

# City of Prineville | 1st & 2nd Quarter Snapshot Metrics 2018

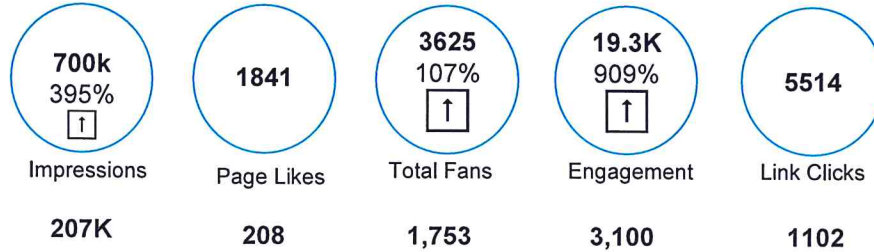


## Data compared to previous period June-December 2017

### Facebook

Average monthly ad spend:  
\$129

Previous  
period

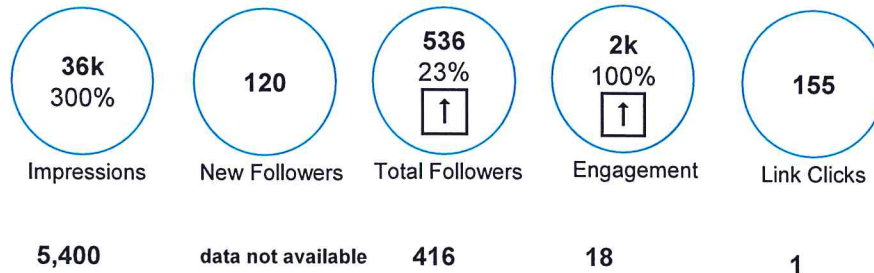


**Key Takeaway: Demographics for Facebook: 70% Female 35-64, 30% Male 35-54. Most engaged group is 65+.**

### Twitter

Average monthly ad spend: \$132

Previous period



**Key Takeaway: Demographics for Twitter: Male 25-34 & 55-64.**

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**Communications  
&  
Public Relations Highlights**

***January - June, 2018***



## HIGHLIGHTS

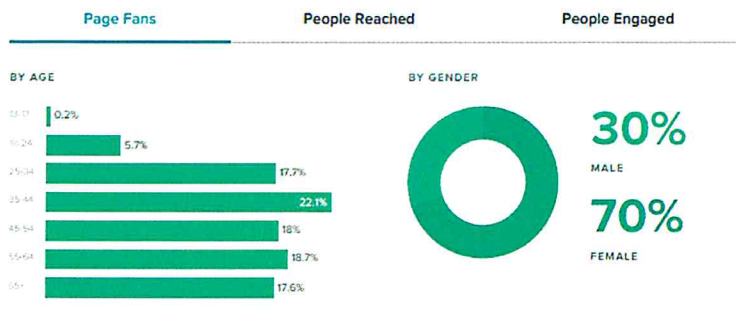
### Social Media Outreach: January-June 2018

#### Facebook Stats by Page

Facebook Page	Total Fans	Fan Increase	Posts Sent	Impressions	Impressions per Post	Engagements	Engagements per Post	Link Clicks
 City of Prineville	3,625	106.79%	178	699.8k	3,931	19.3k	108.51	5,514

- Total Fans: 3,625 (106.8% increase)
- Impressions: 699,800 (395.1% increase)
  - Average Daily Users Reached: 2,263
- Engagements: 19,300 (909.1% increase)
- Clicks: 5,154

#### Facebook Audience Demographics



#### Twitter Stats by Profile

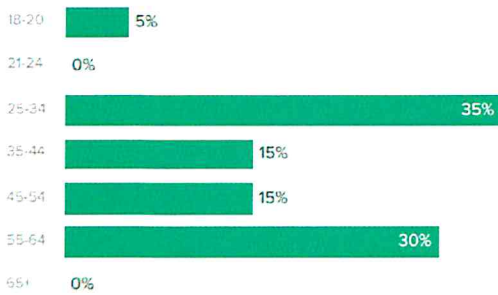
Twitter Profile	Total Followers	Follower Increase	Tweets Sent	Organic Impressions	Organic Impressions per Follower	Engagements	Engagements per Follower	Retweets	Clicks
 City of Prineville	536	100%	117	36.2k	67.45	1,198	2.24	77	155



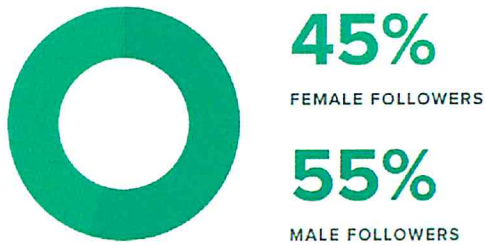
- Total Followers: 536 (100% increase)
- Organic Impressions: 36,200 (27,926% increase)
- Engagements: 1,198 (100% increase)

### Twitter Audience Demographics

FOLLOWERS BY AGE



FOLLOWERS BY GENDER



Men and people between the ages of 25-34 appear to be the leading force among your followers.



