





Breadth... How many people are connecting with MCHD on our social media channels?



Twitter: Our followers grew 5.93% to 876. On average, tweets reached 894 people per day totaling 81,300 impressions.




Facebook: The number of Facebook page likes grew from 438 to 509



YouTube: Total number of minutes watched of MCHDPEP videos reached 707 during this period

Direct Engagement... What content did people interact with on social media?

If you can't identify it, don't pick it. Exercise caution when gathering and eating wild mushrooms. Local hospitals have recently reported an increase in illnesses resulting from eating poisonous wild mushrooms. [#HealthyMontereyCounty](#)



43 Likes/Shares/Comments reaching 1,920 people

Get critical information about emergencies or community information from cities or law enforcement by text. [#AlertMonterey](#)
pic.twitter.com/6GsrDs0U4W



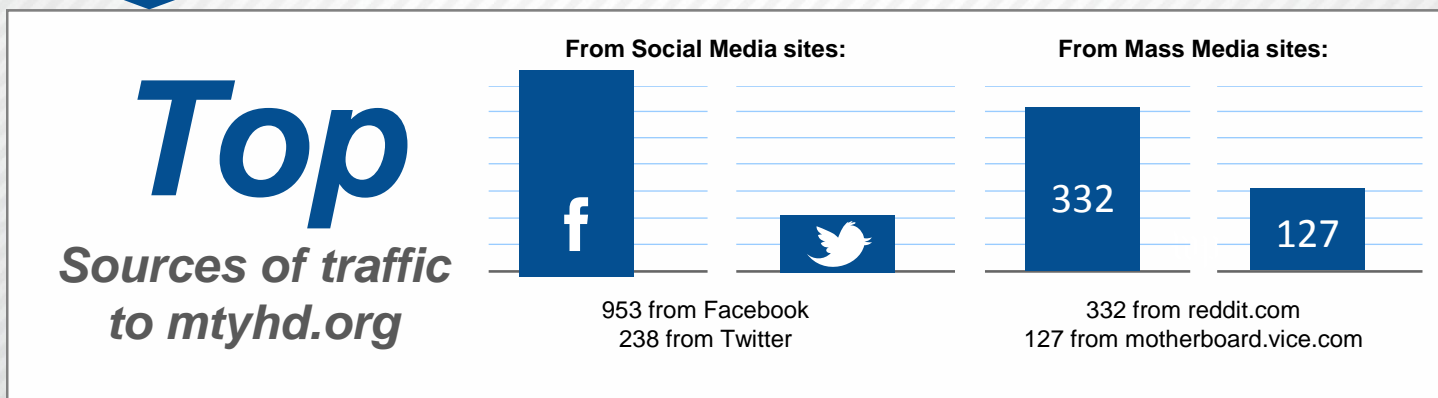
52 Total engagements, 3,124 Impressions

New year - new job? Come work with us & make a difference in the health of your community
<https://www.governmentjobs.com/careers/montereycounty...> [#Nurses](#) [#MentalHealth](#)
pic.twitter.com/paDGBh6cdo



24,357 Impressions, 3 Likes, 4 Retweets, 8 Detail Expands

Depth... Did people click through to our website?



Loyalty... Which social networking sites sent the most repeat visitors to mtyhd.org?

41
FROM
twitter

169
FROM
facebook

The Buzz... What are people saying about us on social media?



@CSAC_Counties
October 26, 2016

#MontereyCounty led #youth violence reduction initiative gets \$1.6M federal #grant: bit.ly/2eCEnFd @MCHDPIO @MontereyHerald #STRYVE



@PGMuseum
November 17, 2016

Congrats to @BMore_Healthy @CityMplsHealth @MCHDPIO @HoustonHealth & @MultCoHealth on @CDCInjury award to prevent youth/teen dating violence



@Intervention
June 24, 2016

Thank you so much for the "Likes & following us! @MCHDPIO and others!

Campaigns... How did our coordinated social media projects perform?

Disaster Preparedness and Response: Social media is a critical part of disaster response. During the Soberanes Fire, Twitter and Facebook were used to get up-to-date information about the fire and its impact on health to concerned residents. The platforms were also used to get feedback from residents regarding health and safety concerns. This feedback was helpful for creating more messages. September was Preparedness Month providing an opportunity to post daily preparedness tips.

Strategic Outcomes... How did our social media communication affect our organization?



This quarter social media was key to communicating about the Soberanes Fire. During September, daily preparedness tips reinforced messages about resiliency.



This quarter we ocused on messages Monterey County residents can act on to improve not only their preparedness but also the resiliency of their community.



We better serve Monterey County residents and maintain our relevance, by providing them information on commonly used social media platforms



QUESTIONS? COMMENTS? MORE INFORMATION?

Contact Public Information Officer Karen Smith for more information
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