



# Year-end Communications Summary Report for 2018

## Overview

- The Town of Garner's communications hub remains its website, **garnernc.gov**. In 2018, the website attracted **589,841 pageviews** during 219,536 sessions (visits).
- The Town's **social media** accounts also are a main way we communicate. The Town's 20 accounts had a combined **46,301 followers at year's end**.
- Video is another key component of our communications capacities. In 2018, the Town uploaded **72 videos** to its YouTube channel. These were all produced in-house by staff.

# Overview (cont.)

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- The Town now reaches **1,142 residents** through **garner info** push notifications. Over 140 residents downloaded the app in the last five months of 2018 during a heightened marketing effort.
- The Townwide **e-newsletter**, delivered via Constant Contact, reaches over **8,100 people**. PRCR-specific Constant Contact communications also reach thousands each month.
- The Town used **NextDoor** more extensively in 2018. We can reach over **6,100 residents** who all reside in town limits and an estimated **33 percent of Garner households**. Which Garner neighborhood/subdivision is the most connected on NextDoor? **Eagle Ridge**, with 822 members representing an estimated 70 percent of the subdivision's households.



# Website

garnernc.gov

- According to Google Analytics, the Town's **219,536 sessions** (visits) in 2018 were a **7 percent increase** over the previous year.
- The website's **127,934 unique users** in 2018 were a nearly **5 percent increase** over the previous year.
- In 2018, users spent an average of **2 minutes 11 seconds** on the website and viewed an average **2.69 pages**.

## Devices used to visit our website

Desktop	48%
Mobile	46%
Tablet	6%

# Website: 10 Most Viewed Pages

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	Pageviews
	(Total: 589,841)
<a href="#">Homepage</a>	82,348
<a href="#">PRCR main page</a>	32,543
<a href="#">GPAC main page</a>	15,584
<a href="#">Garner Police main page</a>	14,785
<a href="#">Independence Day event page</a>	12,347
<a href="#">Departments main page</a>	11,477
<a href="#">White Deer Park page</a>	11,088
<a href="#">Permit and Inspection Lookup</a>	10,530
<a href="#">GPD Crash Reports</a>	9,465
<a href="#">GPAC Events page</a>	9,064

# Website: Notable Observations

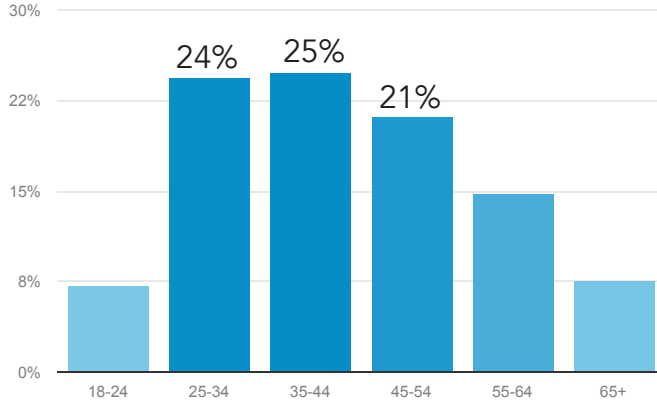
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- The top 10 pages in 2018 mostly mirrored the 2017 top pages. One notable exception: the **Permit and Inspection Lookup** page. In 2017, that page was only the 14th most popular with 5,848 views. But the page's number of views jumped by 80 percent in 2018 to reach a total of 10,530.
- The **Independence Day** page received 5,986 views on the day of the event.
- 2018's most popular landing pages (the first page users visit in a session) are largely the same as the most popular pages overall. One big exception: the page with the **Amazon** news release and announcement video. It was the sixth most-popular landing page in 2018 with 6,114 views.

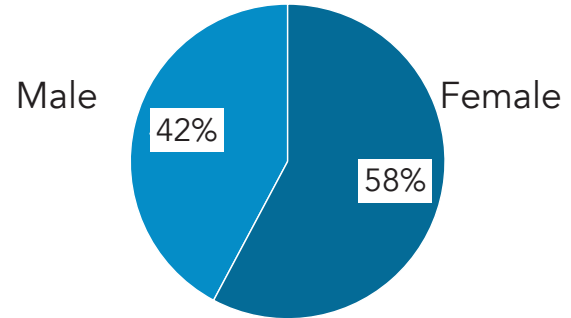
# Demographic overview of website users

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Age 49.45% of total users



Gender 48.57% of total users



*NOTE: Google Analytics, the source for our website data, is not able to collect demographic information on all website users.*



- The Town's top three Facebook accounts are the following:
  - 1) the Town's main account—**11,286 likes**
  - 2) the Downtown Garner account—**5,271 likes**
  - 3) the Garner Police account—**4,033 likes**
- The Town's main account grew its likes by **14 percent** in 2018.
- The Town's main account has more likes than those of much larger local jurisdictions such as **Wake County** and **City of Raleigh**.
- Women make up **74 percent** of those who like the Town's main page. The page's biggest age cohort is in the 35-44 age range.

# Top Posts for Engagement (Main Page)

*An engagement on Facebook is defined as a post click, reaction, comment or share.*

<b>Post content</b>	<b>Number of Engagements</b>
Amazon news release	8.7K
N&O article on proposed intersection improvements at 70/Timber/Hammond	2.9K
Facebook Alert about redirect of traffic at 70 and White Oak due to storm-related light outage	2.7K
N&O article on Kroger closing	2.6K
Trick-or-Treat the Trails photos	2.2K





# Twitter

- The Town's top accounts are the Town's main account (@townofgarner) with **4,872 followers** and the Garner Police Department account (@garnerpolice) with **4,420 followers**.

## Top Posts in 2018

## Impressions

Photo of S. Garner HS ribbon cutting

33.4K

Amazon announcement

9.8K

Opening of EOC before Florence

8.8K

Independence Day Celebration w/photo

8.7K

Power outages due to Florence

8.5K



# Instagram/YouTube

- The Town's main account on **Instagram (@townofgarner)** has **1,554 followers**. The account is growing fast—by 34 percent just from April to December 2018.
- Women make up 71 percent of followers on the main account. The biggest age cohort is in the 35-44 age range.
- Downtown Garner, PRCR and GPAC also are on Instagram.
- The Town's **YouTube channel ([youtube.com/townofgarner](https://www.youtube.com/townofgarner))** gained 163 subscribers in 2018 and now has a total of 671. That's better than larger jurisdictions such as Wake County and better than peer communities such as Fuquay-Varina, Holly Springs, Wake Forest and Clayton.