
Orange County City Internet Strategy Analysis

*A Brief Assessment of City Internet Strategies and How they Embrace Social Media,
Transparency and Citizen Access*

April 2011

Survey Version 2.0

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TRIEPEPI SMITH & ASSOCIATES

About Tripepi Smith & Associates

Tripepi Smith is a boutique consulting firm based in Orange County, California. Tripepi Smith provides technology and marketing advisory services to small to mid-sized businesses and government.

The Technology practice is led by Ryder Todd Smith, a 14-year veteran of the technology and government relations arena. Ryder is a graduate of Claremont McKenna College and former research associate with the Rose Institute of State and Local Government at Claremont McKenna College.

Analysis was performed with help from Owen Thal, a graduate of Claremont McKenna College, who has performed research and analysis in the fields of energy, economic damages, contract pricing and technology.

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Table of Contents

| | |
|---|----|
| About Tripepi Smith & Associates..... | 2 |
| Table of Contents..... | 3 |
| Executive Summary | 4 |
| Strategic Observations..... | 5 |
| Analysis Background..... | 6 |
| Analysis Execution | 6 |
| Questions/Criteria Explanation | 7 |
| Top 9 City Results | 10 |
| Strategic Observations and Commentary | 11 |
| Orange County Specific Observation | 11 |
| Evolving New Metrics | 12 |
| Future Tools and Tech..... | 12 |
| Conclusion | 13 |
| Version Release Notes | 14 |
| Cities Included in Analysis | 15 |
| City Twitter Stats | 16 |
| City Facebook Stats | 17 |

Executive Summary

This analysis is the third editions of this study. The study was originally published in July 2010 and a follow up was published in October 2010 with similar questions and criteria. The Executive Summary and key points remain the same from the previous version.

The Internet is a powerful component of the public's communication with each other and social institutions. City websites are likely the most common interaction that the average citizen has with their municipal government, making the website the primary communications tool for cities to communicate with the public.

Tripepi Smith set out to analyze city websites across Orange County (34 city websites were included in the analysis) to determine their use of certain features that Tripepi Smith believes are a best practice for city websites. The criteria focused on three areas:

1. Access and ease of use of the website
2. Use of social media.
3. Enabling greater transparency and citizen engagement.

Here were the 13 simple tests that were used to conduct this analysis:

1. Does the city have a friendly URL (i.e. <http://www.ci.laguna-niguel.ca.us/> versus tustinca.org)?
2. Does a search for the city result in enhanced search results?
3. Does the city have a Twitter account?
4. Has the city updated the Twitter account in the last 7 days?
5. Does the city have a Facebook page?
6. Has the city updated the Facebook page in the last 7 days?
7. Does the city have video and audio of council meetings online?
8. Is there a search function on the site?
9. Is an email for the mayor (including a generic email for the whole council) available on the website?
10. Did the mayor or mayor's staff respond to a test email?
11. Is the city's budget online?
12. Is the city's website mobile capable or mobile optimized?
13. Does the city's website provide links to its social media accounts?

The simple yes/no questions were designed to ensure clarity in the facts (as opposed to asking: "Is the website nice to look at?")

Certain questions were given a greater weight. For example, 5 points were given for having a Twitter account, but 10 points were given for updating it in the last 7 days. Reasons for the scale of awarding points are identified in the detailed section on best practices.

Given the speed of change on the Internet, returning to update previous results on a more frequent than annual basis is appropriate. Additionally, the social media metrics have proven to be a real point of



interest for various audience, and those can change quite rapidly over the course of a few months, so waiting an entire year to return to the numbers was simply too long.

Based upon the data and the question weighting criteria, the following cities best adhere to the tests executed in this analysis of the 34 cities that were reviewed (listed in alphabetical order):

- Brea
- Buena Park
- Dana Point
- Fullerton
- Irvine
- Mission Viejo
- Newport Beach
- Placentia
- Tustin

It must be noted that the analysis is subject to human error and based on criteria developed by Tripepi Smith. As such the inclusion or exclusion of a city's Internet strategy from the list of top performing city strategies cannot lead one to conclude that the site is "great" or the site is "horrible." Rather, review of these results and the best practices identified in this analysis should encourage cities to engage in a discussion of best practices and contribute their feedback to the future versions of this analysis.

