

An Evaluation of Social Media Trends in Small to Midsized Cities

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Executive Summary

According to an Edison Research (2021) annual report, *The Infinite Dial*, an estimated 250 million Americans ages 12+ own a smartphone, and approximately 233 million use social media. With 70% of adults relying on social media for government information (Ohio University, 2020), it is imperative that cities adapt to meet community needs. As they transition away from traditional, one-way communications in favor of increased engagement through two-way digital communications and social media, public communicators are being asked to do more with fewer resources.

Simply writing content is not enough. Managing comments, complaints, and disinformation, understanding legal constraints, evaluating trends and reports, training staff, and facilitating agency goals via social platforms are critical components required of successful social media engagement. However, it is important to understand that communication does not necessarily equal engagement. And this tool, still less than two decades old, continuously evolves and adapts, often rendering policies and strategies obsolete after only a few years.

The project team's research focus on analyzing a sample of thirty-seven (37) small to mid-sized municipalities located in Tarrant County was informed by the following questions:

- What is social media within the lens of local government?
- How do the target municipalities utilize social media in their communication and engagement efforts?
- What are successful social media practices, and which municipalities utilize these practices?
- Is there a relationship between social media policies, communication standards, or marketing strategies and successful social media practices?
- Is there a relationship between successful social media practices and the existence/quality of dedicated staff for social media communication?

Over a three-month period, the project team completed a quantitative and qualitative analysis of each city's social media use, as outlined in the methodology section of this report. By quantifying data collected from an audit of each city's social media platforms, such as frequency, time, type, and engagement (comments, reactions, shares) for each post, the team was able to assess the effectiveness of each city's use of social media based on average engagement. In addition, qualitative data such as the number of social media platforms used, types of information, desired benefits cities wish to receive from using social media, strategies, policies, and the allotment of financial, time, and staff resources to social media management was collected through interviews and online surveys.

Through the stated research methodology and review of academic resources, the team defines social media within the lens of local government as – “an online publicly available information sharing tool, available in a variety of platforms, that extends a municipality's communication, public engagement and perception to the physical and virtual world, commonly used for feedback, insight, and analysis of constituent needs, interests, and understanding of community news.” When determining which social media practices drove successful engagement, factors such as post type variation, consistency in posting frequency, and the creation of meaningful content contributed to

engagement. The most significant factors influencing engagement across all practices was the use of “feel good posts” and “hours of operation/service updates.” Publics simply want to see the good going on in their communities and be informed.

The balance between the public use of social media and successful use by municipalities is contingent upon factors such as frequency of posts, relevance to the community, and expectations for responses, which also impact budgetary, legal, time, and labor constraints. Therefore, cities must first determine what their community expects, the organization’s goals, and what resources are available to meet them. By creating social media policies, usage guidelines, and strategies consistent with their intended use and organizational capacity, providing detailed training, and ensuring regular review, cities will provide public communicators with the tools necessary to successfully engage, manage, and maintain social media use.

Introduction & Background

The ever-increasing use of social media and immediate access to information through the world wide web has forced cities to reinforce accountability, increase transparency, and ensure timely and effective communication. Communities are increasingly turning to social media to involve themselves in issues they care about. In turn, local governments use these communication outlets to show communities their government in action. While providing easy access to timely information is beneficial to both parties, it does not come without a series of difficulties.

As cities transition away from traditional, one-way communications like newsletters, utility bill inserts, and other print mailings in favor of increased engagement through two-way digital communications and social media, public communicators are being asked to do more with fewer resources. Simply writing content is not enough; managing comments and complaints, evaluating trends and reports, training staff, and facilitating agency goals via social platforms are all critical components required of successful social media engagement. For these reasons, municipalities can no longer entrust their social media strategies to over-burdened public servants who may be under-trained in virtual engagement tactics.

Another impact of social media is that social issues and conversations are no longer limited by proximity as discussions are being held by different people in many places (Institute for Local Government, 2013). While fostering citizen engagement and connection is a favorable implication of social media, it also has consequences. According to the Associated Press, as referenced in Ohio University, 2020, about 70% of adults in the U.S. rely on social media for government information, but only 11% trust what they read. Conspiracy theories and disinformation campaigns spread quickly across social media divide and confuse citizens, often creating misguided criticism of their operations. Difficulty in differentiating credible information from disinformation contributes to this problem.

Additionally, the Institute for Local Government (2013) addresses legal issues city communicators must be aware of surrounding the use of social media communications, including:

- First Amendment issues relating to government restrictions on speech,
- Use of public resource issues,

- Employee use of social media, both on behalf of the agency and personally,
- Other employment-related social media issues,
- Open meeting law issues,
- Public records retention and disclosure issues,
- Procurement, gift, and contract issues, and
- Equal access/Section 508 (disability access) issues. (p. 1.)

Maintaining clear communications with residents and businesses is essential to identifying and resolving requests for service or assistance. Creating a comprehensive social media policy, training staff at all levels, and monitoring compliance are critical in mitigating potential legal issues.

This study aims to define the term social media and identify best practices as used by municipalities. Through research and analysis of social media use by thirty-seven (37) small-mid-sized cities (Appendix A), the project team will compare types of posts, engagement rates, and the development and implementation of social media policies by each city to identify successful examples of social media practices and techniques used by the responding cities. Based on the findings, recommendations for best practices related to social media use, policy implementation, and future consideration on the topic will be presented.

Literature Review

Understanding audience and constituent needs is a necessity and challenge for municipalities. Now with the added front of social media use, municipalities have a unique position as a democratic source of information, engagement, and connection. In a 2015 study examining the current and potential use of social media analytics in two city councils in the UK it was concluded that even at this “time of austerity measures and financial constraints, reaching out to the public and fostering public engagement becomes more important just as councils have fewer resource to invest in (Moss et al., 2015 p. 287).”

This point made over seven years ago is still unequivocally relevant in today’s more developed and potentially chaotic world of social media. Today, new platforms have emerged that municipalities are capitalizing on such as, TikTok, the conglomeration of Meta including Facebook, Instagram, and WhatsApp as well as other services municipalities may use like NextDoor, LinkedIn, and Pinterest.

The effectiveness of social media and its ability to be a forum for the exchange of ideas, opinions, and understanding of happenings in the community requires as Ruppert et al. (2013, p. 31) proposes, for municipalities to “be attentive not only to the digital in general terms but to the more specific mobilizations which allow the digital to be rendered visible and hence effective in particular locations” (Moss et al., 2015, p. 288). The specificity of mobilizations for municipalities ranges from in-person and online events, responsiveness to public issues, and intentional use of tools that most resonate with constituents’ needs.

Findings conclude that implementing not only intentional use of these platforms but also the use of analytics can help municipalities “develop a better understanding of their online audience and

of how messages circulate in the local public sphere” (Moss et al., 2015, p. 291). Understanding the informal ways constituents express issues and circulate information is crucial and analyzing platform trends could be a way to mitigate the lack of accurate feedback through more traditional formal settings. Additional solutions to better understand public patterns could include “the ‘co-design’ of policy, which entails moving from a top-down model of engagement to a more participatory one, where the public is involved in setting the agenda and formulating policy” creating increase of transparency between publics and municipalities (Moss et al., 2015, p. 292). The approach of co-design and combined use of analytics could additionally provide information to “feed insights into council decision-making” allowing for a more open forum for communication and conversation between publics and their municipalities (Moss et al., 2015, p. 291). It is essential and commonly understood in trying to understand, identify trends, and compile information to know your audience, in this case, publics throughout municipalities, ensuring their views, feedback, and potential implications for the community are addressed before an issue arises.

