Los Angeles County City Internet Strategy Analysis

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

July 2013 (Updated 8/8/13 with Data Corrections)

Survey Version 3.0

Authored by Ryder Todd Smith

& Michelle Decker, MPA

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About Tripepi Smith & Associates

Tripepi Smith is a hybrid marketing-technology-public affairs firm based in Orange County, California. Tripepi Smith provides technology and marketing services for small to mid-sized private companies and public agencies. Our work includes website development, electronic newsletter writing, printed collateral generation, community engagement, technology assessment, and more.

The firm is led by Ryder Todd Smith, a 15-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 for this report was performed with help from Michelle Decker, a graduate of the University of Southern California with a master's degree in public administration, who has conducted research and analysis in the fields of demography, program evaluation, and education.

Ryder can be reached at ryder@tripepismith.com or 626.536.2173

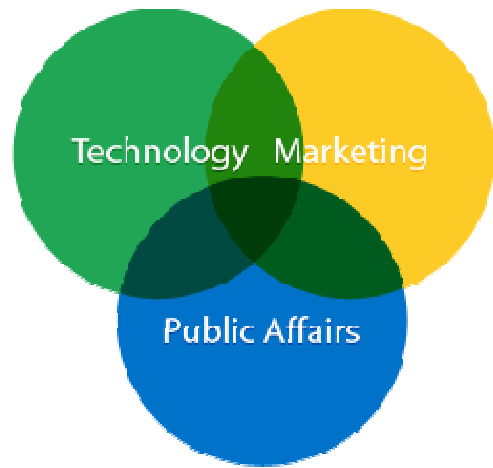Michelle can be reached at michelle@tripepismith.com

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Executive Summary

The Internet provides a unique opportunity for cities to connect with their residents. By developing a city-specific website and utilizing social media tools such as Twitter and Facebook, city governments can maximize the Internet as a resource to communicate with their residents and businesses.

The following is an assessment of the online presence of the cities in Los Angeles County. Raw data was collected between June 10 and June 24, 2013. This study applies the same methodology as our prior studies, with the original study having been published in July 2010. Prior studies conducted by Tripepi Smith can be found here: http://www.tripepismith.com/category/studies/

Similar follow-up studies to this Los Angeles County study will be published as they become available.

Tripepi Smith analyzed the overall Internet presence of 88 cities across Los Angles County. Tripepi Smith believes that the best practices for a city's website fall into three categories:

1. Access and usability of the website
2. Engagement of social media tools.
3. Fostering transparency and citizen engagement.

Fourteen simple yes/no questions were designed to conduct this analysis:

1. Does the city have a friendly URL (i.e. http://www.ci.commerce.ca.us versus http://www.bellflower.org)?
2. Does a search for the city's name 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 a LinkedIn Account?
8. Does the city have video and audio of council meetings online?
9. Is there a search function on the site?
10. Is an email for the mayor or a generic email for the whole council available on the website?
11. Did the mayor or mayor's staff respond to a test email?
12. Is the city's budget online?
13. Is the city's website mobile capable or mobile optimized?
14. 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.

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Based upon the criteria of the study, the following cities ranked highest in Internet strategy implementation (listed in alphabetical order):

- Agoura Hills
- Bell
- Culver City
- Glendora
- Long Beach
- Santa Clarita
- Santa Monica
- Sierra Madre
- West Hollywood

This 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 June 10 to June 24, 2013.

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Strategic Observations

Below are some noted highlights from the analysis:

- By not having an official Twitter or Facebook account, a minority (26%) of cities continue to leave a vacuum of information to be filled by impersonators or automatically generated content regarding the city. In the past, Tripepi Smith has observed individuals squatting on a city name hoping to sell it (a violation of Twitter's User Policy).
- 51 cities have official social media accounts (Twitter username or Facebook Page), but city websites rarely link to the official social media accounts (ie:Twitter.com/username or Facebook.com/cityname).
- The city with the greatest Twitter following in Los Angeles County is Long Beach, while the most communicative (highest tweeting) is West Hollywood.

