



Duarte March 2024 Dashboard


March 2024





Included in this Report

 @CityofDuarte

 city_of_duarte

 City of Duarte, City Hall

 City of Duarte



Comprehensive Overview

Cross-Network Performance Summary

View your key profile performance metrics from the reporting period.

Profile

Reporting Period

All Profiles

All Twitter Post Types

Impressions	Engagements	Post Link Clicks
150,382 ↗14.4%	6,578 ↗26.6%	941 ↗5.6%
Engagement Rate (per Impression)	Audience	Net Audience Growth
4.4% ↗10.7%	17,225 ↗1%	175 ↗40%
Published Posts		
176 ↘3.3%		

The total number of published posts, impressions, and engagements for all platforms including YouTube, Nixle, and Constant Contact for March 2024:

- Published Posts: 189
- Impressions: 218,557
- Engagements: 6,600



Analytics by Platform

Instagram Performance Summary

View your key profile performance metrics from the reporting period.

Profile

Reporting Period

city_of_duarte

<div>Impressions </div> <div>88,339 ↗30.8%</div>	<div>Organic Engagements</div> <div>3,646 ↗68.6%</div>	<div>Profile Actions</div> <div>295 ↗141.8%</div>
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Instagram Audience

March 2024 Instagram followers: 6,688
February 2024 Instagram followers: 6,557

In March, there was a total of 44 Instagram posts and 20 Instagram Stories.



Instagram Audience Growth

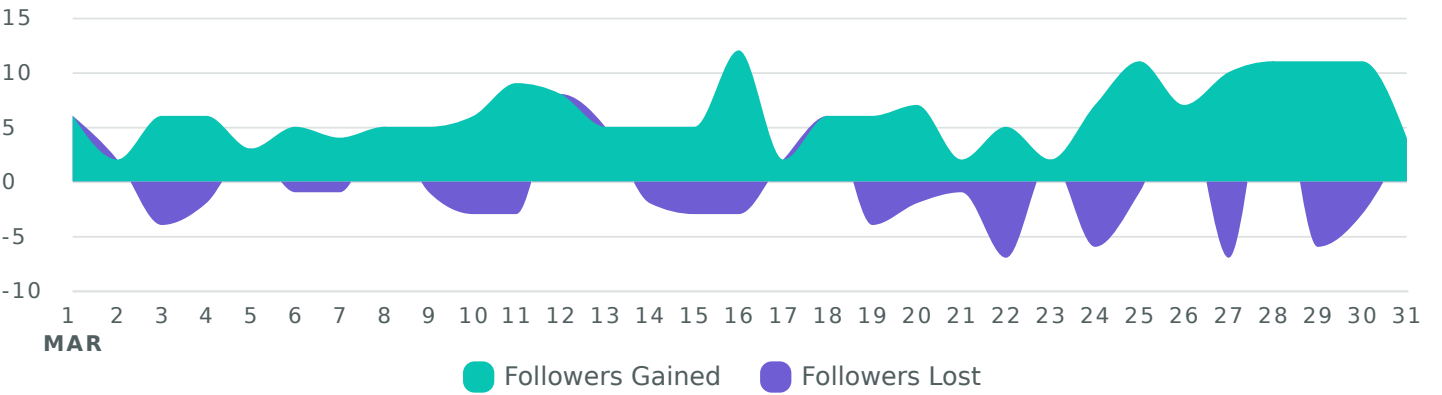
See how your audience grew during the reporting period.