Aside from understanding the ways various audiences use social media, there is also the issue of sustainability of attention and engagement. Not only must municipalities intentionally use platforms in a way that is responsive to constituents, but they need to understand what and why engagement increases or decreases for certain types of posts, platforms, and communication strategies. This along with recent years’ increase in the use of social media and growing concern of political polarization, invites assessment of differing groups and their use of language, tone, interest, or disinterest, inviting conversation of the effects of social media engagement. Through a 2020 study titled *Out Group Animosity drives engagement on social media*, a research group investigates posts from news media accounts and US congressional members. On the platforms studied, Facebook and Twitter, it was found that the use of political “out-group language is the strongest predictor of social media engagement, and [these posts] were shared or retweeted about twice as often as posts about the [political] in-group” (Rathje et al., 2020, p. 7).

Within the study, the growing concern about social media’s role in potential incentives for certain content that relates to polarization is addressed through the term virality. Going ‘viral’ is a term commonly associated with “the success of a social movement, business, or political campaign” creating a competitive nature for businesses to create engaging social media content (Van Der Linden, 2017, pp. 1). Yet with this potential success, there are also potential downfalls in the intentionality, purpose, and value of content produced to simply boost engagement and gain virality. Of course, for municipalities it is important “for attention and engagement, understanding what drives virality,” but municipalities should seek caution, “when the chief goal is virality, this may create negative externalities in the form of polarizing, hyper-partisan, or false content” (Van Der Linden, 2017, pp. 1).

Through the type of content produced, municipalities are representing a brand, their public administrators, and workers, as well as the constituents themselves. With this, there is an evolved understanding that social media is “important on a practical level” for communication, interaction, engagement, and a general representation of the municipality’s adaptation to innovative technology (Boczkowski et al., 2018, pp. 3523-3539). Municipalities must adapt to meet the needs of their constituents, consumers, and connections for partnership with all industries with the consensus that “social media is encroaching on more aspects of our lives, becoming one of the

main ways in which people consume news and interact with politicians” (Boczkowski et. et al., 2018, pp. 3523-3539).

Research Methodology

Research Focus

The team’s research focus analyzing a sample of thirty-seven (37) small to mid-sized municipalities located in Tarrant County was informed by the following research questions which led to the understanding that both quantitative and qualitative data were essential in this study.

Research Question 1: What is social media within the lens of local government?

Research Question 2: How do the target municipalities utilize social media in their communication and engagement efforts?

Research Question 3: What are successful social media practices, and which municipalities utilize these practices?

Research Question 4: Is there a relationship between social media policies, communication standards, or marketing strategies and successful social media practices?

Research Question 5: Is there a relationship between successful social media practices and the existence/quality of dedicated staff for social media communication?

The quantitative data collected included an audit of targeted municipalities’ social media accounts and other forums for public engagement, including Facebook, Twitter, Instagram, YouTube, TikTok, LinkedIn, and NextDoor. Information found from the quantitative analysis and social media audit included categorization of post types, time of day, whether the post included a graphic, photo, or call to action, the number of engagements based on comments, likes, shares, or views (dependent upon each platform’s metrics) and other notable observations. Through this data record (Appendix B), the team assessed how municipalities used their networks, types of posts compared to the number of engagements, the scheduling of external communications outreach, and which municipalities were rated as most effective in utilizing these resources.

The qualitative data collected included a series of survey questions based on the city official’s understanding, experience, and implementation of social media strategy (Appendix D). With both open-ended and multiple-choice questions, this assessment attempted to reveal the why behind a municipality’s uses of certain platforms, the strategies used as part of the municipality’s brand management, and the reasoning for the execution of social media posts. Questions also included knowledge of who is responsible for social media posts, if there are paid staff, the existence of social media policies and if there is a budget specifically dedicated to social media in the municipality. Both sources of data, quantitatively and qualitatively, provided a deeper understanding of these specific municipalities in Tarrant County, but also of small to mid-size

municipalities in general and of the highlights and challenges encountered in the process of having social media presence.

Through both means of quantitative and qualitative analysis, the team assessed the five research questions. The five research questions listed above include, defining social media in the lens of local government, how social media is utilized, successful social media practices, if there is a relationship between policies, communication standards, or marketing strategies for successful social media practices as well as if there is a relationship between successful social media practices and the existence/quality of dedicated staff for social media communication. With the assessment of questions and analysis of data findings, limitations, recommendations, and a conclusion of the research resulted.

Social Media Audit

The analysis of social media content published between January 27 and February 24, 2022 (Appendix B) provides critical quantitative data for understanding the use of social media by the targeted municipalities. This clearly defined time frame allowed the research team to control for the content or messaging regarding emergencies or “one-off” events (i.e., winter weather emergencies, pandemic-related content, etc.). Of the thirty-seven (37) municipalities, thirty-four (34) posted to their various social media platforms during the audit time frame. Of the three (3) municipalities who did not post during the audit period, one (1) had not posted since November of 2021, and two (2) municipalities did not have social media accounts at all. Through these audits, published content was categorized into eleven types of posts, including:

1. Community Events/Activities
2. Public Meetings
3. Development/Project Updates
4. Job Opportunities
5. Collecting Feedback (Survey)
6. Feel Good Posts
7. Partnership Collaborative Posts
8. Event Post
9. Emergency Announcement
10. Hours of Operation Announcement
11. Other

This typology can be further categorized into what DePaula et al. (2018) describes as *push*, *pull*, and *networking*, a “3-category descriptive model”. *Push* refers to the traditional, one-way method of pushing information to the public, *pull* refers to mechanisms designed to gather input or participation from the public, and *networking* refers to the attempt to establish a dialogue with the targeted audience (DePaula et al., 2018). The project team categorized the types of posts identified by the social media audit into each of these three categories (Table 1).

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Table 1. Push, Pull, Networking

Push	Pull	Networking
Community Events	Collecting Feedback	Feel Good Posts
Public Meetings	(Surveys/Input)	Partnership/Collaborative Posts
Development/Project Updates	Event Posts	
Job Opportunities		
Emergency Announcements		
Hours of Operation		
Other		

The sorting of post types into the broader push, pull, and networking categories presented a challenge in that some overlap exists naturally. For example, Community Events could also be categorized as Pull or Networking in that the goal of the post publisher is to inform their followers of the event and draw attendance or participation. However, outside of informing their followers of the event/activity/opportunity, these desired responses from the social media followers would occur “offline.” Without closer collaboration with the targeted municipalities and a longer timeline, the research team cannot measure the level of engagement for offline reactions or activities. Therefore, it was determined to categorize these post types under “Push” due to the informative nature of the posts and the team’s ability to measure the online engagement levels of those posts.

Additional data collected through the audit includes the time frame the post was published (AM/PM). If posts were published outside the typical hours of 6 a.m. to 9 p.m., these times were also noted. Data collection also included whether the post contained supplemental visual aids such as graphics, videos, GIFs, or photos and whether there was a call to action with a corresponding link. Post engagement rates were also recorded as a single summation of reactions, including likes, comments, shares, or similar terms per post. These post reactions are critical indicators of the municipalities' level of engagement with their social media followers.

