CITY OF MONTEREY
SOCIAL MEDIA
Analytics Report 2019

INSTAGRAM - instagram.com/cityofmonterey
FOLLOWERS: 38,861 (+7,204 IN 2019, +20/DAY AVG)
POST VIEWS: 3.8 MILLION (317K/MONTH AVG)

FACEBOOK - facebook.com/cityofmonterey
FOLLOWERS: 21,846 (+4,065 IN 2019, +11/DAY AVG)
POST VIEWS: 1.1 MILLION (93K/MONTH AVG)

TWITTER - twitter.com/cityofmonterey
FOLLOWERS: 10,600 (+1,600 IN 2019, +4/DAY AVG)
POST VIEWS: 3.1 MILLION (262K/MONTH AVG)

YOUTUBE - youtube.com/cityofmonterey
RECORD!
VIDEO VIEWS: 364,792 (999/DAY AVG)

NEXTDOOR - 44 POSTS ABOUT CITY SERVICES, CONSTRUCTION IMPACTS, MEETINGS, SURVEYS, EVENTS, TRAFFIC AND PUBLIC SAFETY ALERTS AND MORE TO 7,399 REGISTERED RESIDENTS

LINKEDIN - TOP RECRUITING SOCIAL NETWORK, STARTED IN JULY, 2019; 44 POSTS ABOUT JOB OPENINGS AND CITY STAFF ACCOMPLISHMENTS