Profile

Reporting Period

city_of_duarte

Net Follower Growth Breakdown by Followers Gained/Lost, by Day



Audience Metrics	Totals	% Change
Net Follower Growth	134	↗ 48.9%
Followers Gained	194	↗ 45.9%
Followers Lost	60	↗ 39.5%



Instagram Impressions

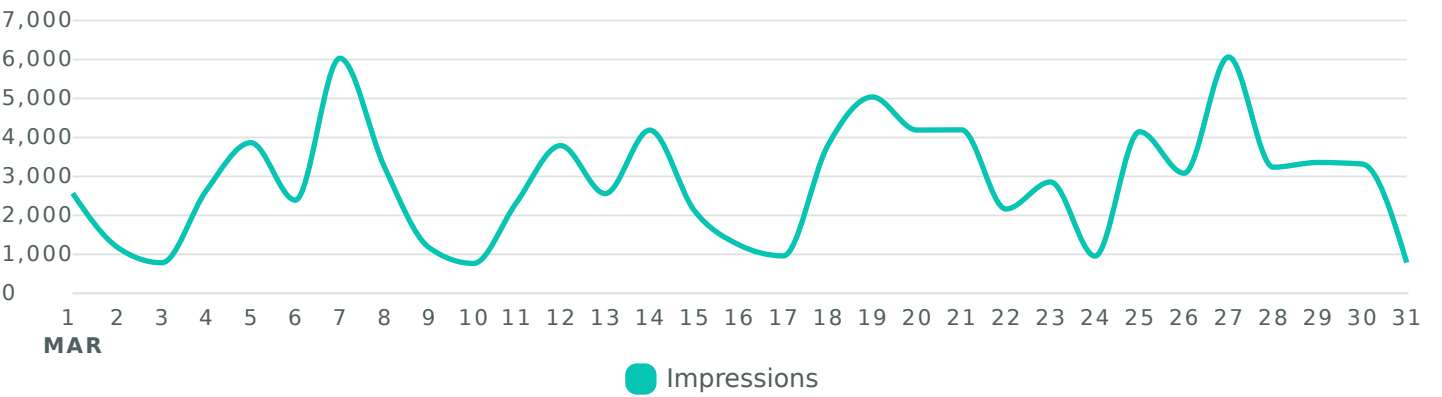
Review how your content was seen by the Instagram community during the reporting period.

Profile

Reporting Period

city_of_duarte

Organic and Paid Impressions, by Day



Impression Metrics	Totals	% Change
Impressions ⚠️	88,339	↗️ 30.8%



Instagram Engagement

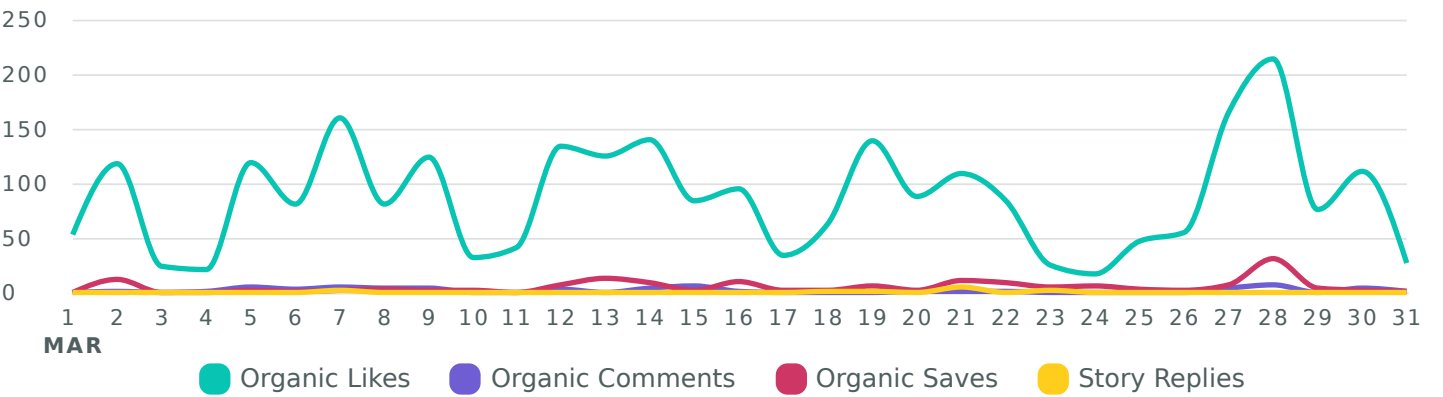
See how people are engaging with your posts, stories, and reels during the reporting period.

