

Communications Report

Wednesday – December 10, 2014



Goal

To inform the public of news, information, events, and programs available to them from City Government. To assist the City's departments and facilities identify what information and messages need to be conveyed to Taylorsville's residents in the most effective way possible. To promote what makes Taylorsville the great community that it is and celebrate the success of the City.

Channels of Communication

Taylorsville City Journal

Monthly Publication

Delivers to 18,000 residents of Taylorsville

City of Taylorsville Press Releases

12 Press Releases

City of Taylorsville Twitter

1,510 Followers



City of Taylorsville Facebook

2,292 Likes

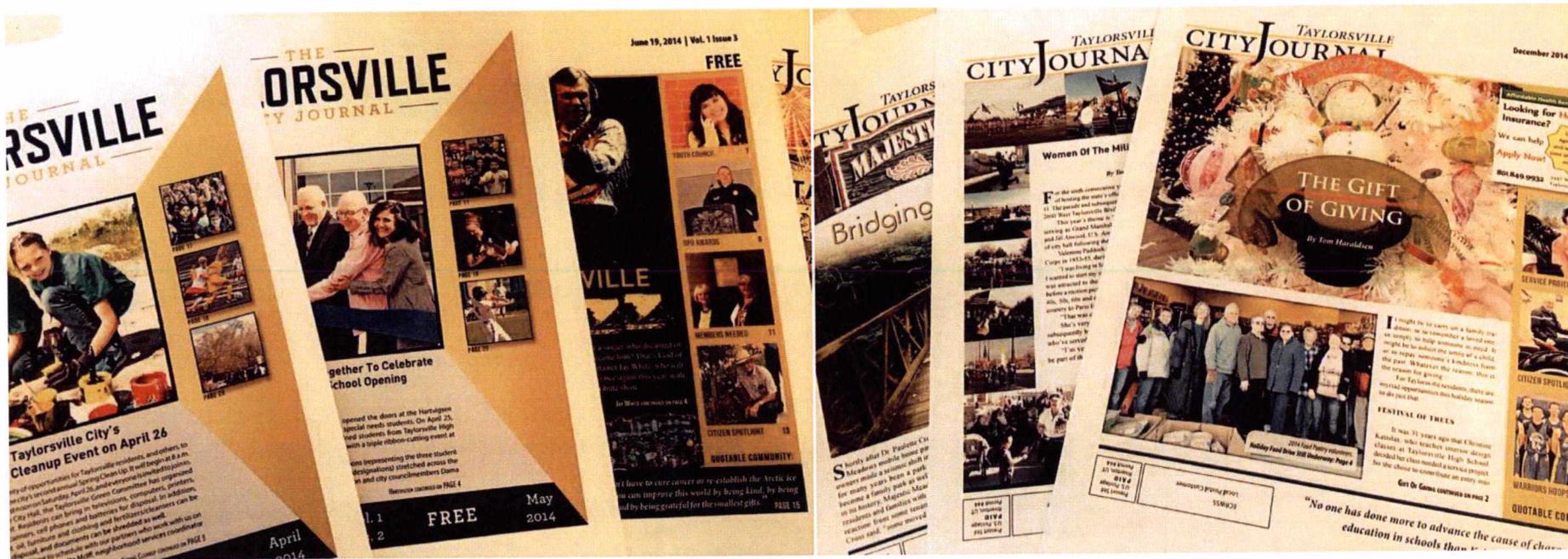


City of Taylorsville Website

Taylorsville City Journal



- Monthly publication
- Delivered to 18,000 residents
- Available on-line (www.mycityjournals.com/section/talorsville)
- Available on city website (<http://www.taylorsvilleut.gov/mediainfo.98765.html>)
- Advertising has increased from local business
- 7 issues of the journal in 2014 (May, June, July, August, Sept-Oct, Nov, Dec)