The raw data was then organized into weeks. Week 1 from January 27 to February 2, Week 2 from February 3 to 9, Week 3 from February 10 to 16, and Week 4 from February 17 to 24. The average engagement per post was calculated for Week 1 through 4 in addition to the average number of posts per week which was calculated for each municipality. The overall average engagement was then calculated based on the average engagement of Week 1 through Week 4. This data point established the standard for top performing municipalities based on their total average engagement. The municipalities below the overall average engagement rate were equally divided into two subsequent groups. Though some cities did have some posts that went viral thereby increasing their average engagement rate, their efforts were not by chance but the result of strategic communication planning. By this reasoning, the research team determined to continue the use of the average engagement per post for measuring the successful use of social media (Appendix C).

Interviews and Surveys

Through outreach attempts and collection of responses, both qualitative and quantitative data resulted based on the research questions and understanding of the social media audit for the respective thirty-seven (37) municipalities. All outreach attempts for interviews were conducted between the dates of March 17, 2022 to March 25, 2022, with phone calls being the initial point of outreach either resulting in successful, unsuccessful, recording of voicemail, or emailed with project information/request to schedule an interview. A majority of the first outreach attempts occurred between the morning hours of 9 a.m. to 12 p.m. and resulted in a successful point of contact reached followed up with email to schedule interviews or resulted in leaving a voicemail followed up by email communication describing the request. Other successful outreach attempts by phone call resulted in city officials acknowledging their interest in the request but preferred to complete the survey directly due to time constraints and workload capacity.

After the first outreach attempt, some municipalities were responsive to scheduling interviews by email communication, directly responded to survey questions by email, or directly completed the survey through Microsoft Forms. Through the second outreach attempt, communications were continued dependent on the previous attempt’s results with either a phone call made being unsuccessful, successful, or left voicemail and email communication made noting any responses to the previous email attempt or with directly sending the survey. This pattern of communication continued with outreach attempts three, four, and five – adapting applicably to each municipality's responses or lack thereof, as well as needs such as scheduling an interview or preference to directly complete the survey. All outreach attempts were recorded by team members in the outreach log, notating their progress in the ‘Survey Status’ field.

Table 2. Interview and Surveys Outreach Attempts

Outreach Method	Attempt #1	Attempt #2	Attempt #3	Attempt #4	Attempt #5	Total
Email	1	24	14	12	5	56
Phone – Left Voicemail	24	4	6	-	-	34
Phone – Successful	10	3	2	2	-	17
Phone - Unsuccessful	2	1	-	-	-	3
Total	37	32	22	14	5	110

With the five outreach attempts throughout the seven-day working period the team was able to gather 62% or twenty-three responses out of thirty-seven requested surveys. A total of 32% or twelve out of thirty-seven municipalities did not complete the survey, and 5.4% or two out of thirty-seven municipalities declined to respond to the survey questions by interview or independent means. In total, there were eight city officials who agreed and completed the survey over a phone interview with team members, resulting in valuable qualitative data that would not necessarily be reflected the same as in the independently completed survey. Throughout these outreach attempts, interviews, and collection of survey data, a greater understanding of the respective thirty-seven (37) municipalities definitions, purposes, strategies, and organization of communication departments and policies resulted.

Social Media Policy Audit

Through phone interviews, surveys, open record requests and website reviews the project team attempted to identify which cities used formal policies, branding guidelines, and communication standards in the management of their social media pages (Table 3).

Table 3. Presence of formal policies, guidelines, and standards.

Type	No. of Cities	Cities (%)
Social Media Policy (External Communications)	16	43
Social Media (Internal/ Personnel policy)	19	51
Communications Style Guide	9	24
Marketing and Branding Guidelines	11	29
Social Media Strategy	3	8

Out of 37 cities, 27 cities provided or indicated the existence of a social media policy. Provided policies were scored against a matrix (Appendix E), developed by the project team, using the eight legal considerations as identified by the Institute for Local Government (2013).

- First Amendment issues relating to government restrictions on speech,
- Use of public resource issues,
- Employee use of social media, both on behalf of the agency and personally,
- Other employment-related social media issues,
- Open meeting law issues,
- Public records retention and disclosure issues,
- Procurement, gift, and contract issues, and
- Equal access/Section 508 (disability access) issues. (p. 1.)

Additional considerations for earning points included:

- The provision of an external policy or public usage terms on social media platforms
- Presence of usage guidelines (number of posts per day, types of posts, use of #hashtags, photos, and graphics, etc.)
- Presence of brand standards in the policy or as a separate document
- Indication in survey or policy document of standard review period

Cities were assigned a rank of high, medium, or low based on the percentage points received (xx/39) for their social media policies, guidelines, and standards. The nine highest ranking cities scored between 50-82%, medium ranking cities scored 25-49%, and the low-ranking cities scored below 25%. Six cities indicated they had these policies but did not provide them for review, four indicated they had no policy although they used social media, one did not use social media, and five did not respond.

Research Outcomes

Findings

By combining quantitative data from the overview of social media practices and the social media audit with the qualitative interview and surveys data, we were able to answer the previously presented research questions. By cross referencing the cities' definitions of social media from survey responses with the social media audit, how they use it, and how academic sources define social media, we were able to answer the question "What is social media within the lens of local government?" and identify relationships between successful social media practices and the existence of specific policies, guidelines and dedicated, trained social media staff.

Research Question 1

Social media within the lens of local government is a relatively new concept, with commonly associated platforms like Facebook and Twitter beginning in 2004 and 2006, respectively. Less than twenty years of existence, with a variety of defining characteristics and terms, social media and an encapsulating definition representing all that it is, still evolves daily. With academic resources, social media is often referred to as a 'tool' for civic engagement, communication, and interaction. This 'tool' is a representation of the group and its ideals, public perception, and constituents itself that reside within that group or in this case municipality. Throughout collected survey responses of evaluated municipalities (Appendix D), social media was mostly defined as a 'way to communicate with citizens and the public,' as well as a check for 'transparency in government.' Both qualitative and quantitative data are important in understanding all the ways social media is and can be used for municipalities, these are two essential points that helped the team better establish a consensus on the defining elements.

Based on this study and specifically through the collected interviews, survey responses and academic resources found, the team defines social media within the lens of local government as – "an online publicly available information sharing tool, available in a variety of platforms, that extends a municipality's communication, public engagement and perception to the physical and virtual world, commonly used for feedback, insight, and analysis of constituent needs, interests, and understanding of community news."

Research Question 2

To understand how the target municipalities use social media in communication and engagement efforts, the project team compiled the data collected from both the social media audit, and city surveys. Overall, a baseline was established across all municipalities to create a broad view of the patterns of use before drilling down into more specific social media practices of the individual municipalities. As mentioned previously, thirty-five (35) of the thirty-seven (37) municipalities employ social media to engage with their residents. Of those who use social media, 100% use Facebook with an average engagement rate of 112.3 reactions per post, followed by 57% of cities using Twitter with an average engagement rate of 23.4 reactions per post. Instagram and YouTube are used by 25.7% of the social media active cities, with Instagram averaging an engagement rate of 46.8 reactions per post and YouTube averaging 55.15 reactions per post. LinkedIn and TikTok are both the least popular and lowest-performing platforms, with 8.6% of the cities using LinkedIn with an average engagement rate of 20.29 reactions per post, followed by TikTok, which is utilized by 2.9% of the cities with an average engagement rate of zero (0) reactions per post. Overall, Facebook is the most utilized social media platform across the targeted municipalities, with the highest average engagement rates per post (Table 4).

