

2016 Social Media Annual Report

**A review of the city's
social media impact**

By the Office of Citizen Engagement



ROANOKE

THE NUMBERS

53 Social Media Pages

171,000 Followers

TOTAL REACH

25
Million*

*This number only includes reach from the city's Facebook pages.

PAGE BY PAGE

	f				in
Main	76,216	9,484	5,343	502	1,888
Police	15,055	4,319	947	0	0
Sheriff	2,088	312	0	0	0
Fire-EMS	11,668	3,296	613	245	0
Emergency Mgnt.	2,219	2,295	0	0	0
911	1,567	37	0	0	0
Libraries	2,323	101	173	0	0
Neighborhoods	830	0	0	0	0
Play Roanoke	11,129	3,035	1,827	0	0
Volunteers	497	171	0	0	0
Human Resources	633	0	0	0	0
H/S Services	434	0	0	0	0
Economic Dev.	1,212	0	0	0	0
Stormwater	1,596	643	0	0	0
Transportation	866	0	0	0	0
Solid Waste	1,339	428	0	0	0
Clean and Green	898	0	0	0	0
Planning	530	0	0	0	0
Purchasing	231	0	0	0	0
Lead Safe	485	42	0	0	0
GIS	84	0	0	0	0
City Clerk	128	24	0	0	0
Treasurer	242	0	0	0	0
City Manager	0	571	0	0	0
Roanoke Star	2,681	28	0	0	0
Total	134,951	24,786	8,903	747	1,888