Profile

Reporting Period

city_of_duarte

Organic Likes, Comments, Saves, Story Replies Comparison by Engagement Type, by Day



Engagement Metrics	Totals	% Change
Organic Engagements	2,911	↗ 57.9%
Organic Likes	2,686	↗ 55.7%
Organic Comments	56	↗ 43.6%
Organic Saves	158	↗ 116.4%
Story Replies	11	↗ 57.1%



Instagram Top Posts





Review your top posts, stories, and reels published during the selected time period, based on the post, story, or reel’s lifetime performance.

Post

Lifetime

city_of_duarte

Descending by Lifetime Impressions

<div> city_of_duarte</div> <div>Thu 3/7/2024 9:00 am PST</div> <div><p>☀️ Check out the Spring 2024 edition of Duarte City News, now available on our websit...</p></div> <div><div>Impressions</div><div>3,458</div></div>	<div> city_of_duarte</div> <div>Wed 3/27/2024 2:00 pm...</div> <div><p>🐰 Attention #Duarte! Due to inclement weather, this year's Duarte EGGFEST has chang...</p><div><p>EVENT UPDATE</p><p>While we were looking forward to seeing you enjoy Duarte EGGFEST as originally intended, forecasted rainfall for this Saturday, March 30, has caused us to alter the event to a drive-thru format.</p><p>Duarte residents can still drive thru Encanto Park, 10 AM - 12 PM, to wave to the Easter Bunny, receive a basket of spring goodies, and of course, for the chance to still get the golden egg!</p></div></div> <div><div>Impressions</div><div>3,317</div></div>	<div> city_of_duarte</div> <div>Thu 3/14/2024 9:00 am...</div> <div><p>🎓🌟 M.I.T. High School was honored to have the Mayor back in the classrooms wher...</p><div></div></div> <div><div>Impressions</div><div>2,957</div></div>
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Notes on Instagram Performance

Impressions

In March, the City's Instagram received 88,339 impressions, which is a 20,795 increase from February. This increase can largely be attributed to the return of popular city events. In March, the City advertised the return of Easter themed events, including EGGFEST and Underwater Egg Hunt, which are popular among residents. March's top 3 posts include the Spring 2024 City News spotlight, the EGGFEST event update and a recap post highlighting Mayor Truong's visit to M.I.T High School.



Engagement

Engagements in March totaled 2,911, which is a 1,068 increase from February. Posts highlighting upcoming popular City events typically garner high levels of engagement. In March, the City published 12 posts advertising community events. Comparatively, in February, the City published four posts advertising upcoming events. The post with the highest number of engagements was the event EGGFEST event update post, with 389 engagements. The second highest post was the Spring 2024 City News spotlight, which received 238 engagements.

Top Posts

In March, the City's highest performing post on Instagram was the Spring 2024 City News spotlight. The second highest performing post provided an update about the EGGFEST event. The third highest performing post recapped Mayor Truong's visit to M.I.T High School. Community-wide events, updates, and images of residents continue to make the City's top 5 monthly posts on Instagram. The Community Service Officer job posting was also included in the City's top 12 posts this month, conveying residents are interested in job opportunities within the City.



Instagram Stories Performance

Review how people are viewing and interacting with the stories that you published during the selected date range.

Post

Lifetime

city_of_duarte

Story Replies, Story Taps Back, Story Taps Forward, Story Exits by Day



Story Metrics	Totals	% Change
Published Stories	20	↗ 25%
Story Replies	11	↗ 57.1%
Story Taps Back	924	↗ 130.4%
Story Taps Forward	13,513	↗ 43.6%
Story Exits	3,165	↗ 93.6%



Notes on Instagram Stories Performance

March 2024 Metrics:

Instagram Stories Impressions: 18,299

Instagram Stories Engagements: 11

February 2024 Metrics:

Instagram Stories Impressions: 12,350

Instagram Stories Engagements: 7

In March, six of the 20 stories provided residents with City-wide updates. The remaining stories were either previous posts shared to stories or live stories at community events.