- While many cities in Los Angeles had Twitter accounts (44%), more than 60% of those accounts had no tweets during the 7-day observation window.
- A majority (64%) of cities post video recordings of city council meetings. Some cities enable citizens to view live webcasts, while others empower residents to view months of archived video. This approach communicates the city's commitment to transparency.
- The City of Long Beach has the most "Liked" Facebook Page of any city in Los Angeles County with over 21,385 people "Liking" it at the time of this study.
- Some cities (33%) are beginning to use LinkedIn as a resource to network with other sectors and to assist human resources recruitment processes. In previous editions of this report we predicted LinkedIn would emerge as a new tool for local government.
- Many cities that have not created their own Facebook pages have community pages, which are automatically generated by Facebook, with a description pulled from Wikipedia and no direct influence from the city government.

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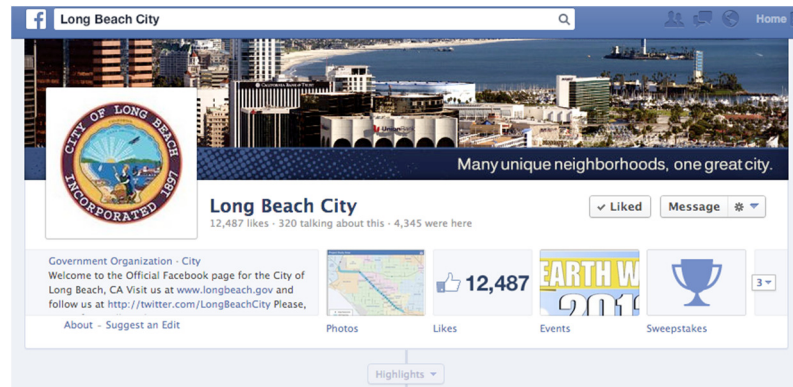
Analysis Background

Since its early days in the 1990's, the Internet has exploded as a communication 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 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 in more ways than ever imagined.

Cities have responded to the growth of the Internet by building websites to engage and inform their communities. Citizens in most 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 online with their citizens in valuable ways.

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

Analysis Execution

Data was gathered by using publicly available online tools, such as Google Search, and by navigating through individual city websites and social media tools. Ryder Todd Smith and Michelle Decker conducted all the research. As the researched was conducted manually, results are subject to human error. Corrections are welcomed. Simply email ryder@tripepismith.com

Questions/Criteria Explanation

Does the city have a friendly URL (i.e. http://www.ci.commerce.ca.us versus bellflower.org)?
Reason for Question: Simple URL's are easier for citizens to remember and more impactful when successfully promoted to the public. The purchase of individual domain names is relatively inexpensive given the additional branding value for cities.

Question Weight: 5 points

Does a search for the city result in enhanced search results?
Reason for Question: Websites 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 city's website are returned. This allows citizens faster access to relevant information and provides an indicator of the site's optimization for search engines.

Question Weight: 5 points

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Does the city have a Twitter account?

Reason for Question: Having a Twitter account demonstrates that a city is engaging in social media communications. Additionally, cities need to be concerned about users who might adopt the city name to gain unsuspecting follower for unofficial, and potentially libelous tweeting. Registering an account is free and should be done if for no other reason than to guarantee future access to the city's desired Twitter username. Twitter usernames today are similar to simple domain name registration in the mid-90's.

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 the account is opened, it must be used. To the users of social media, an idle account is nearly worse than having no account at all, because establishing the account raises the expectation that content will be provided, leaving the reader disappointed when there is none. Further, in the era of social media, conversations are ongoing and fast. More than 7 days between communications is simply too much time.

Question Weight: 10 points

Does the city have a Facebook page?

Reason for Question: Securing a Facebook page is free and easy to do. The Facebook Page feature was introduced in 2008 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 indicates a city's 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 an official page to "like." Otherwise, unsuspecting citizens may "like" unofficial city pages assuming they are legitimate.

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 the Page established, it must be used. To the users of social media, an idle account is nearly worse than having no account at all because opening the account raises expectation that content will be provided, leaving the reader disappointed when there is none. Further, in the era of social media, conversations are ongoing and fast. More than 7 days between communications is simply too much time.