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Table 4. Average engagement rate per platform used.

Audited Platforms	Percentage of Cities that Use*	Average Engagement Per Post
Facebook	100%	112.29
Instagram	26%	46.8
LinkedIn	9%	20.29
TikTok	3%	0
Twitter	57%	27.37
YouTube	26%	55.15

So, what do the municipalities hope to accomplish through their use of social media? From the survey data, 91% of the respondents reported the desire for increased public engagement through their use of social media and to increase event promotion and attendance. Additional desired benefits are shown in Figure 1 below.

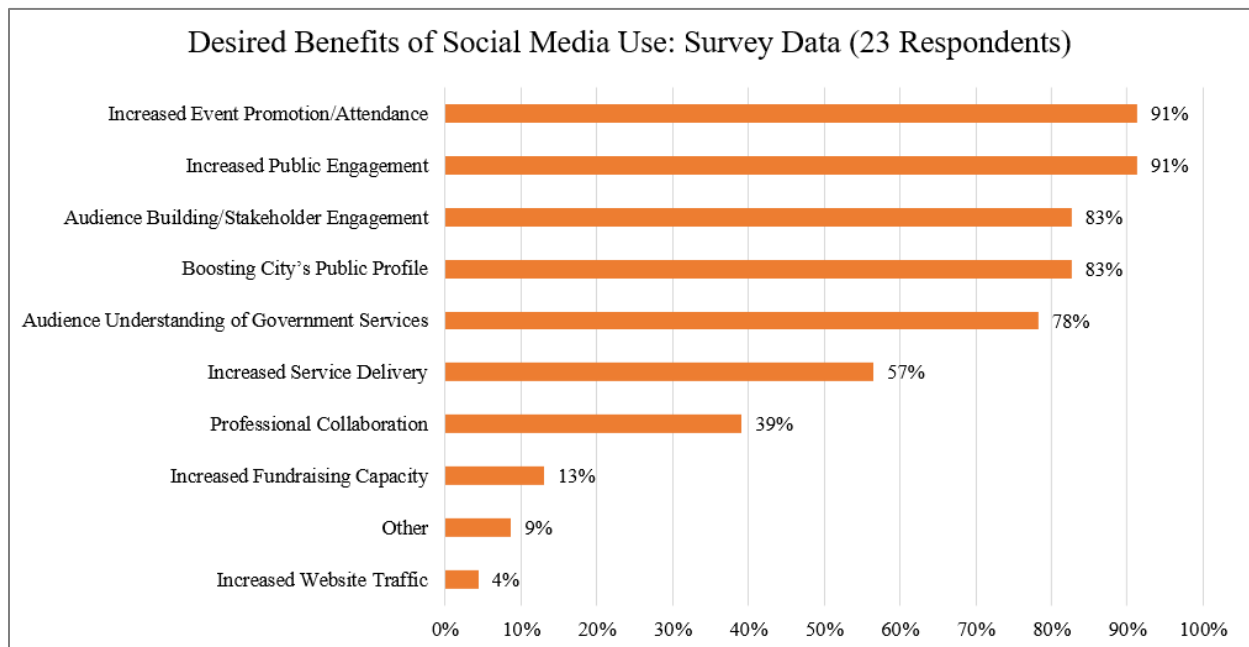


Figure 1. Desired benefits of social media use as indicated by respondent cities.

As previously mentioned, because the project team is limited to measuring online efforts and engagements, the offline or in-person responses to the cities' social media campaigns are not included in this research. However, the team was able to categorize and rank the social media activities and corresponding digital engagement of the targeted cities during the specified timeframe.

Data from the social media audit was also apportioned into an average number of posts per week, with an average engagement rate per post for that corresponding week. Overall, the thirty-four (34)

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municipalities published an average of 12.51 posts per week with an average engagement rate of 45.22 reactions per post (Figure 2). This average engagement rate of 45.22 reactions per post served as a key indicator in identifying top-performing municipalities that successfully engage their communities.

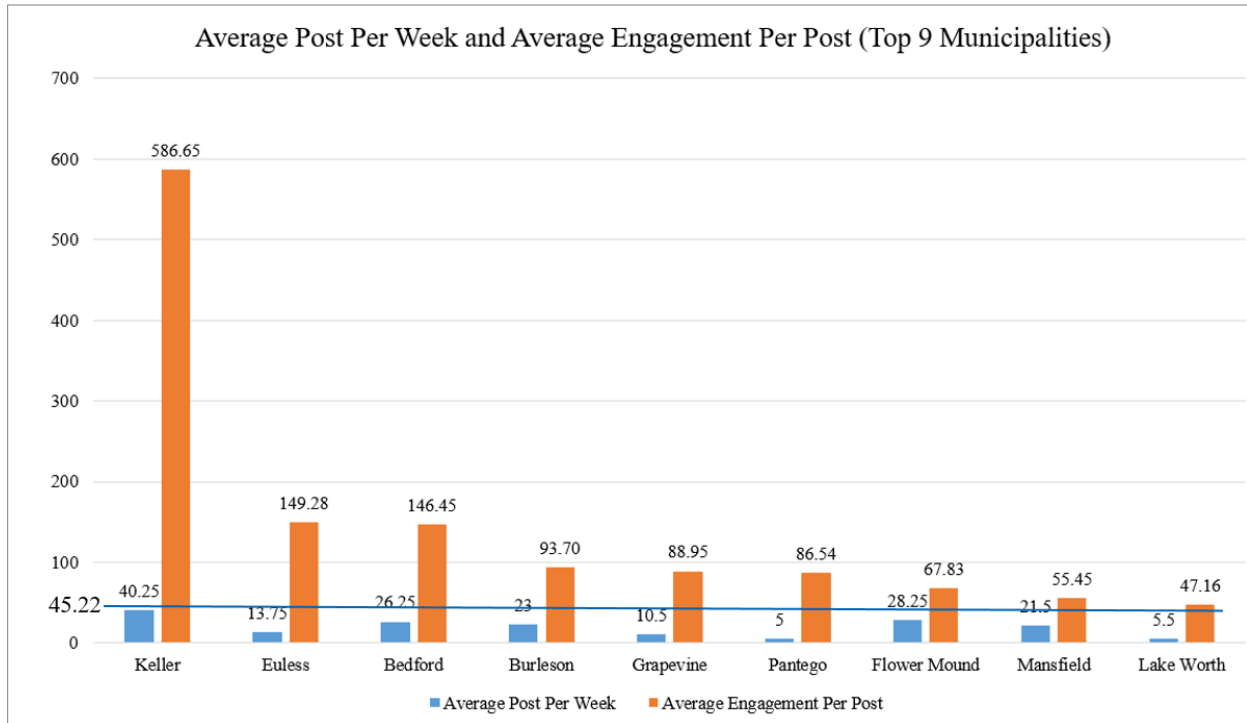


Figure 2. Average Post and Engagement Per Week

The subsequent group of municipalities ranking in the mid-range of engagement rates had a top range of 39.87 average engagement rate per post for an average of 18.2 posts per week and a bottom range of 12.17 average engagement rate per post for an average of 39.25 posts per week. The lowest performing municipalities range had a high of 9.33 average engagement rate per post for an average of 9.25 posts per week and a low of zero (0) engagement rate for zero (0) posts. Please see Appendix C for the full breakdown.