The raw data that was collected for this analysis took place from February 28, 2011 to March 8, 2011

Strategic Observations

Below are some noted highlights from the analysis:

- By not having an official twitter or facebook account, a minority of cities continue to leave a vacuum of information in the social media space, often leaving that vacuum to be filled by impersonators or automatically generated content regarding the city. In one case, it was observed that someone was squatting on a city name hoping to sell it (a likely violation of Twitter policy).
- Most cities have official social media accounts (Twitter username or Facebook Page), but city websites rarely link to the official social media accounts



(Twitter.com/username or Facebook.com/cityname). Further, cities are even less likely to feature a link to their official social media accounts on the city website homepage.

- The city with the greatest Twitter following in Orange County is Tustin, while the most communicative (highest tweeting) is Mission Viejo.
- The City of Placentia saw the greatest percentage gain in twitter followers, increasing their following by over 100% since October 2010.
- The City of Fullerton has the most “Liked” Facebook Page of any city in Orange County with over 5,800 people “Liking” it.
- Many cities that have not created their own Facebook pages have community pages automatically generated by Facebook, often with a description pulled from Wikipedia and no direct influence from the city government.

Analysis Background

Since its early days in the 1990’s to today, the Internet has exploded as a communications tool. Email and websites have dominated this brief history of the Internet as the primary methods of interacting with people, but a wave of new sites and tools that some have declared Web 2.0 are quickly gaining favor with the public. Underlying these changes is a simple fact: more people use the Internet today than ever before, and they use it in more ways than ever before.

Cities have responded to the growth of the Internet by building websites to engage and inform their communities. Citizens in some cities can now watch city council meetings on their laptops, receive traffic updates on local road closures via Twitter or register for parks and recreation events online. Cities – the closest form of the government to the people – are engaging with their citizens in important and valuable ways.

This City Website Analysis intends to inform city staff, elected-officials and the public about how cities are evolving their websites and general Internet efforts to inform their citizens, ensure transparency in their local government and enhance their communication in the new medium of social networks.

Analysis Execution

Data was gathered by using a computer, Google Search and navigating through individual city websites. All the research was conducted by Ryder Todd Smith and/or Owen Thal. Since much of this was manual work, it is possible that errors were made in gathering the data or results were overlooked. When errors are identified, any feedback related to correcting the error will be welcomed. Simply email ryder@tripepismith.com

Questions/Criteria Explanation

Does the city have a friendly URL (i.e. <http://www.ci.laguna-niguel.ca.us/> versus [tustinca.org](http://www.tustinca.org/))?

Reason for Question: Easily remembered URL's are faster for citizens to recollect and easier to promote with the public. Purchase of individual domain name is relatively inexpensive given the additional branding value for cities. The standard .us extension is an older more tedious URL for citizens to recall.

Question Weight: 5 points

Does a search for the city result in enhanced search results?

Reason for Question: Website can be optimized so that when a search is conducted on a standard search engine such as Google or Bing, a series of results from within the cities website are returned. This allows faster citizen access to relevant information and provides an indicator of the sites optimization for search engines.

Question Weight: 5 points

Does the city have a Twitter account?

Reason for Question: Registering an account is free and should be done if for no other reason than to future proof access to a name. Twitter usernames today are similar to simple domain name registration in the mid-90's. Having a Twitter account also demonstrates that a city is engaging in social media communications. Additionally, cities need to be concerned about others who spoof the city name to gain unsuspecting follows who do not realize the spoofed name is not the official city account.

Question Weight: 5 points

Has the city updated the Twitter account in the last 7 days?

Reason for Question: Having a Twitter username is really only part of the process. Once you have that account, it must be used. To the users of social media, an idle account is worse than having no account at all because having the account raises the expectation that you will have content, leaving the reader disappointed when there is none. Further, in the era of social media, the conversation is ongoing and fast, meaning more than 7 days between communications is simply too long.