Instagram story impressions increased compared to February, likely due to an increase in the number of stories published. The highest performing story of the month was a real-time story at the Free Haircuts event, which received 1,490 impressions. This illustrates that that promoting events on stories is also an effective way to showcase community gatherings. The second highest performing story was an attempt to identify an armed robbery suspect, which received 1,321 impressions.

The City received 11 story replies in March compared to seven in February. Engagements, including replies and taps forward, totaled 17,633 in March and 11,472 in February. The story with the most taps back re-shared the post about the pile burning in the Bradbury-Duarte area, which had 236 taps back. The story with the second highest taps back was a map of SCE's scheduled power outages, which had 217 taps back. It is recommended that the City continue to publish stories regarding important community updates to drive both impressions and engagement.

Facebook Performance Summary

View your key profile performance metrics from the reporting period.



Profile



Reporting Period



City of Duarte, City Hall

Impressions

53,756 ↗2.9%

Engagements

2,544 ↗3%

Post Link Clicks

709 ↗19%



Facebook Audience

March 2024 Facebook followers: 5,466
February 2024 Facebook followers: 5,452

In March, the City produced 58 Facebook posts.

Facebook Impressions

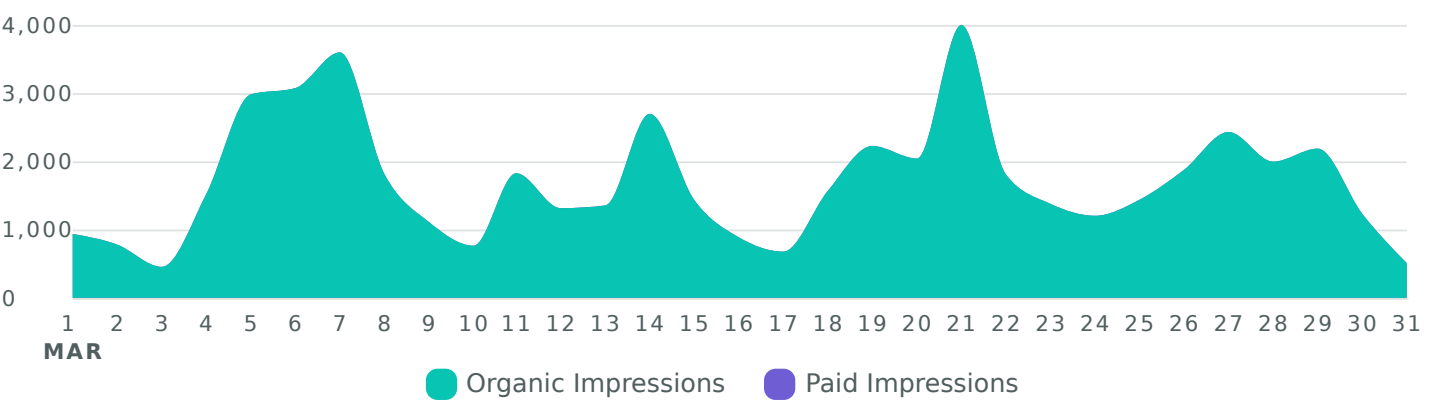
Review how your content was seen by the Facebook community during the reporting period.

Profile

Reporting Period

City of Duarte, City Hall

Organic and Paid Impressions Breakdown by Organic/Paid, by Day



Impression Metrics	Organic	Paid	Totals	% Change
Impressions	53,117 ↗ 2.8%	0 → 0%	53,756	↗ 2.9%