Regarding types of posts published, certain typologies performed higher than others (Table 5). Across all the thirty-four (34) municipalities that posted during the audit timeframe, 20% of the cities showed “Feel Good Posts” as their top-performing post typology, followed by 17% of the cities with “Hours of Operations as their top-performing post typology, then 15% had “Emergency Announcements” as their top-performing post typology. Hours of Operation and Emergency Announcements may be higher on the list as a top performing post for multiple cities due to the winter storms that blew through North Texas during the timeframe of the social media audit. However, this can also be a testament to the effectiveness of disseminating emergency information using social media.

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Table 5. Top Performing Post Type by Average Engagement Rates

Post Type	No. Cities	Cities (%)
Feel Good Posts	7	20.59
Hours of Operation	6	17.65
Emergency Announcements	5	14.71
Other	5	14.71
Partnership Collaborative Posts	5	14.71
Development/Project Updates	4	11.76
Community Events/ Activities	1	2.94
Public Meetings	1	2.94

From the top performing municipalities, most posts published by the City of Keller were categorized as *Push* at 63.98%, followed by *Networking* posts at 34.78 percent, with *Pull* posts being the least published content at 1.24%. All subsequent top performing municipalities also published mostly *Push* posts, followed by *Networking*, then lastly *Pull* (Figure 3). Despite *Push* posts holding most published posts for the top nine (9) cities, regarding engagement levels only six (6) of the nine (9) cities claimed *Push* posts as their highest levels of engagement, whereas three (3) cities claimed *Networking* as the category with the highest percentage of their engagement (Figure 4). This leads the research team to believe that *Networking* posts have the potential to yield more engagement with fewer posts.