City Main Page on FB

16,000 +
New Page Likes in 2016

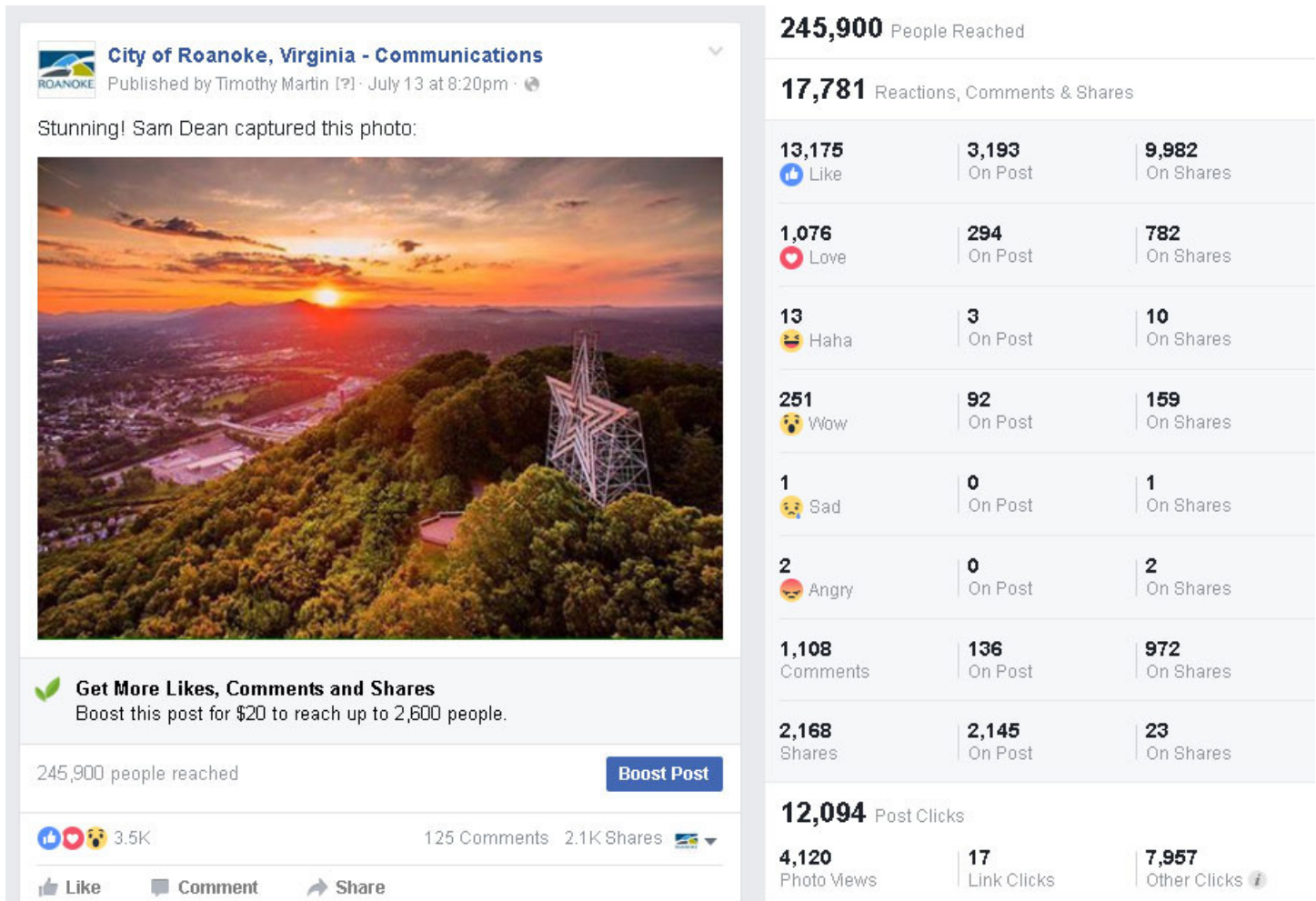
1.5 Million
Total Video Views in 2016

2.9 Million
Likes, Comments, and Shares in 2016

23 Million
Total Reach on All Posts in 2016



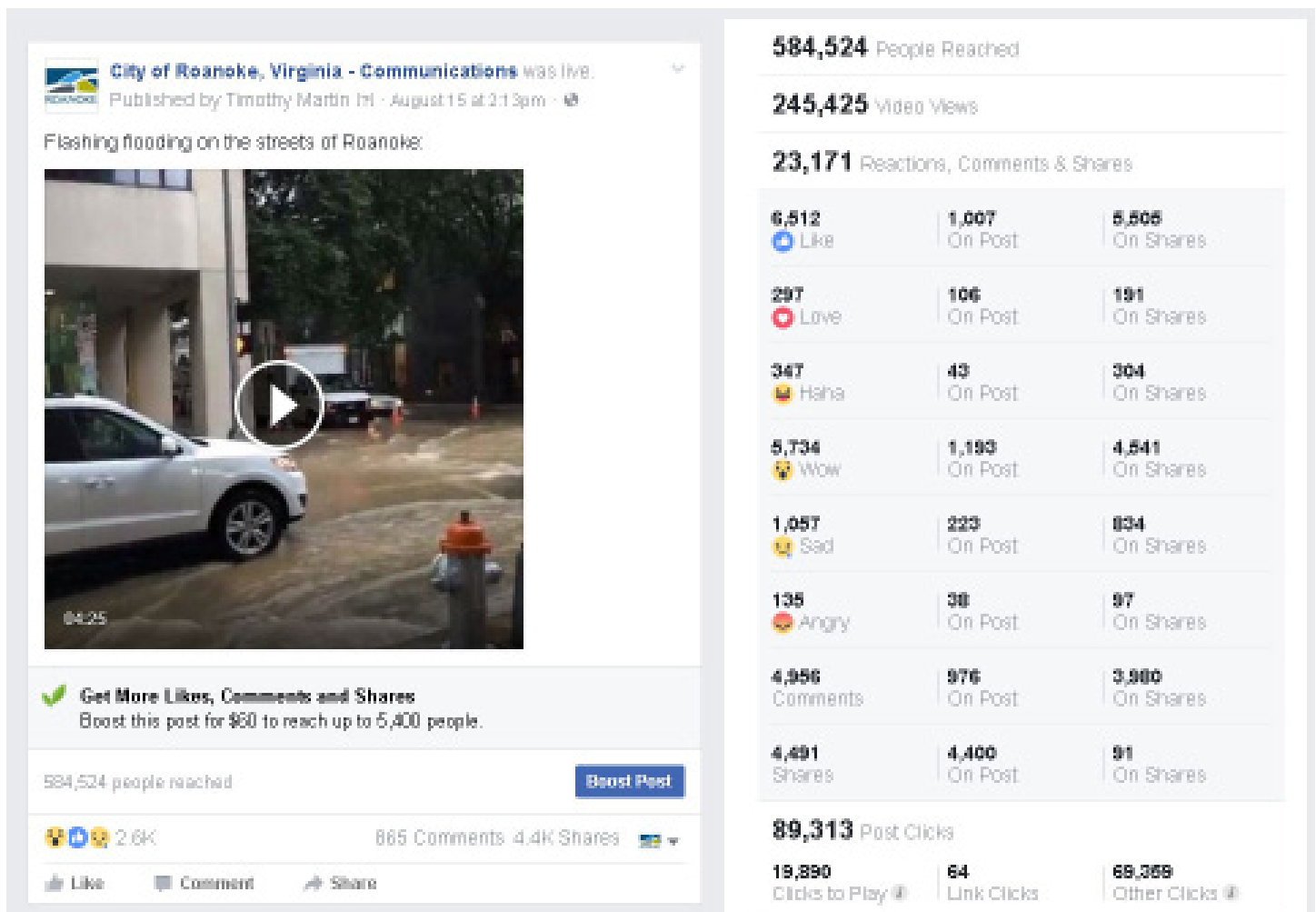
TOP PHOTO POST



In 2016, thousands of photos were submitted to the city's main Facebook page. Photos continue to be a driving factor in the city's success on social media.

Photos help showcase the beauty of the city to followers near and far. Photos also help engage citizens and create conversations.

TOP VIDEO POST



Videos played a big role on the city's main Facebook page, particularly during the second half of 2016. The launch of Facebook LIVE allowed the city to attract thousands of new followers from all over the world.

The city's Facebook page had its biggest month ever in July, thanks to the incorporation of live video. The monthly page reach topped 2.3 million.