## FACEBOOK

3,625 Fans

22% of Fans  
Reside in  
Prineville

70% Female,  
ages 35-64

30% Male,  
Ages 35-54

Most Engaged  
Audience,  
Females 65+



**Terry Reeves** Had a visit with the UPS driver and he said the roads in Crook County put any other county to shame .....roads are so safe & well groomed, they could take lessons from out City & County Boys, great job guys!!!! Makes me proud, making it count!!!!

Like · Reply · 19w



**Loekie Gilday** Chaplain Steve concurs....great officer, great heart. All of the First Responders in Crook County are simply the BEST! Great job to all...it's an honor to serve you! 🙌🚓🚒🚑

Like · Reply · 15w



**Paul Solitz** I think a feature is a wonderful idea don't let the naysayers poo poo it. This is beautiful country it is most appropriate to do something that honors the area. a simple design can be beautiful. inexpensive, functional and easily maintained. We as humans have taken so much land out of the natural function for often dubious purposes its only right to pay homage to the place that nurtures us. Where can I get more info on design criteria for the feature?

Like · Reply · 10w



**Raymond Law** It's an amazing little town. It has been slow to change but we're finally growing now thanks to the Data Centers. I moved away after HS and back after 20 years in the Army and their is nothing better than the people and how they will bend over backwards to lend a helping hand. Love this town!




Like · Reply · 5w







## FACEBOOK 178 POSTS

### Top 3 Posts:


Date Sent	Total Reach	Reactions	Comments	Engagement	Cl...
<p><b>City of Prineville</b></p> <p>Prineville has always been a frontier town. Today we're on the frontier of opportunity for citizens and businesses alike. With abundant land, reliable infrastructure and an entrepreneurial spirit, we've become known as a great place to start a business, expand a company, raise a family and be part of a community. In doing so, we honor the pioneering opportunity seekers who founded Prineville in the first place.</p>  <p>(Post) June 05, 2018 5:16 pm</p>	42.7k	2.1k	415	16%	10.5k
<p><b>City of Prineville</b></p> <p>Snow plow drivers start their day at 3 a.m. and work 12-hour shifts to clear paths, streets and parking lots. Thanks to the hard working crews!</p>  <p>(Post) February 26, 2018 8:11 am</p>	6.4k	795	58	16%	475
<p><b>City of Prineville</b></p> <p>The City accomplished many things in 2017 - one highlight was <b>Prineville Police Department</b> Captain Larry Seymour completing the prestigious FBI training in Virginia for Law Enforcement Leadership. Thank you to Captain Seymour and all our law enforcement officers for your service!</p>  <p>(Post) March 23, 2018 10:04 am</p>	6.1k	752	35	15%	402

 **James Ridenour** I am a truck driver and by just looking at size of the roundabout it will be as big if not bigger than the one headed out of Sisters on 20 and my truck and trailer fits just fine. I have no worries if I will fit or not. I have seen doubles go through that roundabout with no problems as well, people need to stop complaining and give it a chance we won't know how it is going to work till it is done and it is totally finished

Like · Reply · 9w


 **Jacque Prince** These work well and are an asset less stopping and waiting for others to go or lights to change. These aren't race tracks to spin around but if you are cautious and drive normal like people should then they are quite efficient

Like · Reply · 9w


 **Melody George Kendall** I think my "Prine" ancestors would be proud and amazed at what we are today. Proud of my heritage

Like · Reply · 5w

4


 **Connie Gregory** My family has lived in Prineville for 61 years. I've been back home for 15 years and happy to be back home. Lived in Portland for 23 years and hated it. That's a town that's not friendly

Like · Reply · 1w

 **Maurice Asselin** When I retired from the military in 88 I chose Prineville to raise my family. I've traveled all over the world and found no better place to raise a family. Thank you Prineville.

Like · Reply · 5w

10

 **Kirsten D Smith** Pure AWESOMENESS! Thank you, Captain Seymour, for all you, and the entire police force and the Sheriff and Deputies, do for our community! You guys & gals rock! ❤️❤️❤️

Like · Reply · 15w · Edited

4

(13)



## City Branding

- The City launched a branding initiative in the Spring of 2018. The brand platform, approved by Council in May, articulates the City's values and voice.
- Council adopted the tagline, "Where the future meets the frontier."
- Launched "We are Prineville" campaign via the creation of a professionally produced video.

## Communications & Public Relations

- Developed a Communications Strategy and budget
- Strengthened and empowered community through active dialogue and communications on social media and publications.
- Developed and adopted a Prineville City Council social media policy.
- Coordinate and promote City events and meetings through outreach efforts.
- Conducted and promoted surveys to obtain quantitative data.
- Proactively issued press releases.
- Responded to media inquires within two hours.
- Coordinated media relations for Barnes Butte and Crooked River Wetland events.