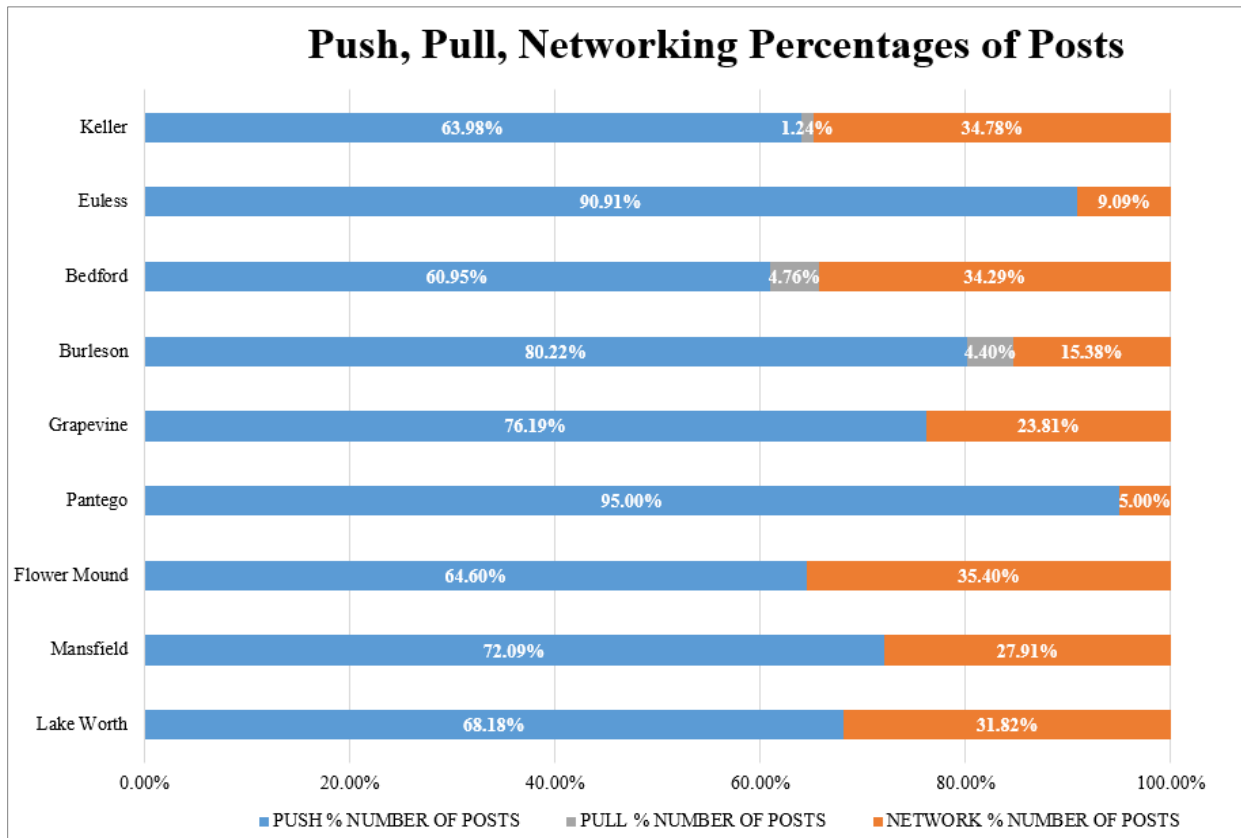


Figure 3. Push, Pull, Networking: Percentages of Posts by Top Performers

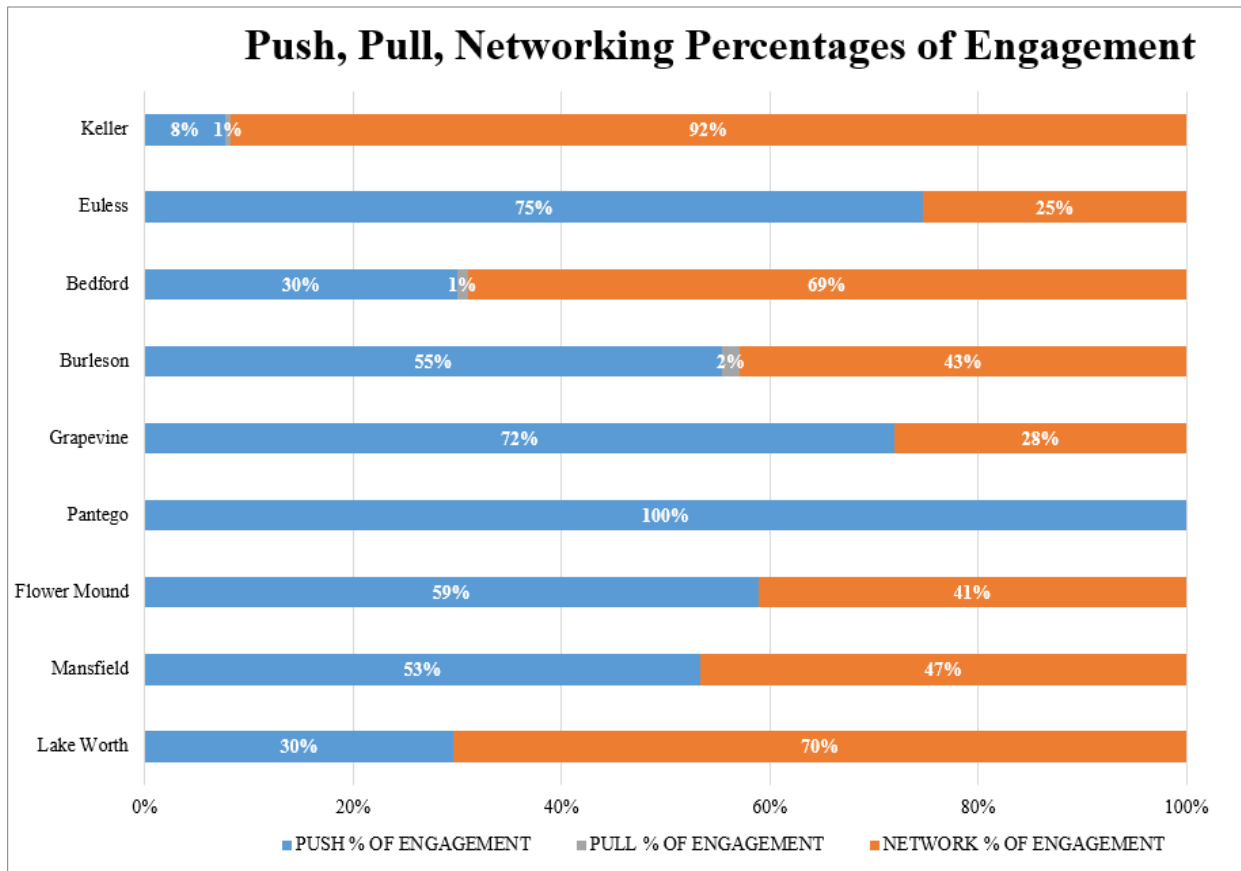


Figure 4. Push, Pull, Networking: Percentages of Engagement by Top Performers

The mid-range municipalities showed similar trends – most of their messages fell in the *Push* category, followed by *Networking*, then *Pull*. See Appendix F for these Figures. However, twelve (12) of the fourteen (14) showed *Push* posts accounting for much of their engagement, with two (2) of the fourteen (14) showing *Networking* posts accounting for most of their engagement. For the low-range municipalities that posted during the social media audit timeframe, all eleven (11) showed a majority posts from the *Push* category. With only one (1) city that showed a majority engagement percentage from the *Networking* category. All other cities had the most engagement from their *Push* category. Overall, the higher performing cities showed to have a bit more diversity in post types, yielding more diverse percentages of engagement from the varying categories. This could be one reason these municipalities perform at a higher rate than their neighboring cities. However, across all groups, the *Pull* category was substantially the lowest category regarding number of posts and percent engagement. This also leads the research team to believe that some of the municipalities with lower engagement may be communicating with their residents via their two-way collaborative platforms but using traditional one-way communication strategies.

Research Question 3

This specific question deals with the measure of success that municipalities did or did not have during the social media audit. When determining how to qualify success in this study, engagement with followers or constituents was determined to be ideal. Engagement is the de facto logistic when it comes to social media success across any social media platform, as other factors such as the

number of followers or the frequency of posts do not convey the same level of reach as engagement does. To qualify engagement in the audit, the team recorded through the specified period instances of posts receiving respective likes, shares, comments, and the respective platform variants of engagement.

When determining which social media practices drove successful engagement, factors such as post type variation, consistency in posting frequency, and the creation of meaningful content contributed towards engagement. Additionally, post quality and consistent posting time was also found to be beneficial towards increased engagement. The most significant factor influencing engagement across all practices was the use of “feel good posts.” The top nine performing cities in average engagement were found to be, in order: Keller, Euless, Bedford, Burleson, Grapevine, Pantego, and Flower Mound.

On the contrary, some of the municipalities that underperformed in terms of engagement have similar commonalities with one another. Some smaller cities did not utilize social media at all or the central hub for the city’s social media was not run by a city employee. Other problems facing low performers included poorly scheduled posting times, minimal posting, too frequent posting, and lack of diverse content. Some city social media accounts were also not advertised on their website, or links were broken, along with most lower performing cities having no social media policy standards.

It is also important to note that success when it comes to engagement may not be strictly what cities are utilizing social media for. During the survey outreach attempts with the cities, when asked specifically about the use of social media and its desired purpose, most cities spoke of more than engagement with constituents. For most cities surveyed, the use of social media in alerting the public to city news and information is as important as engagement. As described by Moss, et al. (2015), cities functional use for social media includes “communication, public relations, customer services, and public consultation and engagement,” each city may have broader goals than just strictly focusing on engagement (p. 290). While this study did qualify successful social media use upon engagement, other cities may have their own metrics with which success is measured.

Research Question 4

Out of thirty-seven (37) cities, twenty-seven (27) cities indicated they had some form of social media policy. Of the nine cities with the highest engagement, six cities scored in the high or medium range for policies and standards (Table 6). Outliers in these results included the two highest engaged (Keller & Euless) because, although they indicated the presence of a social media policy and brand standards, these documents were not provided for review. Additionally, Keller is one of three cities that identified a strong social media strategy. Based on this data, it is possible to conclude that there is a relationship between the presence of a clearly defined social media policy, communications standards or marketing strategies and the successful use of social media. However, the presence or absence of a policy and standards does not necessarily mean that a corresponding effectiveness of social media use will follow. For example, Richland Hills, which ranked low in engagement but high in the social media policy analysis, recently adopted a detailed social media policy and is currently working to implement it across the organization. They are also working with a consultant to develop marketing and branding guidelines and a social media

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strategy to rebrand themselves on social media and improve the effectiveness of its use for increased engagement. Furthermore, the City of Pantego who, without a social media policy, ranked in the top nine cities for engagement. This could be attributed to the population of the city, small staff size, having one person responsible for all posts, and limiting posts to reflect the desired needs of the community. And finally, Forest Hill, while having a top ranked policy, has not posted to their Facebook page in five years.

Table 6. Social Media Policy vs. Average Engagements by City

City	Policy Type Reviewed	Policy Score (%)	Average Engagement (per post)	Engagement Rank
Grapevine	Internal & External	82.05	88.95	5
Flower Mound	Internal & External	66.67	67.83	7
Burleson	Internal & External	58.97	93.7	4
Colleyville	Internal & External	58.97	18.44	17
Richland Hills	Internal & External	58.97	9.32	24
Benbrook	Internal & External	56.41	21.83	16
Forest Hill	External	56.41	0	35
Mansfield	Internal	51.28	55.45	8
Saginaw	Internal	51.28	35.75	11
Haltom City	Internal & External	48.72	32.65	12
Newark	Internal	38.46	1.48	30
Bedford	External	33.33	146.45	3
North Richland Hills	External	33.33	39.87	10
Watauga	Internal	33.33	27	13
Southlake	Internal	28.21	12.17	23
Haslet	Internal & External	28.21	0.5	33
Lake Worth	Internal	25.64	47.15	9
Azle	External	25.64	0.02	34
Hurst	External	23.08	24.45	14
Trophy Club	External	23.08	15.14	20
White Settlement	Internal	20.51	24.07	15
Westlake	Indicated Policy	10.26	13.14	22
Keller	Indicated Policy	7.69	586.65	1
Westworth Village	Indicated Policy	7.69	1.375	31
Euless	Indicated Policy	5.13	149.28	2
Sansom Park	Indicated Policy	5.13	5.65	27
Pelican Bay	Indicated Policy	0.00	2.59	28
*Edgecliff Village	No policy	0.00	0	37
Pantego	No policy	0.00	86.54	6

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Kennedale	No policy	0.00	17.87	18
Crowley	No policy	0.00	9.06	25
Lakeside	No policy	0.00	0.75	32

“Indicated policy” refers to respondents that stated they had a social media policy but did not provide it for review.