The city used live video to feature press conferences, downtown events, and breaking news.



CAMPAIGNS

WINTER WEATHER CAMPAIGN

Post Details

Reported stats may be delayed from what appears on posts



City of Roanoke, Virginia - Communications

Published by Timothy Martin [7] · January 18 at 7:09am ·

Please watch the forecast closely over the next couple of days. There is the potential for a significant winter storm on Friday.



158,497 people reached

Boost Post

758 Likes · 84 Comments · 1.2k Shares

Like Comment Share

158,497 People Reached

5,519 Likes, Comments & Shares

3,102 Likes	758 On Post	2,344 On Shares
1,111 Comments	114 On Post	997 On Shares
1,306 Shares	1,275 On Post	31 On Shares

15,381 Post Clicks

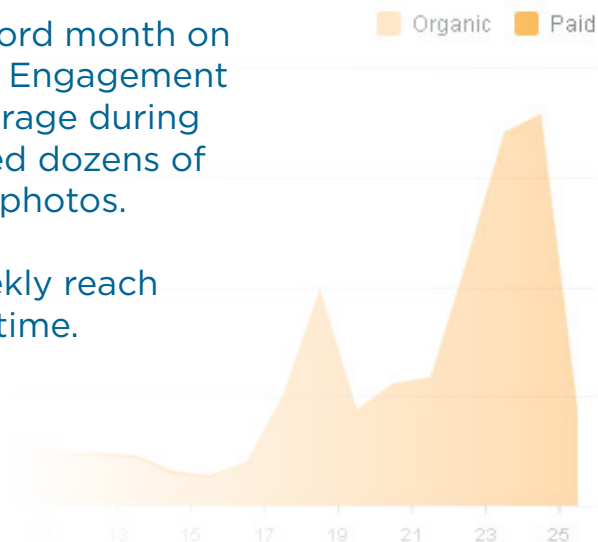
5,204 Photo Views	4 Link Clicks	10,173 Other Clicks
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NEGATIVE FEEDBACK