Question Weight: 10 points

Does the city have a Facebook page?

Reason for Question: Securing a Facebook page is free and easy to do. Facebook's services have evolved over time and the concept of the Facebook Page was introduced two years ago and represents the best method for a city to engage with its citizens through Facebook (versus using a personal account with a city name or a Facebook Group). Having the account does indicate a cities progressive use of social media to reach citizens. Finally, similar to Twitter, securing a page and vanity URL for the city is important to give citizens a valid page to follow. Otherwise, unsuspecting citizens may follow non-official city pages assuming they are the city's.

Question Weight: 5 points

Has the city updated the Facebook page in the last 7 days?

Reason for Question: Having a Facebook Page is really only part of the process. Once you have that Page, it must be used. To the users of social media, an idle account is worse than having no account at all because having the account raises the expectation that you will have content, leaving the reader disappointed when there is none. Further, in the era of social media, the conversation is ongoing and fast, meaning more than 7 days between communications is simply too long.

Question Weight: 10 points

Does the city have video and audio of council meetings online?

Reason for Question: The public is expecting video content more than ever before. The expansion of high speed Internet access and services like YouTube and Hulu have set the expectation that all content can be delivered via the Internet. Access to council meetings online (audio or video) provides a clear record of past and current debates and activities of the city council and makes it easier for citizens to follow the words of their elected leaders and hold them accountable.

Question Weight: 10 points

Is there a search function on the site?

Reason for Question: As websites have grown more complicated with more data on them, the irony becomes that finding the data you want is harder. The effect is called "data smog." To counteract that, search functionality on sites makes it much easier for a person to find the right data on the site.

Question Weight: 5 points

Is an email for the mayor (including a generic email for the whole council) available on the website?

Reason for Question: The Internet has helped bring government closer to the people. We can now interact with our elected officials in various ways and reach out to them quickly and efficiently. This is particularly true at the city government level where the government is closest to the people and seeing your elected official at the local coffee shop or deli may be common. As such, citizens should expect to be able to email their mayor via an email address provided on the city's website.

Emails to a general council email address were acceptable, as were emails to either personal or city accounts.

Email forms that submitted emails to council were not accepted for points, though if they resulted in a contact back from the City (none automated) then 10 points were awarded in the response category below.

Question Weight: 5 points

Did the mayor or mayor's staff respond to a test email?

Reason for Question: Having emailed their mayor or a group email to the whole council, the expectation is that a response of some form should come back. Having an email on the website creates an expectation that a response will come back. Of note here is the possibility that spam filters or other technologies may intervene in the communications. Regardless of technical interventions, the expectation is that some form of response will be received by a citizen if they take the time to engage their government via email.

Responses from city staff were counted as responses in this analysis.

Question Weight: 10 points

Is the city's budget online?

Reason for Question: The city budget is a key document that in simple numbers explains the priorities of the city. It is a starting point for all citizens to understand their government and how tax dollars are spent. Making it easily available to citizens is important.

Question Weight: 10 points

Is the city's website mobile capable or mobile optimized?

Reason for Question: More and more traffic on the Internet is being accessed on mobile devices, and this is especially true of local information where physical proximity to relevant information is important. This question looks at two criteria and awards either zero, five or a full ten points. 0 points are awarded if the website, when viewed on an iPhone, does not function properly or appear similar to the desktop version. 5 points are awarded if the website does mimic the desktop viewing experience. 10 points are awarded if the site has been optimized with a mobile version of the site that is designed for a smaller screen or less bandwidth.

Question Weight: 5 points (mobile capable) / 10 points (mobile optimized)

Does the city's website provide links to its social media accounts?

Reason for Question: Having a Facebook or Twitter account is only part of having an effective online presence. Having links to your social pages will make it easier for people find these pages and also drive more traffic to these sites from your website. If your website provide links to your Facebook or Twitter account, you fulfill the criteria and are awarded the points.

