



City of Santa Clara

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Agenda Report

20-165

Agenda Date: 2/19/2020

REPORT TO ECONOMIC DEVELOPMENT, COMMUNICATIONS, AND MARKETING COMMITTEE

SUBJECT

Social Media Analytics Report

BACKGROUND

The Social Media Analytics Report includes analytics for the social media platforms managed by City staff and for the MySantaClara application.

DISCUSSION

The Director of Communications will provide an update on quarterly activities of Citywide social media activities and on the City's communications efforts.

ENVIRONMENTAL REVIEW

This is an information report only and no action is being taken by the City Council and no environmental review under the California Environmental Quality Act ("CEQA") is required.

FISCAL IMPACT

There is no fiscal impact to the City other than administrative staff time.

PUBLIC CONTACT

Public contact was made by posting the Economic Development, Communications, and Marketing Committee agenda on the City's official-notice bulletin board outside City Hall Council Chambers. A complete agenda packet is available on the City's website and in the City Clerk's Office at least 72 hours prior to a Regular Meeting and 24 hours prior to a Special Meeting. A hard copy of any agenda report may be requested by contacting the City Clerk's Office at (408) 615-2220, email clerk@santaclaraca.gov <<mailto:clerk@santaclaraca.gov>> or at the public information desk at any City of Santa Clara public library.

Reviewed by: Lenka Wright, Director of Communications

Approved by: Deanna J. Santana, City Manager

ATTACHMENTS

1. Social Media Analytics Report - 2019 Quarter 4