47 Hide Post	13 Hide All Posts
0 Report as Spam	0 Unlike Page

Roanoke began 2016 with a record month on Facebook. The Office of Citizen Engagement provided around the clock coverage during a major snow storm. Staff posted dozens of updates and hundreds of snow photos.

During the storm, the city's weekly reach topped one million for the first time.



BENCHMARK
Compare your average performance over

Organic

Paid



OLYMPIC FOOLS CAMPAIGN

Post Details

Reported stats may be delayed from what appears on posts X



City of Roanoke, Virginia - Communications

Published by Timothy Martin [?] · April 1 at 9:00am ·

In a transformational time for Roanoke, today, the city announced plans to bid for the 2026 Winter Olympic Games. Later this month, city officials will meet with members of the International Olympic Committee to formally discuss the plan. The city, along with national and international partners, will spend upwards of a billion dollars to get Roanoke Olympic ready by 2026. This artist rendering of the city is what Roanoke could look like 10 years from now:



212,712 people reached

Boost Post

1.3K

300 Comments 990 Shares

Like Comment Share

212,712 People Reached

6,182 Reactions, Comments & Shares

3,247

Like

1,129

On Post

2,118

On Shares

57

Love

21

On Post

36

On Shares

309

Haha

126

On Post

183

On Shares

127

Wow

63

On Post

64

On Shares

3

Sad

1

On Post

2

On Shares

1

Angry

1

On Post

0

On Shares

1,452

Comments

471

On Post

981

On Shares

990

Shares

990

On Post

0

On Shares

45,237 Post Clicks

8,693

Photo Views

3

Link Clicks

36,541

Other Clicks

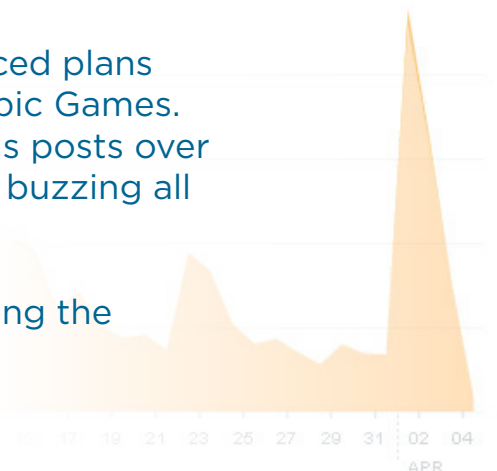
Compare your average performance over time.