Taylorsville City Journal



Types of Content

- Mayor's Message
- Council Corner
- Mayor's Choice (Restaurant & Business)
- Citizen Spotlight
- Economic Development
- Welcome to Taylorsville (New Business List & Ribbon Cuttings)
- Meeting Schedule (Looking ahead at City Council, Planning Commission, Mayor's Town Hall Mtgs)
- UPD (Public Safety Tips by Chief Wyant & Officer Awards)
- UFA (Seasonal Tips)
- Youth Council Corner
- Taylorsville/Bennion Improvement District
- Taylorsville Senior Center Calendar of Events
- Wasatch Front Waste & Recycling
- West Valley City Animal Services
- Taylorsville Historic Preservation Committee
- Healthy Taylorsville Committee
- Veterans Day Committee
- Green Committee
- LARP Committee
- Public Safety Committee
- Taylorsville Dayzz Committee
- Taylorsville Arts Council
- Exchange Club of Taylorsville
- YMCA Taylorsville
- Boys & Girls Club of Greater Salt Lake
- Head Start Taylorsville

City of Taylorsville Press Releases



Mayor Johnson Aerogarden donation to 3 Elementary Schools

ABC4 Good Things Utah/Tville Journal

Taylorsville Dayzz 2014

Fox13/Deseret News/Tville Journal

Free Family Movie Nights at City Hall

Tville Journal

Mayor's Town Hall Meeting to include Public Safety Presentation

Tville Journal

City of Taylorsville hosting 2nd Annual Night Out Against Crime

Deseret News/Tville Journal

City of Taylorsville first annual Emergency Preparedness Fair

Deseret News/Tville Journal/ABC4 Utah

Recycling Challenge SLCO, Tville, Holladay

Deseret News

Taylorsville Bennion Heritage Center 10-year Anniversary

Tville Journal/ABC4 Utah

Senior Center Re-Grand Opening

Fox13/Tville Journal/Deseret News

New 2014-2015 Taylorsville Youth Council/Ambassadors Appointed

Tville Journal

Taylorsville Residents & Elected Officials perform in Tville's Got Talent

Tville Journal

City of Tville Veterans Day

Tville Journal/Deseret News/Salt Lake Tribune/Fox13/ABC4 Utah/KUTV2



City of Taylorsville Twitter



- Account created August 12, 2012 with 448 Followers
- Today there are 1,518 Followers

- Used as a tool to communicate with Media
- Used as a tool to get breaking news out quickly
- 140 characters or less, can use photos, links, hashtags

- Demographics:
- Followers are: 68% Male/ 32% Female
- Top cities of followers: 68% Salt Lake City 3% Philadelphia, 2% Denver, 2% Minneapolis, 1% Washington DC

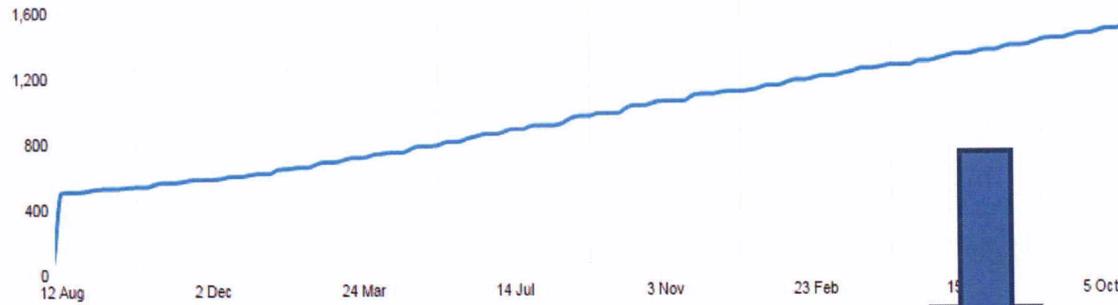
- Analytics:
- Impressions (Number of times users saw the Tweet on Twitter)
- Engagements (Total number of times a user has interacted with a Tweet)
- Engagement Rate (The number of engagements = clicks, retweets, replies, follows, and favorites)

Followers



1,518 followers as of 11/30/2014 (days shown in Pacific time)

11/30/2014
1,518 followers



Interests

Most unique interests ?