Facebook Engagement

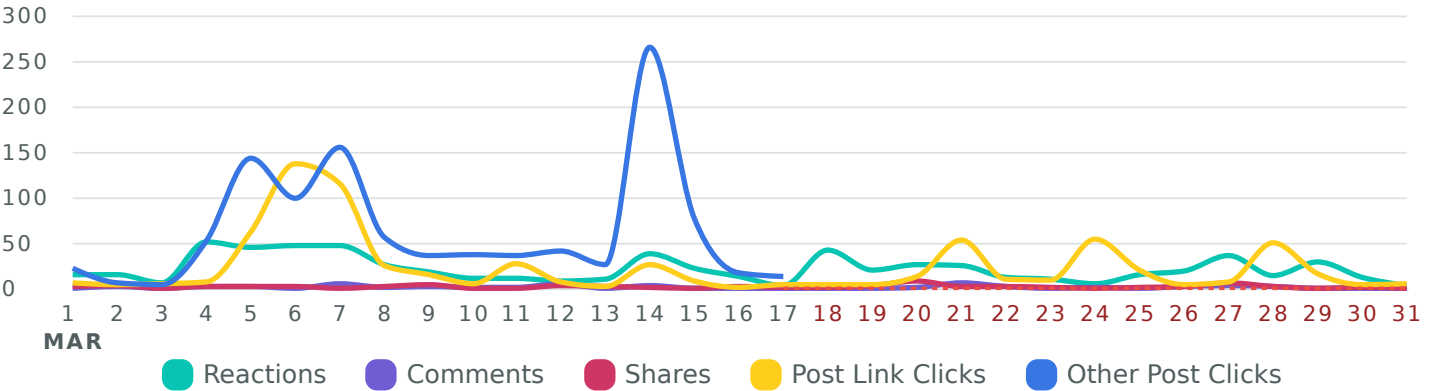
See how people are engaging with your posts during the reporting period.

Profile

Reporting Period

City of Duarte, City Hall

Organic and Paid Reactions, Comments, Shares, Post Link Clicks, Ot... Comparison by Engagement Type, by Day



Engagement Metrics	Totals	% Change
Total Engagements	2,544	↗ 3%
Reactions	654	↗ 2.8%
Comments	41	↗ 10.8%
Shares	55	↗ 12.2%
Post Link Clicks	709	↗ 19%
Other Post Clicks	1,085	↘ 5.8%



Facebook Top Posts







Review your top posts published during the selected time period, based on the post’s lifetime performance.

Post

Lifetime

City of Duarte, City Hall

Descending by Lifetime Impressions

<div><div> City of Duarte,...</div><div>Wed 3/20/2024 5:00 pm...</div></div> <div><p>The #CityofDuarte is looking for its next Community Service Officer!...</p><div><div><div><div>WE'RE HIRING!</div><div>COMMUNITY SERVICES OFFICER</div><div>Hourly Rate \$22.13 - \$27.29</div><div>Apply Now</div><div>Apply by March 31 at</div></div></div><div></div></div><div><div>Impressions</div><div>4,108</div></div></div>	<div><div> City of Duarte,...</div><div>Tue 3/5/2024 4:00 pm PST</div></div> <div><p>Even after a rainy night the day before, #Duarte community members still...</p><div></div></div> <div><div>Impressions</div><div>2,202</div></div>	<div><div> City of Duarte,...</div><div>Fri 3/8/2024 1:31 pm PST</div></div> <div><p>At #Duarte's February 13 Council meeting, the City approved the Pickleball Cour...</p><div><div><div>Duarte approves 4 new pickleball courts at Royal Oaks P...</div><div></div></div></div><div><div>Impressions</div><div>1,944</div></div></div>
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Notes on Facebook Performance

Impressions



In March, the City received 53,756 impressions on Facebook. This is an increase from February, which received 52,223. Post-specific impressions in March totaled 44,423 compared to 41,892 in February. This can be attributed to an increase in the number of recap posts including community images. March had 11 posts recapping a community event compared to seven in February. The highest performing post announced a new job opportunity in the City, which received 4,005 impressions. The top five posts with the highest impressions each recapped a City event or promoted a City resource or development, which indicated that community highlights continue to be the most popular content on Facebook.

Engagements

In March, the City received 2,544 post engagements. This marks a 74 increase in engagements compared to February. This increase is likely attributed to an increase in the amount of City event recaps published. The post with the highest number of engagements recapped Mayor Truong's visit to M.I.T High School, which received 348 engagements. The second highest performing post highlighted the Duarte Spring 2024 City News, which received 277 engagements. Highlighting community resources typically receive high level of engagements.