Question Weight: 10 points

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Does the city have a LinkedIn profile?

Reason for Question: LinkedIn is a newer social media platform that cities can use to develop local connections with other sectors, vendors, and future personnel. This platform represents an opportunity not to connect with residents, but with the movers and shakers in their city and beyond. Because it is such a new platform, having a company profile indicates its progressive use of social media.

Question Weight: 5 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 city council activities, gives insight into past and current debates, and increases the accountability of council members. When cities posted archives of videos, we awarded 10 points. When cities enabled residents to view live webcasts of meetings in progress, but did not archive those videos, we awarded only 5 points.

Question Weight: 10 points (archive); 5 points (live webcasts only)

Is there a search function on the site?

Reason for Question: As websites have grown increasingly complicated, it has become harder for users to find the specific information they want. The effect is called "data smog." Search functionality on sites makes it much easier for a person to find what they're looking for.

Question Weight: 5 points

Is an email for the mayor or 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 reach out to our elected officials quickly and efficiently. This is particularly true at the city government level where the government is closest to the people. As such, citizens should and do 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 general council email were not accepted for points, though if they resulted in a contact back from the City (personal, non- automated) then 10 points were awarded in the response category below. Email forms which can be submitted directly to an individual council member were awarded 5 points.

Question Weight: 5 points

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

Reason for Question: Having emailed their mayor or council, it is reasonable for citizens to expect a response of some form. Having an email on the website creates this expectation. Of note here is the possibility that spam filters or other technologies may intervene in the communications. Regardless of technical interventions, the hope is that citizens who take the time to engage their government via email will receive some kind of response.

Responses from city staff were counted as responses in this analysis. All responses had to be received within seven days of email or form submission.

Question Weight: 10 points

Is the city's budget online?

Reason for Question: The city budget is a key document that 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 an important part of transparency.

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 generated from mobile devices. This is especially true of local websites where physical proximity to relevant information is important. This question looks at two criteria and awards either zero, five or a full ten points. Zero points are awarded if the website, when viewed on an iPhone, does not function properly or does not 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 specifically 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 media pages makes it easier for people find these pages and drives more traffic to these sites from the city's website. If a website provides links to its official Facebook or Twitter accounts, the points are awarded.

Question Weight: 5 points

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Top 9 City Results

City	Friendly URL	Expanded Search Results	Twitter Account	Twitter Last 7 Days	Facebook Page	Update in last 7 days	Linked In	Meeting Video/ Audio Online	Search on Site	Email for Elected On Site	Response to Email	Budget Online	Mobile Site	Links to Social	Total Score
Culver City	5	5	5	10	5	10	5	10	5	5	10	10	10	5	100
Sierra Madre	5	5	5	10	5	10	5	10	5	5	10	10	10	5	100
Santa Clarita	5	5	5	10	5	10	5	5	5	5	10	10	10	5	95
Agoura Hills	0	5	5	10	5	10	5	10	5	5	10	10	5	5	90
West Hollywood[1]	5	5	5	10	5	10	5	10	5	5		10	10	5	90
Glendora[2]	5	5	5	10	5	10	0	10	5	5	10	10	5	5	90
Bell	5	5	5	10	5	10	0	10	5	5		10	10	5	85
Long Beach	5	5	5	10	5	10	5	10	5	5		10	5	5	85
Santa Monica	5	5	5	10	0	0	5	10	5	5	10	10	10	5	85

Results for the 79 other Los Angeles 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

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[1] After receiving feedback from the City of West Hollywood, we updated their score on 8/2/2013 to accurately represent their commitment to civic engagement.

[2] After receiving feedback from the City of Glendora, we updated their score to reflect the existence of a friendly URL for their website. It is not the default URL for the city, nor is it indexed by Google, therefore, we were not aware of its existence. The score was updated on 8/5/2013.

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Strategic Observations and Commentary

In this section we attempt to summarize key points and make suggestions that city staff can put into action to improve their Internet strategy and/or use to convince a city council that having a strong Internet strategy is important.