**Indicated no social media use.*

Research Question 5

Our final research question addressed the correlation between successful social media practices and the existence of trained and dedicated staff for social media communication. Bennett and Manoharan (2017, p. 324-325) identify four categories of responsibility for managing social media presence:

1. Decentralized (each department manages its own)
2. Centralized (single department manages for the organization, i.e., Public Information, Communications, or IT (Information Technology) Department)
3. Shared (each department works collaboratively with a centralized authority)
4. Not Specified (no mention of a specific authority)

Of the policies reviewed and the corresponding survey data, a shared authority was the most common with 17 or 53% of cities initiating requests and policies through a centralized department, while approved pages/accounts are managed by individual departments, this is most common in the larger cities but can be seen in some of the smaller cities as well with parks and recreation, library, police, and fire departments managing their own pages. Eight cities indicated a centralized authority and the remaining seven did not specify an authority over the organization’s social media presence.

From the data, there is no strong correlation between the number of staff dedicated to social media and social media practices. In some cases, having three (3) or more staff members working on the city’s social media platforms increased the amount of engagement but is not sufficient to state that having more staff members equates to more engagement (Table 7). There were two cities, Keller, and Bedford, that went viral and threw the averages way up. Based on the data, cities having three (3) or more people working on social media averaged 177.36 engagements per week, but this number is ballooned by the virality of the top city, Keller. If that city’s average is removed, then the average engagement per week drops to 40.93. The cities with three (3) staff members working on social media had an average of 54.61 engagements per week. The average for these cities is also abnormal due to the largest engagement city is four times as large as the lowest city. This group does not have a mode number of engagements which also skews the data range. The cities with 2 staff members working on social media average 28.43 engagements per week. This average is also ballooned by the virality of Bedford’s viral post. If this city is removed, then the average engagement drops to 13.68 per week. The cities with one staff member working on social media averaged 9.63 engagements per week.

Table 7. Number of Staff Members vs. Average Engagements by City

Number of Staff	Number of Cities	Range of Engagement	Average Engagement	Adjusted Engagement*
3+	4	586.65 - 35.76	177.36	40.93
3	3	86.54 - 21.83	54.61	
2	9	146.45 - 0.02	28.43	13.68
1	2	17.88 - 1.38	9.63	

**Engagement adjusted to reflect absence of viral number.*

There were some cities that had higher levels of engagement than others, but they were for varying factors. Three cities caught our attention. The city with the highest average of engagement had a level of engagement that was astronomically higher than any of the other cities. The City of Keller had a social media post that went viral. This viral social media post was about a creepy doll found on a city park bench that went missing after a few days. The city’s Police Department engaged with the fun story, and people around the country and Canada engaged with the missing creepy doll story. The City of Bedford caught our attention, having the second-highest average level of engagement with a post that also went viral. In this post, the city’s fire department recreated a curling competition in their firehouse with soapy floors, brooms, and a water jug. This feel-good story went viral because a national morning news brand (Good Morning America) retweeted the story. The third city that caught our attention had a quality level of engagement, but their staff did not give social media a lot of hours of creating content. In the Town of Pantego, one social media story received a lot of attention due to one of the city’s police officers passing away from COVID.

The strongest correlation to increase the level of engagement is creating social media content that is fun from which the city’s population is drawn to engage, like Keller’s creepy doll posts or Bedford’s fire department reenacting a curling competition. The other is posting stories that are connected to current events happening in society, like the COVID loss story.

Limitations

Within the scope of the project, several limitations are unavoidable throughout the collection, outreach, and research aspects of this report. Social media and the use of such as a research topic forces the confrontation of many standard limitations in this study. The following limitations were encountered: errors with sampling data, sampling size, limited access to data, and difficulty connecting with city staff. After confronting these limitations, suggestions on how to avoid these issues in future research will be prescribed.

The use of social media brings problems with both sampling data and size. For example, the number of social media followers is a metric that was integral to the research but is a number that could very easily be manipulated. There are no limitations on social media websites that prevent the creation of duplicate accounts from driving up the number of followers for individual city profiles. Citizens that follow cities might also either be over or underrepresented, in the case where one person has multiple profiles, several people utilize a singular profile to browse and engage with the city, or followers are not current residents of the city. An instance that was noticed during

the audit study was the city of Haslet having more followers on Facebook than the total number of citizens living in the city.

In conjunction with the issues of sampling size and data, an additional issue was limited access to data was encountered. Some cities did not utilize social media or did such methods that were not available to be quantifiable. In our research scope, we limited the collection phase to a period of four weeks, the overall engagement was recorded during the following month. Upon review of some cities, the accuracy of engagement could change with people having the option to unlike or delete comments, which could alter engagement numbers.

An additional limitation was that of the willingness to participate from the cities themselves. Not all cities responded to outreach attempts which limited the type of data that could be collected to just the audit alone. Out of the thirty-seven (37) small to mid-sized cities, we collected a total of twenty-three (23) responses. However, not all municipalities were willing or able to share their social media policy/guidelines.

To get the most adequate data, 100% participation was desirable but unrealistic in the time frame and scope of the project. If data were received from every city, comparing the data across all the cities could have resulted in better results. Based on only slightly more than half participation, the data will produce less accurate trends.

Concluding with the types of limitations faced, the prescription to some of these issues is paramount for future research to not be stymied by similar woes. Addressing the issue of the data sampling and collection issues, generalizing, or reducing how narrow the scope of the study could improve on problems contributed by using the number of followers as one of the main metrics. People who follow cities may follow more than one because individuals may live close by or near other city boundaries, influencing which cities that they may follow or engage with. City boundaries also might not coincide with other types of municipal boundaries, such as school districts. Larger cities may also provide more accurate and important information than smaller cities so that smaller cities would be less reliant upon posting information already addressed. Widening the scale of the project could create the opportunity for further research into this field.

Another opportunity to avoid similar limitations would be to limit the scale of social media platforms utilized. With this study, we analyzed several social media platforms each with their own different engagement metrics and the number of followers. Platforms such as Twitter also have the capability of providing truly unique visitors and users that engage with posts, whilst others like Facebook and Instagram do not. Therefore, comparing platforms with one another could not provide accurate data. Future studies into this matter should limit the overall platforms to a singular platform to better homogenize data collections.

Lastly, the issue with city engagement could be addressed within the scale of the project by increasing the number of outreach attempts and lengthening the timeframe of the study. With this project being limited to a research timeframe of only 4 months, other studies should utilize a longer research timeframe to achieve better contacts with cities, along with giving cities more time to respond to inquiries.