Organic

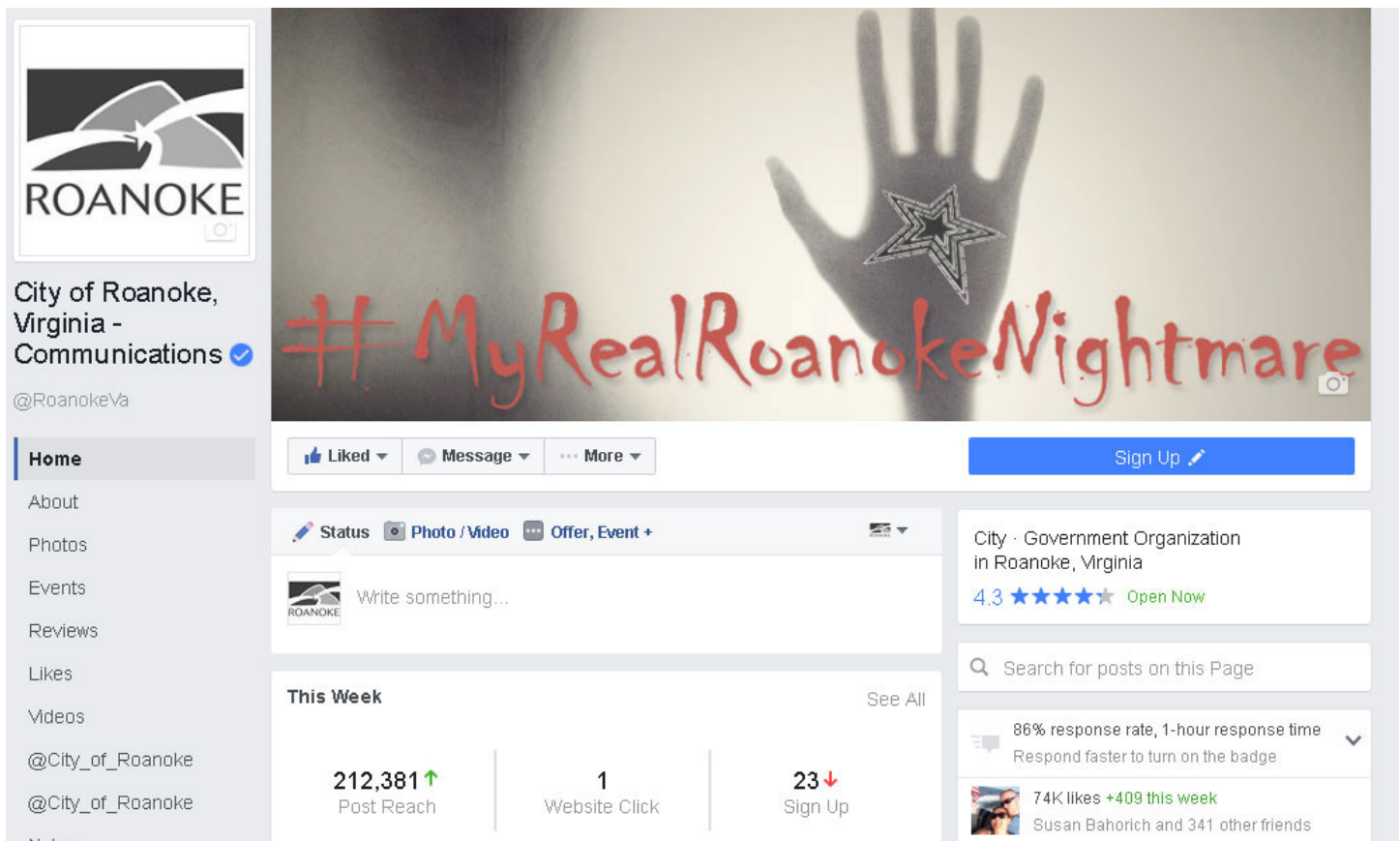
Paid

On April 1, 2016, the city announced plans to bid for the 2026 Winter Olympic Games. The prank, which included various posts over an eight-hour period had people buzzing all over the city.

The city's reach hit 400,000 during the prank.




AHS CAMPAIGN



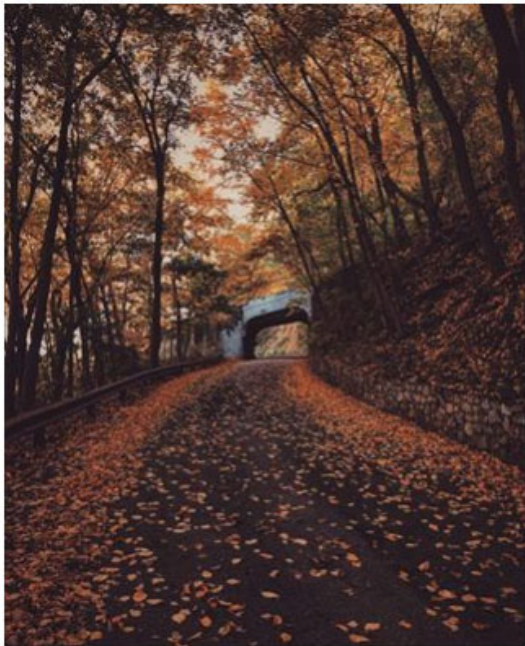
The fall season of American Horror Story was titled “My Roanoke Nightmare.” It was based on the lost colony of Roanoke in North Carolina. During the show’s premier, a writer from Entertainment Weekly confused the lost colony with the Star City.