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. The Pew Research Center recently declared that more Americans now get their news from the Internet than the newspaper. Recent political movements in both US domestic campaigns and political unrest on the international level further demonstrate how technology is empowering people to tell their stories and organize.

Use of Internet technologies by the population at large has two impacts. First, residents are seeking out and accessing more media, including niche media that previously was not published. This niche media comes in the form of blogs and hyper-local content. Second, by interacting with this content, residents give their governments the opportunity to "listen" to the pulse of the people and gain perspective on issues and initiatives in near real time. An effective Internet strategy is not just a broadcast mechanism for the city, but a constant feedback loop that better informs governments, particularly at the local level.

Indeed with the constantly declining prices of these technologies, social media tools enable high-paced broad interaction platforms that are limited only by the amount of labor and ingenuity governments apply to them.

Los Angeles County Specific Observation

City governments in Los Angeles have the following basics covered:

- Every city (88/88) has a website. Every city's website was usable on a mobile device. 20 sites were optimized to work nicely on a mobile platform.
- Almost every city (80/88) has expanded search results when searched for on Google.
- Almost every city (84/88) offers some sort of search function on their website.
- The City of Bell has made huge strides in transparency and access for citizen online engagement.

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

- More cities have an official Facebook page (41/88) than a Twitter account (39/88). That is a 5% increase for Facebook and a 12% increase for Twitter from our 2011 study.
- 86% of cities (76/88) listed an email address for the mayor or council in general or provided a form to contact elected officials.

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- 64% of cities (56/88) in Los Angeles County are webcasting their council meetings. This webcasting was often provided through the same service: Granicus. This could represent an opportunity for cities to combine contracting power to secure better pricing for the service. Also, cities should give consideration to YouTube as an alternative posting platform given its presence in popular culture and its search engine optimization benefits. That said, meeting specific streaming software like Granicus can offer nice integration with city agendas, allowing citizens to "jump" to the video section that applies directly to the subject of interest to them.
- Two thirds (61/88) use a user friendly URL. (Ex. www.hiddenhillscity.org)
- 90% of cities (79/88) provided links to their current city budgets.
- 28% of cities had a LinkedIn account.

Evolving New Metrics

With over 1,000,000,000 users on Facebook and over 100,000,000 on Twitter, social media is quickly becoming a principal communication 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 a 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 communication via official city websites is limited to when viewers visit.

Some cities are missing an opportunity to connect with people who want more communication by relying on city department pages, such as a parks and recreation page. Sometimes smaller cities have a particular department like the police of parks and recreation who create a page to communicate their department specific issues. Larger cities, like the City of Los Angeles or Santa Monica, often rely on each department to create their own page.Departmental Facebook pages and twitter accounts allow for more individual engagement and specialized customer service models. While departmental pages communicate specialized information, often they don't relay crucial information on council meetings, transparency and budget information, or community-wide notifications. Even if cities utilize departmental pages, they should create a city wide general Facebook page to serve as an umbrella for the departmental pages. A main Facebook page could "like" or "share" a department Facebook page's content, thus facilitating higher-level transparency goals, and interesting content.

Almost half of cities are not creating a city-owned page at all. When a city does not create its own official page, it often receives a Facebook-generated Community Page, which is filled with generic information about the city. Despite the fact these sites are not updated regularly, they are still "liked" by a significant number of people, indicating just how many individuals want to connect with their cities despite a lack of official and fresh content. For those cities without an official Facebook page, the automatically generated pages offer a real-time indicator of demand for citizen connectivity. This is a

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pool of residents who want to have an association and dialogue with their city governments through Facebook, but are unable to because an official page does not exist.

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 can change the way cities communicate information to those who want it:

- **LinkedIn**: A social networking site built around business professionals and designed to promote business networking opportunities. This can 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. An engaged economic development director might see that a company in their city recently hired or terminated a large number of people, thereby providing an early signal of economic activity relevant to the city.