Top Posts

In March the highest performing post on Facebook announced a new job opportunity in the City. The two second highest performing posts recapped the whale watching excursion and highlighted the City's new pickleball courts development. This indicates that posts featuring images of the community continue to receive the highest levels of attention on both Instagram and Facebook. Additionally, three out of 12 of the City's top post promoted City events, which indicates that residents continue to be most interested in posts containing information regarding upcoming City events on Facebook.

Twitter Performance Summary

View your key profile performance metrics from the reporting period.

Profile

Reporting Period

@CityofDuarte

All Twitter Post Types

Impressions 7,908 ↘29%	Engagements 365 ↘26.1%	Post Link Clicks 217 ↘6.9%
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Twitter Audience

March 2024 Twitter followers: 4,336
February 2024 Twitter followers: 4,326

In March, the City produced 51 tweets.

Twitter Audience Growth

See how your audience grew during the reporting period.

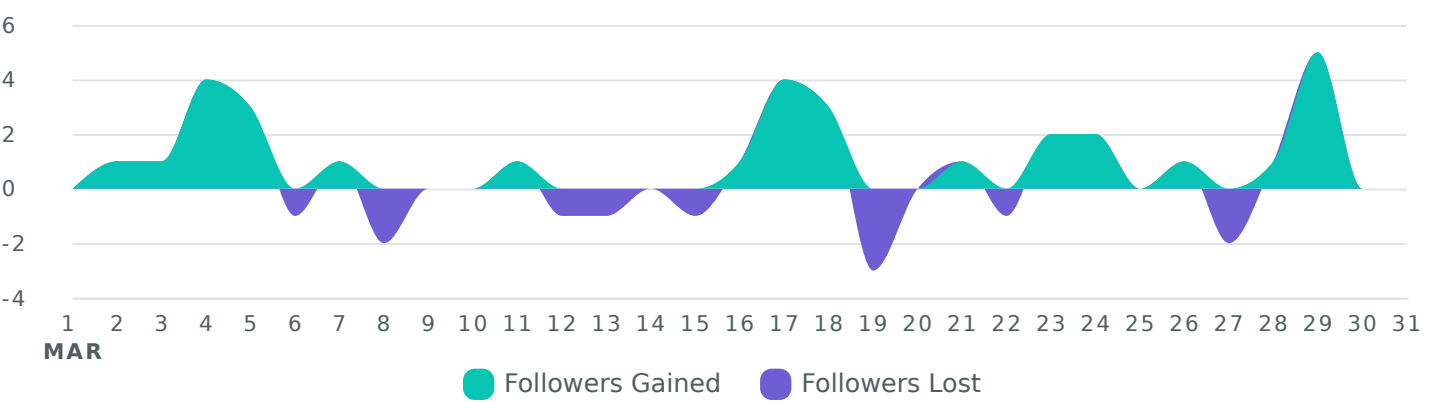
Profile

Reporting Period

@CityofDuarte

All Twitter Post Types

Net Follower Growth Breakdown by Followers Gained/Lost, by Day



Audience Metrics	Totals	% Change
Net Follower Growth	19	↗ 11.8%
Followers Gained	31	↘ 6.1%
Followers Lost	12	↘ 25%



Twitter Impressions

Review how your content was seen by the Twitter community during the reporting period.

