
City Tree Maintenance	124	14.2%
Illegal Dumping	73	8.3%
Garbage Service Issue	68	7.8%
Sidewalk Repair	63	7.2%

Status of reports:

Status	Requests	Percent
Completed	629	71.9%
Received	144	16.5%
Submitted	62	7.1%
In progress	39	4.5%
Other	1	0.1%