- **YouTube:** A number of cities already take advantage of the free video uploading service by creating a channel where they can post videos, meetings or events and have them easily accessible to the public. The advantage of creating a channel on YouTube is that it centralizes your content, makes it easy to find on Google and provide suggestions on other videos the viewer might find interesting. Admittedly, these suggestions are sometimes inappropriate for local government.

- **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 can be utilized 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 their desktop or mobile calendar. Using these published calendars, city officials can add an event or change the time of a meeting and know that the change will automatically appear in the subscriber's calendar as well. Citizens can subscribe to a community calendar and have it overlaid with their own personal calendars so they can more easily schedule their activities with the city's schedule in mind.

- **URL Shorteners**: A URL shortener takes the address of the website you want to share and assigns an alternate URL, usually just a short series of letters, that acts as 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**/rgsrsf) followed by a randomly generated series of letters and numbers (http://bit.ly/**rgsrsf**) to create these links. Shortened URL's are most helpful with tools like Twitter that limit the number of characters per post. URL shorteners can also provide metrics on click-thrus.

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- **Hootsuite**: Organizing multiple social media accounts with multiple content managers can become a complex task. Hootsuite makes managing a social media presence much easier, allowing you to see your Facebook, Twitter, LinkedIn and any other social account in a single location. Hootsuite offers other features as well, including posting a single update on multiple accounts, automatic URL shortening and update scheduling (which allows you to pick the time and date for a pre- written post to go live). Hootsuite can greatly reduce the amount of time it takes to manage a social media presence.

- **Foursquare:** This social network revolves around checking in when you physically arrive at a location. Tips and suggestions can be left for future visitors to receive when they check in to the location. Cities can leave helpful hints at City Hall or other locations around the city. People will then receive those messages when they check in at those locations.

- **Pinterest:** This emerging social network builds "pin boards" of inspiration using engaging visuals. Glendale and City of Temple City currently utilize Pinterest to post event flyers, pictures of city events, tourist attraction information, and policy relevant infographics. The visual nature of Pinterest is very powerful. If a city is needs to communicate residents' rights and responsibilities regarding a new tree ordinance, they could design and post an info-graphic on the policy on their policy pin board. Pinterest allows cities to communicate information in a more visual and engaging manner.

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Mobile Applications:

Cell phones are increasingly being used to access information, both on the go and from home. Mobile applications can be downloaded onto cell phones to provide both information and improved access to services provided by the city. Bell, Culver City, Pasadena, and Santa Clarita and many more already provide mobile applications for their citizens ranging from providing public safety networks to facilitating reporting.

Conclusion:

There are extraordinary tools available online but they are only helpful when used correctly. The past 8 years have seen Facebook evolve from a website connecting college students to an international social media site with over 1 billion users while Twitter has hatched 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 maintain a website viewable only on a computer. Today's Internet strategy for cities should be focused on providing accessible, accurate information, fostering communication and allowing for a more open dialogue with residents wherever they are.

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Version Release Notes

Version 3.0:

New in this release:

- Added Section: Does the city have a LinkedIn Account?

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Cities Included in Analysis

Agoura Hills
Alhambra
Arcadia
Artesia
Avalon
Azusa
Baldwin Park
Bell
Bell Gardens
Bellflower
Beverly Hills
Bradbury
Burbank
Calabasas
Carson
Cerritos
Claremont
Commerce
Compton
Covina
Cudahy
Culver City
Diamond Bar
Downey
Duarte
El Monte
El Segundo
Gardena
Glendale
Glendora
Hawaiian Gardens
Hawthorne

Hermosa Beach
Hidden Hills
Huntington Park
Industry
Inglewood
Irwindale
La Cañada Flintridge
La Habra Heights
La Mirada
La Puente
La Verne
Lakewood
Lancaster
Lawndale
Lomita
Long Beach
Los Angeles
Lynwood
Malibu
Manhattan Beach
Maywood
Monrovia
Montebello
Monterey Park
Norwalk
Palmdale
Palos Verdes Estates
Paramount
Pasadena
Pico Rivera
Pomona
Rancho Palos Verdes