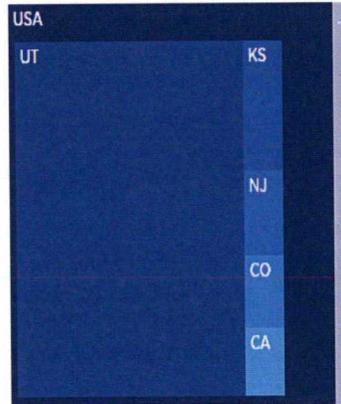
- 61% Business news and general info
- 32% Government
- 26% Financial news
- 14% National parks
- 8% Skiing

Top interests ?

- 62% Business and news
- 61% Business news and general info
- 57% Politics and current events
- 37% Comedy (Movies and television)
- 34% Movie news and general info
- 32% Government
- 26% Financial news
- 24% Tech news

Location

Top countries and states



Top cities

- 68% Salt Lake City, US
- 3% Philadelphia, US
- 2% Denver, US
- 2% Minneapolis-St. Paul, US
- 1% Washington, D.C., US



Gender

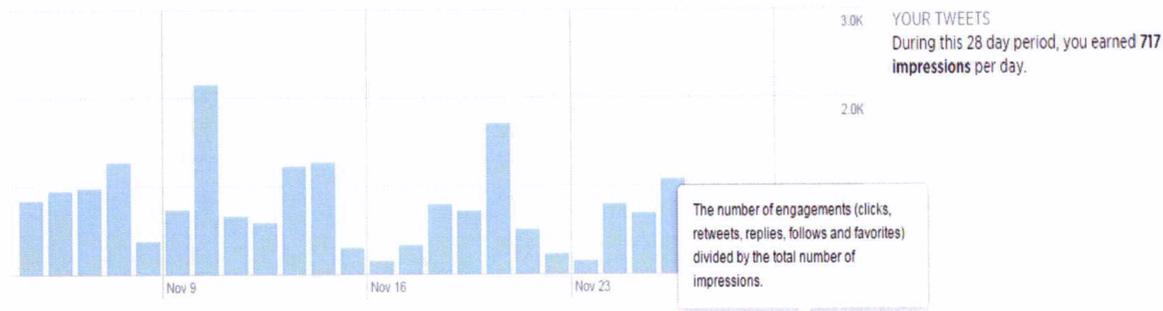
68% M 32% F



Your followers also follow

- 51% KSLcom · Profile
- 48% fox13now · Profile
- 47% KUTV2News · Profile
- 45% UtahGov · Profile
- 45% DeseretNews · Profile
- 43% abc4utah · Profile
- 39% KSL5TV · Profile
- 38% UtahDOT · Profile
- 38% utahsenate · Profile

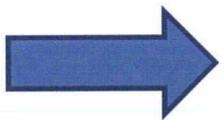
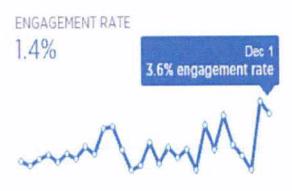
Your Tweets earned 20.1K impressions over this 28 day period



Tweets Tweets and replies Promoted Impressions Engagements Engagement rate

Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
	Taylorville City @TvilleUT · 4h Please help Unified Police Department of Greater Salt Lake find this missing girl! kutv.com/news/features/... #TvilleUT View Tweet details		113	1	0.9%
	Taylorville City @TvilleUT · Nov 30 Please RT- NOTICE: TvilleUT UPD has issued endangered missing person alert for Olivia Graham. fox13now.com/2014/11/29/pol... View Tweet details		293	25	8.5%
	Taylorville City @TvilleUT · Nov 26 Wondering about Wasatch Front Waste & Recycling Holiday Pick Up Schedule? It can be found here: wasatchfrontwaste.org/index.php/garb... #TvilleUT View Tweet details		213	2	0.9%
	Taylorville City @TvilleUT · Nov 26 #Happy Thanksgiving #TvilleUT pic.twitter.com/jo5yFd19z5		267	10	3.7%