During the season finale, the city held a #MyRealRoanokeNightmare contest, posting photos and videos from citizens, depicting their Roanoke nightmares. The top entries won prize packs.

FALL IN THE CITY CAMPAIGN


City of Roanoke, Virginia - Communications
 Published by Timothy Martin [?] · 17 hrs ·

The beautiful fall photos continue. Jennie Marie took this photo on Mill Mountain.



Get More Likes, Comments and Shares
 Boost this post for \$5 to reach up to 830 people.

28,883 people reached

Boost Post

1.2K

20 Comments
 195 Shares

Like
 Comment
 Share

28,883 People Reached

1,902 Reactions, Comments & Shares

1,493 Like	1,123 On Post	370 On Shares
149 Love	103 On Post	46 On Shares
1 Haha	0 On Post	1 On Shares
22 Wow	15 On Post	7 On Shares
2 Sad	0 On Post	2 On Shares
41 Comments	20 On Post	21 On Shares
195 Shares	195 On Post	0 On Shares

779 Post Clicks

320 Photo Views	3 Link Clicks	456 Other Clicks
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NEGATIVE FEEDBACK

5 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page

In October and November, hundreds of fall photos were submitted on the city's Facebook page by citizens. The photos generated thousands of likes, comments, and shares.

The photos helped to showcase the beautiful fall colors in Roanoke to people near and far.

ELF ON THE SHELF CAMPAIGN

**City of Roanoke, Virginia - Communications**
Published by Timothy Martin [?] · 23 hrs · 🌐

After stealing a city vehicle and climbing the Roanoke Star, the city's elf is behind bars!



 **Get More Likes, Comments and Shares**
Boost this post for \$15 to reach up to 3,100 people.

30,353 people reached [Boost Post](#)



628

37 Comments 209 Shares 

 Like  Comment  Share

30,353 People Reached

1,464 Reactions, Comments & Shares

589  Like	339 On Post	250 On Shares
33  Love	11 On Post	22 On Shares
485  Haha	257 On Post	228 On Shares
25  Wow	19 On Post	6 On Shares
6  Sad	2 On Post	4 On Shares
119 Comments	61 On Post	58 On Shares
209 Shares	209 On Post	0 On Shares