Question Weight: 5 points

Top 9 City Results

| | Friendly URL | Expanded Search Results | Twitter Account | Twitter Last 7 Days | Facebook Page | Update in last 7 days | Meeting Video/Audio Online | Search on Site | Email for Elected Online | Response to Email | Budget Online | Mobile Access | Links to Social | Total Score |
|---------------|--------------|-------------------------|-----------------|---------------------|---------------|-----------------------|----------------------------|----------------|--------------------------|-------------------|---------------|---------------|-----------------|-------------|
| Newport Beach | 5 | 5 | 5 | 10 | 5 | 10 | 10 | 5 | 5 | 10 | 10 | 10 | 0 | 90 |
| Fullerton | 5 | 5 | 5 | 10 | 5 | 10 | 10 | 5 | 5 | 10 | 10 | 5 | 5 | 90 |
| Mission Viejo | 5 | 5 | 5 | 10 | 5 | 10 | 10 | 5 | 5 | 10 | 10 | 5 | 5 | 90 |
| Tustin | 5 | 5 | 5 | 10 | 5 | 10 | 10 | 5 | 5 | 0 | 10 | 5 | 5 | 80 |
| Brea | 5 | 5 | 5 | 10 | 5 | 10 | 10 | 5 | 5 | 0 | 10 | 5 | 5 | 80 |
| Buena Park | 5 | 5 | 5 | 10 | 5 | 10 | 10 | 5 | 5 | 0 | 10 | 5 | 5 | 80 |
| Irvine | 5 | 5 | 5 | 10 | 5 | 10 | 10 | 5 | 5 | 0 | 10 | 5 | 5 | 80 |
| Placentia | 5 | 5 | 5 | 10 | 5 | 10 | 0 | 5 | 0 | 10 | 10 | 10 | 5 | 80 |
| Dana Point | 5 | 5 | 5 | 10 | 5 | 10 | 10 | 5 | 5 | 0 | 10 | 5 | 0 | 75 |

Results for the 25 other Orange County cities included in the analysis are available by request for other city representatives.

Please contact Tripepi Smith at 626.536.2173 or ryder@tripepismith.com

Strategic Observations and Commentary

There are many lessons to glean for observing the data and experiencing 34 websites over a one week period. In this section we attempt to summarize key points and make suggestions that cities or city staff can put into action to improve their Internet strategy or convince a council or staff that having a strong Internet strategy matters.

It may seem cliché to state that the Internet is changing the way people perceive and interact with government, but recent studies and experience have moved this statement from punditry to fact. Pew Research recently declared that more Americans now get their news from the Internet rather than the newspaper. Recent political movements both in US domestic campaigns and political unrest on the international level further demonstrate how technology is empowering people to tell stories and organize.

Use of these technologies by the population at large has two impacts. First, it means residents are seeking out and accessing more media, including niche media that previously was not published. This niche media comes in the form of microblogs and hyper-local content. Second, residents are interacting with this data giving their governments the opportunity to “listen” to the pulse of the people and gain perspective on issues and initiatives in near real time. This is a critical point: an effective Internet strategy is not just a broadcast mechanism for the city, but a constant feedback loop that better informs governments, particularly a local government that is more nimble and provides services most directly to the governed.

Indeed with the constantly declining prices of these technologies, if not already free, social media tools in particular enable a high-paced broad interaction platform that is limited only by the amount of labor and ingenuity a government can apply to the effort.

Orange County Specific Observation

The Executive Summary of this document already offered some general observation about the overall state of Internet strategies with city governments in Orange County. City governments in Orange County have the basics covered:

- Every city has a website.
- Every city posts a copy of their budget online.
- Nearly every city (1-2 exceptions) has expanded search results when searched for on Google.
- Nearly every city offers some sort of search function on their website.

Additional observations that we found to be interesting include the following:

- More cities have an official twitter account (22/34) than a Facebook page (17/34) despite Facebook having over 5 times the number of total users.
- 33 of 34 cities listed an email address for the mayor or council in general or provided a form to contact elected officials.
- The majority of cities in Orange County have webcasting for their council meetings provided by Granicus. This could represent an opportunity to for cities to combine contracting power to secure better pricing for the service.