Redondo Beach
Rolling Hills
Rolling Hills Estates
Rosemead
San Dimas
San Fernando
San Gabriel
San Marino
Santa Clarita
Santa Fe Springs
Santa Monica
Sierra Madre
Signal Hill
South El Monte
South Gate
South Pasadena
Temple City
Torrance
Vernon
Walnut
West Covina
West Hollywood
Westlake Village
Whittier

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City Twitter Stats July 2013

City	Twitter Handle	Followers	Last 7 Days
Agoura Hills	@CityAgouraHills	396	4
Alhambra	@AlhambraCA	737	6
Arcadia	@CityofArcadia	98	4
Artesia	@CityofArtesia1	11	0
Azusa	@cityofazusa	337	7
Beaumont	@CityofBeaumont	777	8
Bell	@CityofBell	183	1
Bellflower	@CityBellflower	428	1
Beverly Hills	@CityofBevHills	1265	4
Burbank	@cityofburbank	641	5
Calabasas	@CityofCalabasas	1028	3
Carson	@cityofcarson_ca	163	0
Commerce	@CityOfCommerce	486	
Culver City	@CulverCityGov	701	13
Diamond Bar	@DiamondBarCity	335	2
Downey	@CityofDowney	365	3
Duarte	@CityofDuarte	405	16
Gardena	@CityofGardena	624	0
Glendale	@MyGlendale	2186	29
Glendora	@CityofGlendora	603	12
Hawaiian Gardens	@HawaiianGardens	186	4
Indian Wells	@indian_wells	3037	0
Lakewood	@LakewoodCA	409	1
Lancaster	@cityoflancaster	1316	15
Long Beach	@LongBeachCity	7749	6
Malibu	@CityMalibu	943	12
Maywood	@maywood_first	1238	13
Monrovia	@MonroviaCA	784	1
Palmdale*	@PalmdaleCity	682	0
Perris	@CityofPerris	489	0
Pomona	@PomonaCAgov	833	1
Redondo Beach	@RedondoBeachCA	1460	0
Rosemead	@CityofRosemead	338	1
San Carlos	@CityofSanCarlos	4948	7
Santa Clarita	@santaclarita	4700	29
Santa Monica	@santamonicacity	4743	10
Sierra Madre	@CitySierraMadre	243	12
South El Monte	@CITYSEM	135	7
South Pasadena	@SouthPasadenaCA	1444	4

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Temple City	@ConnectwithTC	179	21
Torrance	@TorranceCA	1801	3
Ventura	@cityofventura	989	0
Vernon	@CityofVernon	536	23
West Hollywood	@wehocity	2883	62

Data Gathered between 6/10/2013 and 6/24/2013

*Followers as of 8/8/2013

Note: Account for a department of the city. Points were not awarded for department accounts.

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City Facebook Stats July 2013

City	Likes	7 Day Update
Agoura Hills	288	3
Arcadia	125	0
Artesia	239	4
Azusa	643	22
Bell	337	1
Bell Gardens	111	
Beverly Hills	1042	
Burbank	353	2
Calabasas	926	3
Carson	433	4
Coachella	123	7
Cudahy	28	0
Culver City	971	7
Diamond Bar	1131	2
Downey	1529	2
El Monte	1261	3
Gardena	636	0
Glendale	382	29
Glendora	22	11
Hawaiian Gardens	144	1
Industry	38	0
La Verne	256	3
Lakewood	1809	4
Lancaster	7954	15
Lomita	338	2
Long Beach	12385	12
Lynwood	818	8
Malibu	977	12
Monrovia	2575	2
Norwalk	567	0
Palm Springs	314	8
Palmdale	3864	2
Perris	82	5
Pico Rivera	192	5
Rancho Palos Verdes	152	0
Rosemead	2005	1
San Carlos	3184	8
Santa Clarita	4698	19
Sierra Madre	812	13
South El Monte	518	0

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South Pasadena	82	5
Temple City	307	12
Torrance	3939	3
Ventura	1279	2
West Hollywood	2734	5

Data gathered between 6/10/2013 and 6/24/2013

Note: Many city departments use Facebook page independently, however, points were not awarded for departmental pages.

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