1,641 Post Clicks

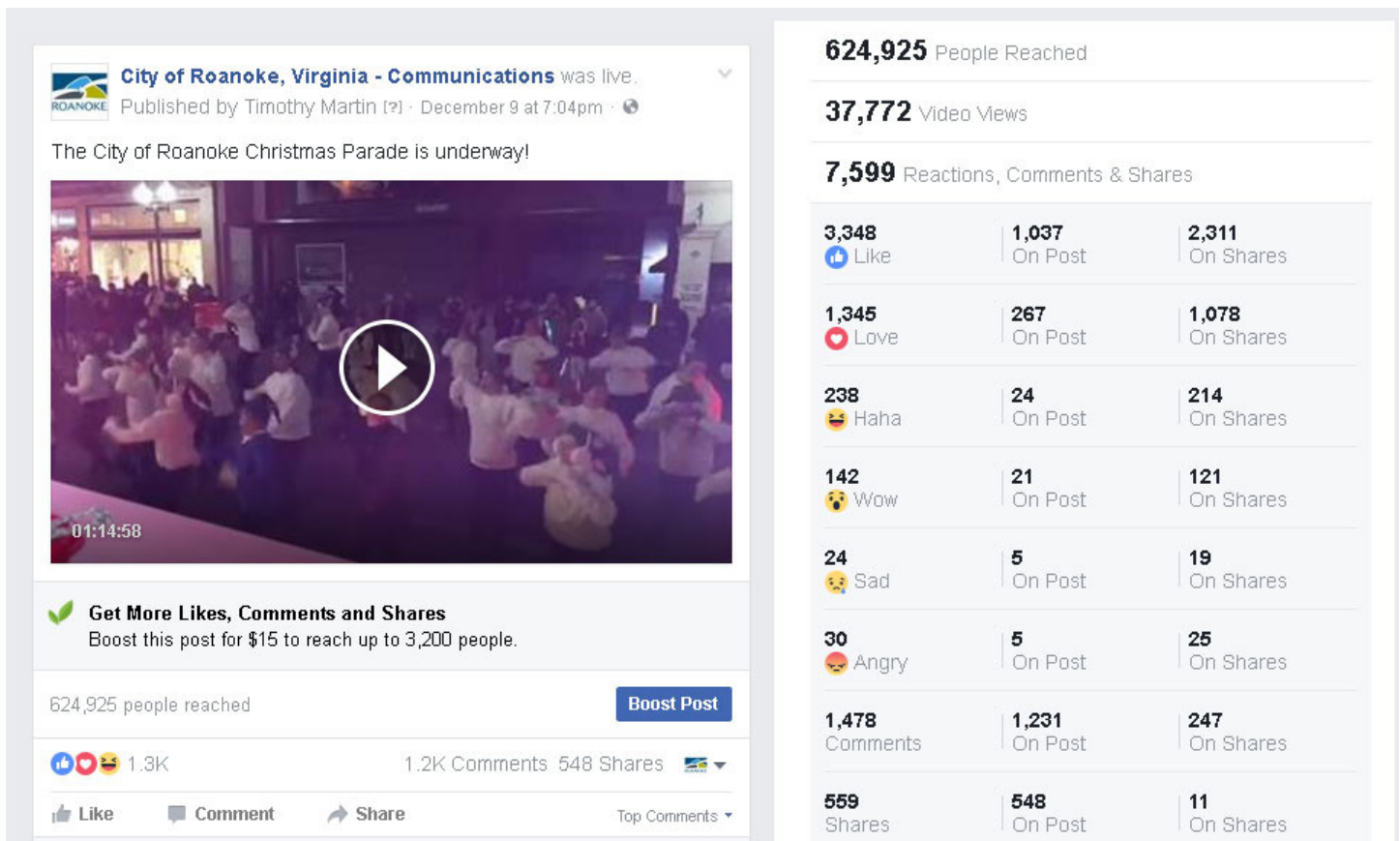
483 Photo Views	3 Link Clicks	1,155 Other Clicks 
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NEGATIVE FEEDBACK

11 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

In early December, the city's elf, Starry, arrived. Each morning throughout the month, a photo was posted tracking Starry's adventure. Unfortunately, the little elf got into some trouble along the way. The photos created laughter and buzz from thousands of followers.

HOLIDAY CAMPAIGN



Throughout the entire month of December, the city's Facebook page had a holiday theme. Staff posted live video of the city Christmas tree arrival and lighting, the Christmas parade, ice skating at Elmwood Park, and holiday lights from a number of neighborhoods in Roanoke.

The success of the campaign can be seen in the numbers. The monthly reach for December topped 2.1 million. Posts on the city's Facebook page received more than 300,000 likes, comments and shares. The various holiday videos were viewed nearly 200,000 times.