- Not a single city has launched a new twitter account since July of 2010. This suggests that OC cities have peaked on Twitter use with the early adopter cities.

Evolving New Metrics

With over 500,000,000 users on Facebook and 100,000,000 on twitter, social media is quickly becoming the primary tool for those on the Internet. Indeed, Facebook's total traffic now surpasses Google. For these reasons, cities should reevaluate how they look at metrics associated with their websites.

Many cities would benefit from comparing their Facebook Insight statistics with their website visitor statistics. Drawing visitors to your Facebook page can generate more communication between a city and the people who are visiting their site because that is what these sites were designed for. Additionally, being followed on Twitter (or Liked on Facebook) allows for direct communication with people, whereas your website is limited to when they visit it.

As a best practice, many cities are missing out on an opportunity to connect with people who want this connection. When a city does not have an official page, it often receives a Facebook generated Community Page, which is generated with generic information about the city. Despite the fact these sites are not updated regularly, they are still Liked by significant numbers of people. The fact that people want to be connected to these automatically generated Facebook Pages indicates just how many people want to connect with their cities despite lack of official content. These community pages, for those cities without an official Facebook Page offer a real time citizen connectivity demand indicator.

Consider the City of Santa Ana. The City does not have an official Facebook Page, but the automatically generated Facebook Community Page for the City of Santa Ana has over 6700 people who "Like" it. While Santa Ana is a large city, and, therefore we would expect a high number of people to "Like" it, it is also worth noting that if they had an official Facebook Page for the City of Santa Ana, it would likely be the most "liked" City Page in Orange County and provide a great avenue for City to communicate with residents.

Future Tools and Tech

Mainstream social media sites (Facebook and Twitter) are a must for communicating with constituents and visitors, however there are other useful tools online which could change the way cities communicate information to these people. A few are described below for you to consider integrating into your online presence:

- **LinkedIn:** A social networking site built around business professionals and discovering networking opportunities through your connections. This could be an effective tool for discovering and keeping in contact with important businesses or individuals in a city. For example, with LinkedIn one can follow whole companies, and for an economic development director, they might be able to see a company in their city that has recently hired or terminated a large number of people, providing an early warning to the director of helpful or harmful economic activity.

- **Quora:** A question and answer site which allows you to follow topics or keywords and be alerted when a new response or question has been posted. This site could be a good way to help visitors receive reliable and credible information about a city.
- **Google Calendar:** Creating a publicly shared calendar allows people to add a city's calendar to a desktop or mobile calendar. These published calendars enable a city to add an event or change the time of a meeting and the event will change automatically in the subscriber's calendar, as well. Citizens can literally subscribe to a community calendar that can appear overlaid with their own personal calendars so they can more easily schedule their activities with city activities and plans in mind.
- **URL Shorteners:** A URL shortener takes the website you want to share and assigns an alternate URL, usually just a short series of letters, which is still a direct link to the desired page. Users can then share this shortened link on social media accounts. Firms that provide this service include Google (Goog.le), Bit.ly and tinyURL. Each of these sites uses a different base (Ex. <http://bit.ly/rgrsrf>) followed by a randomly generated series of letters and numbers (<http://bit.ly/rgrsrf>) to create these links. Shortened URL's are most helpful with tools like Twitter that limit the number of characters per post. URL shortners can also provide metrics on click-thrus.
- **Hootsuite & Tweetdeck:** Managing multiple social media accounts with multiple content managers can become complex to manage. Hootsuite and Tweetdeck make managing a social media presence much easier, allowing you to see your Facebook, Twitter, LinkedIn and any other social account in a single location. Both sites have many other features including posting a single update on multiple accounts, automatic URL shortening and scheduled updates which allows you to pick the time and date that an update is posted. These sites can greatly reduce the amount of time it takes to manage a social presence.