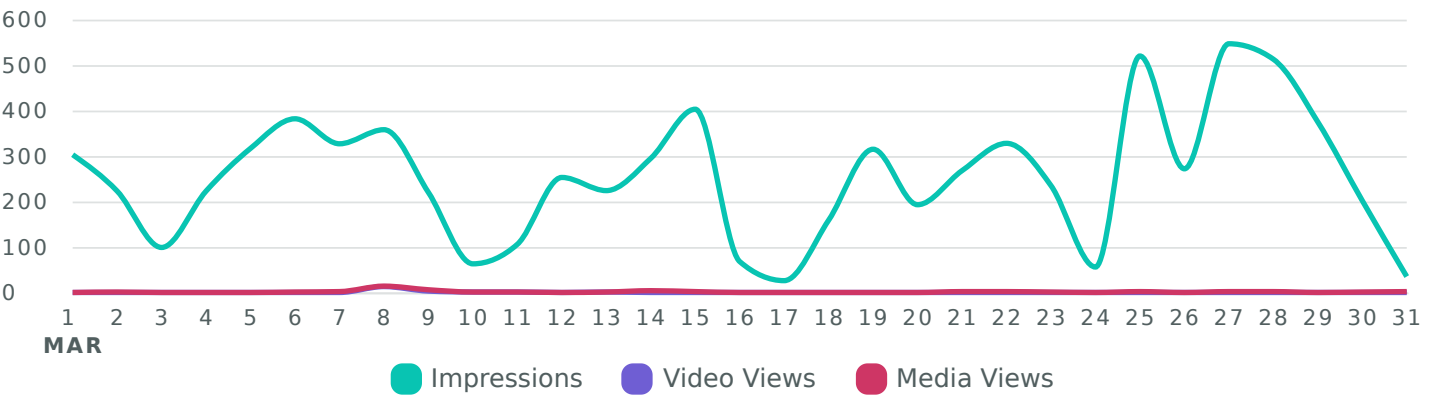
Profile

Reporting Period

@CityofDuarte

All Twitter Post Types

Impressions, Video Views, Media Views, by Day



Impression Metrics	Totals	% Change
Impressions	7,908	↘ 29%
Video Views	19	↘ 93.1%
Media Views	47	↘ 85.2%



Twitter Engagement

See how people are engaging with your posts during the reporting period.

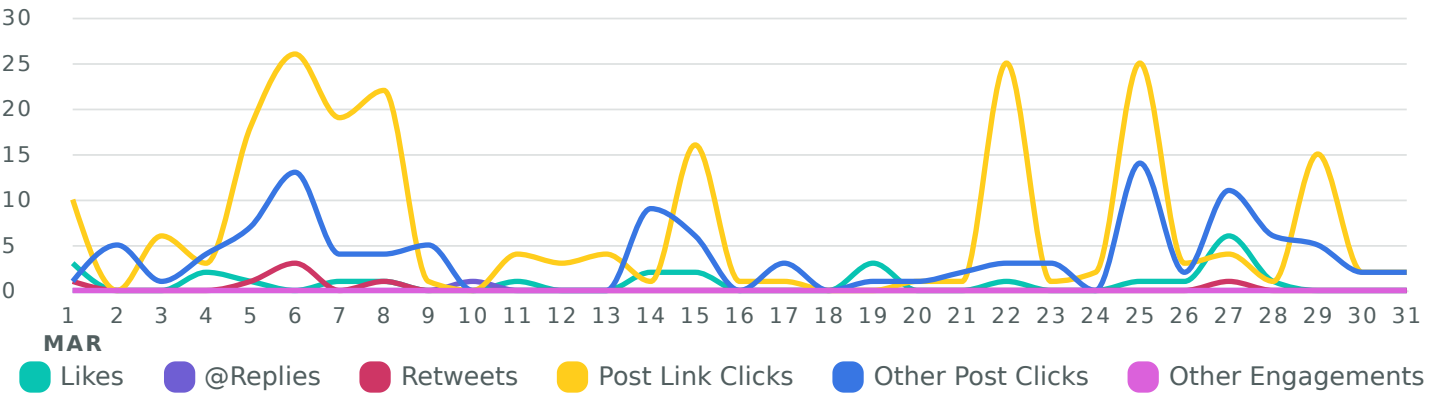
Profile

Reporting Period

@CityofDuarte

All Twitter Post Types

Engagements Comparison by Engagement Type, by Day



Engagement Metrics	Totals	% Change
Total Engagements	365	↘ 26.1%
Likes	26	↘ 36.6%
@Replies	1	↘ 50%
Retweets	7	↘ 70.8%
Post Link Clicks	217	↘ 6.9%
Other Post Clicks	114	↘ 40.3%
Other Engagements	0	↘ 100%



Twitter Top Posts

Review your top posts published during the selected time period, based on the post's lifetime performance.