Engagements Showing 28 days with daily frequency



[View Tweet details](#)

Taylorsville City @TvilleUT · Sep 8 330 4 1.2%
 What is Overlay? It is placing and compacting a layer of hot mix asphalt on top of an existing pavement.
pic.twitter.com/WtkG7LBYG6



[View Tweet details](#)

Taylorsville City @TvilleUT · Sep 8 1,373 26 1.9%
 NOTICE: There is an Overlay Project scheduled September 8th to October 3rd, 2014 in the area of 5400 S and 3600 W
pic.twitter.com/xjPUj9b6Ks



[View Tweet details](#)

Taylorsville City @TvilleUT · Sep 8 343 6 1.7%
 Make a Plan - Get a Kit - Be Informed - Get Involved -
 @TvilleUT Emergency Preparedness Fair - Thurs - Sept 11th
good4utah.com/story/d/story/...

[View Tweet details](#)



City of Taylorsville Facebook



- Account created July 19, 2011 with 32 Total Page Likes
- Today there are 2,292 Total Page Likes



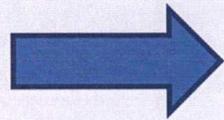
- 5,000 characters or less, can post photos, video, links, hashtags
- Used as a tool to communicate city and community events, upcoming road improvements, city council and town hall meetings, links from current months journal, waste & recycling pick up, committee and community council meetings, etc.
- Demographics tell us:
 - Facebook Fans are: 39% Men and 61% Women
 - The peak time of day Facebook Fans are on-line: 8PM
 - Age of Facebook Fans:
 - 18-24 = 5%
 - 25-34 = 13%
 - 35-44 = 17%
 - 45-54 = 11%
 - 45-64 = 9%

Reach: The number of people your post was served to (Organic or Paid)

Post Clicks: The number of people that click on the post

Engagement: Likes/Comments/Shares

■ Reach: Organic / Paid ■ Likes ■ Comments ■ Shares



Published	Post	Type	Targeting	Reach	Engagement	Promote
12/02/2014 7:00 am	Timeline Photos	📁	🌐	280	5 0 1	Boost Post
11/30/2014 1:01 pm	NOTICE: Taylorsville UPD has issued endangered missing person alert for Olivia Graham. PLEASE	🔗	🌐	1.3K	18 11 79	Boost Post
11/26/2014 2:24 pm	Timeline Photos	📁	🌐	225	14 0 3	Boost Post
11/26/2014 12:48 pm	Holiday Schedule for Waste & Recycling Pick Up Wasatch Front Waste & Recycling picks up on	📁	🌐	968	20 8 10	Boost Post
11/26/2014 11:55 am	Making way for the new Station 1171	🗣️	🌐	815	20 0 1	Boost Post
11/26/2014 11:41 am	Demo is happening now for the new site of UFA Station 1171	🗣️	🌐	1.2K	35 0 0	Boost Post
11/24/2014 7:00 am	Timeline Photos	📁	🌐	383	12 0 2	Boost Post
11/22/2014 10:25 pm	Timeline Photos	📁	🌐	485	16 2 2	Boost Post
11/19/2014 7:00 am	Holiday Food Drive for Taylorsville Food Pantry November 1st - December 19th The items that are	🗣️	🌐	583	14 1 5	Boost Post
11/18/2014 11:22 am	Save the Date & Mark your Calendar! Saturday with Santa @ the Taylorsville Bennion Heritage	📁	🌐	555	21 0 5	Boost Post
11/17/2014 7:00 pm	City Council Meeting is Wednesday - November 19th at 6:30 p.m. Taylorsville City Hall Council	🔗	🌐	348	2 0 0	Boost Post

City of Taylorsville Website



Last total re-design on website: July 2012
Focus: Accurate and Up to Date Content