Conclusion

New technologies are constantly emerging and people are the organizations with which they interact to use them. The past 5 years have seen Facebook evolve from a website connecting college students to an international social media site with over 500 million users and seen Twitter hatch from nothing more than an idea to a communications protocol that is creating political upheaval. Mobile smart devices have put the power of the Internet in the pocket of millions of Americans. This rapid evolution of technology has changed peoples' expectations regarding information. It is no longer enough to simply maintain a website readable only on a computer. People want the opportunity to indicate the content they desire and have that content delivered to them no matter where they may consume it. Whether it's following their favorite athlete or liking their city on Facebook, today's Internet strategy for cities is about fostering communication and allowing the residents to interact with their government.

Version Release Notes

Version 2.0:

New in this release:

- Added category "Is the city's website mobile capable or mobile optimized?"
- Added category "Does the website provide links to its social media accounts?"
- Added Section "Strategic Observations and Commentary"
- Added Sub Section "Orange County Specific Observations"
- Added Section "Evolving New Metrics"
- Added Sub Section "Future Tools and Tech"
- Added Section "Conclusion"
- Added % Change for Twitter and Facebook Statistics.

Cities Included in Analysis

Aliso Viejo

Anaheim

Brea

Buena Park

Costa Mesa

Cypress

Dana Point

Fountain Valley

Fullerton

Garden Grove

Huntington Beach

Irvine

La Habra

La Palma

Laguna Beach

Laguna Hills

Laguna Niguel

Laguna Woods

Lake Forest

Los Alamitos

Mission Viejo

Newport Beach

Orange

Placentia

Rancho Santa

Margarita

San Clemente

San Juan Capistrano

Santa Ana

Seal Beach

Stanton

Tustin

Villa Park

Westminster

Yorba Linda



City Twitter Stats

| City | Twitter Name | OCTOBER -- 2010 | | MARCH -- 2011 | | | | MARCH % INCREASE -- 2011 | |
|------------------------|-------------------------------------|-----------------|-----------|---------------|-----------|-----------|--------|--------------------------|-----------|
| | | Tweets | Followers | Tweets | Following | Followers | Last 7 | Tweets | Followers |
| Aliso Viejo | @ctyofav | 99 | 329 | 139 | 98 | 453 | 2 | 40% | 38% |
| Anaheim | @anaheim311 | 10 | 320 | 10 | 352 | 345 | 0 | 0% | 8% |
| Brea | @cityofbrea | 136 | 504 | 178 | 15 | 616 | 2 | 31% | 22% |
| Buena Park | @BuenaParkCA | 211 | 140 | 333 | 36 | 199 | 15 | 58% | 42% |
| Costa Mesa | @CityofCostaMesa | 70 | 202 | 70 | 61 | 259 | 0 | 0% | 28% |
| Cypress | NONE | | | | | | | | |
| Dana Point | @CityofDanaPoint | 567 | 1378 | 782 | 1515 | 1811 | 14 | 38% | 31% |
| Fountain Valley | None | | | | | | | | |
| Fullerton | @FullertonCA | 227 | 264 | 329 | 2 | 369 | 9 | 45% | 40% |
| Garden Grove | *@citygardengrove *gardengroveca | | | | | | | | |
| Huntington Beach | *@surfcityinfo & HBPD PIO | | | | | | | | |
| Irvine | @City_of_Irvine | 534 | 1752 | 534 | 461 | 1752 | 1 | 0% | 0% |
| La Habra | @LaHabraCA | 122 | 323 | 156 | 17 | 416 | 0 | 28% | 29% |
| La Palma | None | | | | | | | | |
| Laguna Beach | @lagunabeachgov | 1 | 119 | 1 | 0 | 201 | 0 | 0% | 69% |
| Laguna Hills | @CityLagunaHills | 13 | 55 | 25 | 0 | 92 | 2 | 92% | 67% |
| Laguna Niguel | @LagunaNiguelCA | 159 | 1049 | 159 | 731 | 1214 | 0 | 0% | 16% |
| Laguna Woods | @lagunawoodscity | 108 | 95 | 153 | 49 | 148 | 4 | 42% | 56% |
| Lake Forest | @LakeForestCA | 3581 | 405 | 0 | 0 | 0 | 0 | N/A | N/A |
| Los Alamitos | None | | | | | | | | |
| Mission Viejo | @MissionViejoCA | 1663 | 1360 | 2242 | 871 | 1600 | 43 | 35% | 18% |
| Newport Beach | @newportbeachgov | 146 | 70 | 195 | 11 | 91 | 5 | 34% | 30% |
| Orange | *@cityoforange | | | | | | | | |
| Placentia | @PlacentiaCA | 51 | 33 | 70 | 0 | 67 | 3 | 37% | 103% |
| Rancho Santa Margarita | None | | | | | | | | |
| San Clemente | None | | | | | | | | |
| San Juan Capistrano | @cityofsjc | 145 | 320 | 208 | 191 | 398 | 4 | 43% | 24% |
| Santa Ana | None | | | | | | | | |
| Seal Beach | *@cityofsealbeach *@sealbeachrec | | | 0 | 0 | 33 | 0 | | |
| Stanton | None | | | | | | | | |
| Tustin | @CityofTustin | 290 | 2006 | 410 | 1882 | 2203 | 9 | 41% | 10% |
| Villa Park | None | | | | | | | | |
| Westminster | @WestminsterCA | 65 | 19 | 72 | 0 | 30 | 0 | 11% | 58% |
| Yorba Linda | @CityofYL | 11 | 50 | 11 | 0 | 79 | 0 | 0% | 58% |