Post

Lifetime

@CityofDuarte

All Twitter Post Types

Descending by Lifetime Impressions

<div> @CityofDuarte</div> <div>Wed 3/27/2024 9:00 pm...</div> <div> Attention! Due to inclement weather, #Duarte EGGFEST has changed to a drive-thru...</div> <div><div>EVENT UPDATE</div><div>While we were looking forward to seeing you enjoy Duarte EGGFEST as originally intended, forecasted rainfall for this Saturday, March 30, has caused us to alter the event to a drive-thru format.</div><div>Duarte residents can still drive thru Encanto Park, 10 AM - 12 PM, to wave to the Easter Bunny, receive a basket of spring goodies, and of course, for the chance to still get the golden egg!</div></div> <div><div>Impressions</div><div>639</div></div>	<div> @CityofDuarte</div> <div>Mon 3/25/2024 2:53 am...</div> <div><div>Service Call on the 3300 block of Shadylawn Drive Confirmed to be Hoax Call. Area has Been Cleared.</div><div> https://t.co/fSDc5GRF</div></div> <div><div>Impressions</div><div>258</div></div>	<div> @CityofDuarte</div> <div>Wed 3/6/2024 10:19 pm...</div> <div><div>Burglary at 7-Eleven. Do you recognize these suspects? Reply with TIP</div><div> https://t.co/BSjMTfUV</div></div> <div><div>Impressions</div><div>247</div></div>
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Notes on Twitter Performance

Impressions

In March, the City received 8,093 impressions, which is a decrease of 3,676 from February. The top performing tweet in March was the EGGFEST event update, which received 619 impressions. This demonstrates that residents are interested in the event updates on Twitter. The second highest performing tweet was the service call on the 3300 block of Shadylawn Drive, which had 256 impressions.

Engagements



The City received 376 engagements on Twitter in March, which is a decrease of 133 compared to the number of engagements received in February. The tweet with the most engagements was a Nixle alert about a burglary at 7-Eleven, which received 50 engagements and 41 post link clicks. This shows that Nixle alerts and timely updates continue to perform the best on Twitter.

Top Posts

The top tweet in March was the EGGFEST event update, followed by the service call on the 3300 block of Shadylawn Drive. These top posts demonstrate that residents are interested in safety and community updates. Additionally, crime blotter information and updates continue to make Twitter's top 12 posts, which shows that residents seem to appreciate the information the City provides them regarding their safety.

YouTube Metrics

March 2024 Metrics:

Number of posts: 1
Impressions: 5,257
Watch Time (hours): 10.7
Subscribers: 172

February 2024 Metrics:

Number of posts: 1
Impressions: 7,030
Watch Time (hours): 20
Subscribers: 172

The City published one video in March. The 2021 Lunar New Year dragon craft video was the top watched video in March, which had 232 views and an average duration of 1:05. Residents also viewed newer content this month such as the Spring Fashion Show recap video, which received 44 views and an average duration of 2:51. The number of subscribers remained the same when compared to February.



Nixle Metrics

March 2024 Metrics:

Number of posts: 10

Subscribers: 4,020

February 2024 Metrics:

Number of posts: 17

Subscribers: 4,011

Constant Contact Metrics

March 2024 Metrics:

Number of subscribers: 4,839

Number of posts: 2 emails

Open Rate: 50%

Click Rate: 7%

February 2024 Metrics:

Number of subscribers: 4,829

Number of posts: 2 emails

Open Rate: 45%

Click Rate: 6%

In March, the open rate increased by 5% when compared to February, likely due to a consistent number of emails being sent out. The email with the highest open rate was the Duarte eNews, with a 50% open rate. Of note, zero individuals unsubscribed after receiving the Duarte eNews, in which Duarte received a net positive increase in subscribers in March.