Analytics show us:

Sessions: Total number of Sessions within the date range. A session is the period time a user is actively engaged with your website, app, etc. All usage data (Screen Views, Events, Ecommerce, etc.) is associated with a session. *(approximately 20,047 per month)*

% of New Sessions: An estimate of the percentage of first time visits. *(59.26%)*

Users: Users that have had at least one session within the selected date range. Includes both new and returning users. *(14,697)*

Pageviews: Pageviews is the total number of pages viewed. Repeated views of a single page are counted. *(63,918)*

Pages/Session: Pages/Session (Average Page Depth) is the average number of pages viewed during a session. Repeated views of a single page are counted.

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Taylorsville, Utah, 84129 Fax: (801) 963-7891

Search

- Home
- A-Z City Services
- About Our City
- Calendar & Events
- Court
- Economic Development
- Government
- On-Line Services (Virtual City Hall)



Focus On...

[City Council Meeting](#)



City Council Meeting
Wednesday - December 3rd at 6:30 p.m.
Taylorsville City Hall
Council Chambers

Coming Events...

[Saturday with Santa](#)

Saturday with Santa

Saturday - December 13th 2014
2:00 p.m. to 4:00 p.m.
Taylorsville Benson Heritage Center
1488 West 4800 South
Taylorsville, Utah



Site Assistant: | |

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Nov 1, 2014 - Nov 30, 2014

Find reports & more

Audience Overview

Email Export Add to Dashboard Shortcut

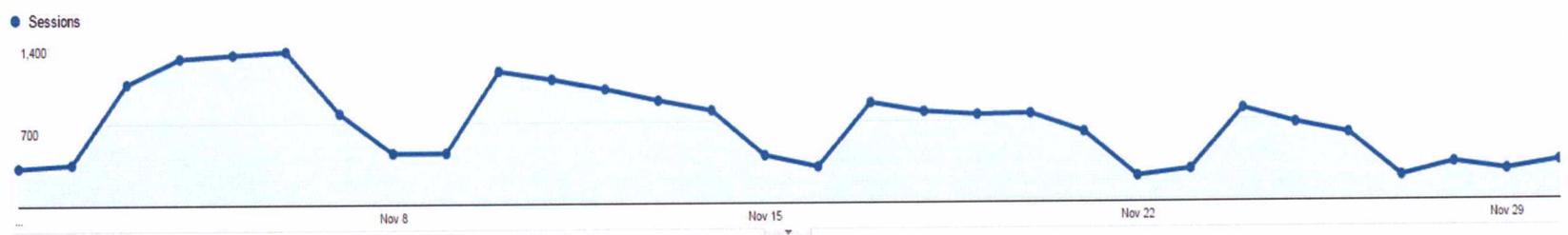
- Dashboards
- Shortcuts
- Intelligence Events
- Real-Time
- Audience
 - Overview
 - Demographics
 - Interests
 - Geo
 - Language
 - Location
 - Behavior
 - New vs Returning
 - Frequency & Rec...
 - Engagement
 - Technology
 - Browser & OS
 - Network
 - Mobile
 - Custom
 - Benchmarking
 - Users Flow

All Sessions 100.00% + Add Segment

Overview

Sessions VS Select a metric

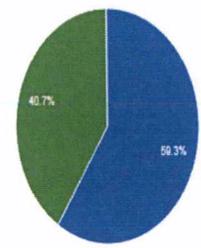
Hourly Day Week Month



Sessions	Users	Pageviews	Pages / Session	Avg. Session Duration	Bounce Rate
20,047	14,697	63,918	3.19	00:02:24	44.63%



New Visitor Returning Visitor



Demographics

Language	Country / Territory	City
System		
Browser	Operating System	

Language

Language	Sessions	% Sessions
1. en-us	19,540	97.47%
2. en	89	0.44%
3. pt-br	69	0.34%
4. en-gb	63	0.31%
5. fr	52	0.26%
6. es	22	0.11%