Data Gathered 10/18/2010 and 3/1/2011

* These twitter accounts have not been confirmed and might not be under the control of the city government. The lack of an official site leaves a void for these accounts to reside in.

City Facebook Stats

| City | October -- 2010 | March -- 2011 | | March % Increase -- 2011 |
|------------------------|-----------------|---------------|--------------|--------------------------|
| | Likes | Likes | 7 Day Update | Likes |
| Aliso Viejo | - | 1022* | - | |
| Anaheim | 1685 | 1981 | 4 | 18% |
| Brea | 1696 | 1833 | 2 | 8% |
| Buena Park | 422 | 513 | 4 | 22% |
| Costa Mesa ** | - | .** | - | |
| Cypress | - | - | - | |
| Dana Point | 461 | 522 | 4 | 13% |
| Fountain Valley | - | 1538* | - | |
| Fullerton | 5276 | 5848 | 10 | 11% |
| Garden Grove | 1349 | 1561 | 5 | 16% |
| Huntington Beach | 409 | 622 | 5 | 52% |
| Irvine | 463 | 700 | 13 | 51% |
| La Habra | - | - | - | |
| La Palma | - | - | - | |
| Laguna Beach | - | - | - | |
| Laguna Hills | 20 | 23 | - | 15% |
| Laguna Niguel | 235 | 265 | - | 13% |
| Laguna Woods | - | 1012* | - | |
| Lake Forest | - | - | - | |
| Los Alamitos | - | - | - | |
| Mission Viejo | 889 | 969 | 6 | 9% |
| Newport Beach | 1209 | 1330* | 8 | 10% |
| Orange | - | - | - | |
| Placentia | 80 | 115 | 4 | 44% |
| Rancho Santa Margarita | - | 1308* | - | |
| San Clemente | - | - | - | |
| San Juan Capistrano | - | 1166* | - | |
| Santa Ana | - | 6724* | - | |
| Seal Beach | - | - | - | |
| Stanton | - | - | - | |
| Tustin | 2639 | 2841 | 11 | 8% |
| Villa Park | 1724 | 1791 | - | 4% |
| Westminster | 119 | 150 | - | 26% |
| Yorba Linda | 47 | 149 | 2 | 217% |

Data gathered 10/18/2010 and 3/1/2011

* These "Likes" are based on the city's community page, which are not controlled by the city government.

** Since we gathered data, Costa Mesa has launched an official Facebook page, but it was not live during the window of our data gathering.