OTHER PLATFORMS



MEDIA MENTIONS

THE ROANOKE TIMES
roanoke.com

69°
Few Clouds



SEARCH

NEWS LOCAL SPORTS BUSINESS WEATHER A&E LIFE OPINION VIDEO PHOTO OBITUARIES
CLASSIFIEDS JOBS HOMES CARS

FACTSET
2016 INDUSTRY AWARDS
BEST RESEARCH PAPER

gt
MAGAZINE EVENTS PAPERS TOPICS

NEW! more organizations integrated with the protection of their Social
Virtual Network Security Platform. A new class of secure government
FREE Download Read our white paper to learn more.

Roanoke's favorite Facebook photo

Story Comments Post 50



James Moore

James Moore got a message from his buddy Tim Lewis that said to meet him at the McAfee Knob Trail the next day for a sunrise training run. "So, I got there at four-something in the morning with my camera bag," said Moore, who walked most of the trail while Lewis sped to the top. By the time Moore got to McAfee Knob, the sun was peeking over the horizon on June 20, the longest day of the year. "I almost missed it."

Posted: Saturday, August 20, 2016 10:30 am
By Ralph Herrier Jr. ralph.herrier@roanoke.com
People sure do like to take pictures of the Mt. Baldy. And they "like" those pictures when they see Facebook.

The Facebook page of Roanoke's communication — a site that the city set up to inform residents in street closures, construction projects, downtown and other news from around town — has pulled popular online gallery of 344 City photos submitted by professional and amateur photographers alike.

Street scenes, rainbows, churches, the City Mall steam clouds, Mt. Baldy and, of course, the trees are popular subjects among hundreds of photos on Facebook page. Some pictures are shot with trip cameras and printed up with computer software. Photos are in landscape. Others are captured on smartphones and submitted as shot.

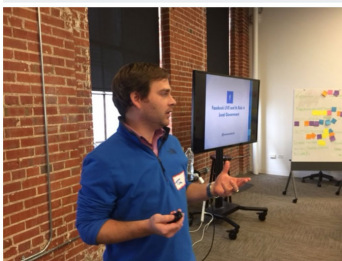
"The photos have helped more than triple the city's Facebook followers in the past three years to near 70,000. The most popular pictures feature Roanoke's trees and are shared hundreds of times."

"Photos help show people here and followers from the county the beauty of Roanoke," said Timothy

Podcast: Governments Add Facebook Live, Nextdoor, Snapchat to Social Media Mix

News and views on social media in state and local government in one tidy little package.

BY PAUL W. TAYLOR, DUSTIN HANLEY | OCTOBER 18, 2016



Timothy Martin, communication and media coordinator for the city of Roanoke, Va., speaking at the 2016 GovTech Social Conference.

Presented by

TRAINING & LEARNING OPPORTUNITIES

Social Media is a Recor Alaska Protects Things Automated Archiving

November 22, 11AM PST

FREE REGISTRATION

GOVTECH SOCIAL

Podcast: Governments Nextdoor, Snapchat to

Podcast: The Role of Social Response to Office

Podcast: Creating an Authentic Social Voice, Converting Haters Along the Way

Podcast: Securing Social Media: The Long

Podcast: The Role of Social Response to Office

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CONNECT COMMUNICATE EDUCATE
EIGOL LOCAL GOVERNMENT LEADERS

JOIN POSTS PODCAST EVENTS #EIGOL16 JOBS ABOUT IN THE NEWS CONTACT

TWITTER Bonus points if you can score a #CityHallSdile with a lead member from @roanokegov or @delawaregov https://t.co/28ZuVgUy

Recent Posts

1 hour ago
Welcome to International #CityHallSdile Day - Updated 8/15 at 8:09 a.m.

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Welcome to International #CityHallSdile Day Map

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Posts by Location

California (RS)

Midwest (US)

Northeast (US)

Northeast (US)

Southwest (US)

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AWARDS AND RECOGNITIONS

Issuer	Award Title	Category	Name
Government Social Media	Golden Post	Top Social Media Advocate in Government	Timothy Martin
3CMA	Award of Excellence	Best Use of Facebook	Olympic Fools
3CMA	Award of Excellence	Social Media - General	Roanoke's Social Media Model