Recommendations

To have an effective social media plan, the cities must establish clear goals, objectives, and strategies. However, it is important to not expect too much when just getting started with social media as it can become very daunting. Denovati Digital (Hunt, 2013) provides a list of Dos and Don'ts when attempting to create brand identity in the digital era. Hunt (2013) explains,

“Cities should understand that the value of social media investment is not directly measurable as it is more long-term and strategic...social media doesn't manage itself; and to be successful, resources must be allocated appropriately to set-up a platform properly, and provide for ongoing management, maintenance, and engagement.” (Para.8-9)

To ensure successful use of social media to engage with their communities, social media managers must be intentional in their efforts. Recommendations include:

- Strive to understand the community make-up and social media trends utilized by varying demographics.
- Plan for social media use to ensure meaningful, appealing, and accurate content.
- Utilize platform tools such as analytics and scheduling to increase efficiency.
- Provide clear expectations for public users and city communicators through the development and implementation of a comprehensive social media policy.

Understanding Demographics and Platform Use

For city communicators to reach their communities, they must be willing to meet them where they are. According to an Edison Research and Triton Digital (2021) annual report, *The Infinite Dial*, an estimated 250 million Americans ages, 12+ own a smartphone, and approximately 233 million Americans used social media in 2021.

Facebook continues to be the most popular social network overall, with 71% of the 35-54, and 57% of the 55 and up age groups using this platform. However, its popularity is declining, as the only demographic that saw an increase in users was the 55 and older age group. Every other age group saw a decline, with users 12-34 years old dropping from 79% in 2017 to 57% today. Instagram continues to grow at a steady rate with 70% usage from this age group; and, most notably, TikTok users increased by 19%, with 44% usage by 12–34-year-olds (Edison Research, 2021, pp. 23-27). It is important to understand how each platform resonates with varying age groups; because, as the community ages they will continue to use the platforms they feel most comfortable with. Additionally, the types of services and information shared may be better suited for varying ages; while City Hall tends to stick to Facebook and Twitter, departments such as Libraries, Parks and Recreation, and City owned waterparks are increasingly adding Instagram and TikTok to promote their activities. By comparing these statistics to census data and social media platform analytics, city communicators can identify where they should be focusing their social media efforts for increased efficiency and engagement.

Plan to Create Meaningful, Appealing and Accurate Content

Social media managers must have a plan of action and execution to be effective in social media communications. Just over 52% of responding cities stated that, across the organization, staff spent more than 10 hours per week on this type of communication. It is imperative that social media managers are provided with appropriate planning time during the week. When posts are not planned, communicators may find themselves spending more time than necessary on this task by searching for program, event, or service details and appropriate graphics. Mistakes are more often made when posts are not planned, which can be detrimental to intended communications.

Collaborate for Meaningful Content

To be engaging, content must be meaningful to those in the community. By collaborating with other departments or community services, City pages will draw more participation from the community. For example, the successful posts from the three cities that the project team studied earlier in the paper included social media posts involving another city department, i.e., police and fire departments. One city, Richland Hills, has a social media committee that meets regularly to discuss events and plan out their posts. Brainstorming ideas in advance and with other team members will help to improve the level of engagement from the community through meaningful, appealing, and accurate social media posts.

Use Appealing Graphics

Additionally, the visual aide of posted content must also be appealing to the community. Graphics like photos, videos, GIFs, and more can increase the performance of a post, thereby growing the organization's rates of engagement. Generally, people like to see true representations from their community. Through quality, tailored content, residents can receive important civic information and/or interesting stories from the city in a relatable way.

Strive for Accuracy

It is necessary to support posts with accurate information. Provide the audience with appropriate times, dates, and locations, when necessary, i.e., festivals, elections, maintenance, etc. If there are questions presented to the city through the social media platforms, it is crucial to respond in a timely manner, be honest, and use accurate information. If a question requires a response that is beneficial to the whole community, then reply in the comment section. If the question is more private, respond through a private message.

Utilize Platform Analytics

To ensure that levels of engagement increase, cities must also know their targeted audience and the platform that is being used. Audits should be conducted regularly to study the corresponding data of the published stories that are receiving the most attention. It is imperative that the staff use analytics provided by the different social media platforms to understand who is watching the posts, who is reacting to the posts (see if there are likes, dislikes, loves, and/or comments), and if the community is sharing the posts. This can help staff brainstorm to create new content capable of generating more engagement.

Schedule Ahead

Utilize the scheduling tool offered by most platforms. By planning content ahead of time, staff can utilize the scheduling tool to create posts to be scheduled at a future specified date and time. This is especially helpful because it allows city communicators to schedule planning time around their other obligations, while ensuring content is pushed out at peak times for interaction as identified by platform analytics. For cities using multiple platforms, social media management apps such as Sprout Social, Hootsuite, or Buffer can increase efficiency by scheduling, posting, and recycling content to all social media platforms in one location. These apps can also provide analytics and other management tools in one place.

Policy Development and Implementation

When cities employ the use of social media as a communication tool, there must be terms associated with the public's use of the site and the internal employee use. A small section embedded into the personnel policy is no longer enough. As previously addressed, the Institute for Local Government (2013) provides eight legal considerations for local government use of social media. Cities should address these considerations in the creation of their social media policies. "Such policies, among other things, provide an opportunity to define and limit the scope of its own and others' activities as they relate to the agency's social media site." (Institute for Local Government, 2013, p.4) Hrdinova et al. (2010) as cited in Bennett and Manoharan (2017, pp. 6-7) provided four strategies for developing an effective social media policy:

1. Clearly define goals and objectives for developing a social media presence to fully understand and properly emphasize elements included in the policy. For example, cities citing a desire to increase engagement opportunities, should not limit citizen communication through social media pages.
2. Include key leaders and stakeholders from across the organization to ensure a variety of viewpoints are considered in the policy. For example, someone from human resources, IT, Communications, department level users, and legal counsel.
3. Identify existing policies to avoid unnecessary overlapping and conflicting information, and to ensure required information such as record retention and open records laws are included.
4. Have open conversations regarding conflicts and inconsistencies between proposed and existing policies to ensure implementation of social media use will not disrupt other organizational functions. For example, using social media during work hours to create content and respond to posts may conflict with a previously adopted personnel policy.

Employee use of social media and other employment-related issues

Internal social media policies must provide guidance to employees on all aspects pertaining to its use to employees at all levels of the organization. Employees must be made aware of and provided with training covering the acceptable use and expectations of the organization to include employee access, account management, acceptable use (by employees and the public), security, legal, and content policies.

Capacity, coordination, and administration are all challenges presented by survey respondents. Before opening a social media account, it is imperative that cities identify what their goals are in

using this form of communication and evaluate their organizational capacity to meet the intended goals (I.e., staff size, other job duties, etc.). Is the organization large enough for high public facing departments like Police, Fire, Parks and Recreation and Libraries to manage their own pages and what do those quality controls look like? Providing resources and training on brand standards and usage guidelines pertaining to post type, frequency, and content creation to department staff becomes critical as authority is spread across the organization.

First Amendment Issues

As cities strive for increased engagement, they must be prepared to handle difficult comments and disinformation. City communicators must be prepared to take the good with the bad when utilizing social media. Eight responding cities cited trolling or difficult people as one of their top challenges in using social media. To address this issue cities may choose to turn off commenting and use their platforms to only push out information. However, not all platforms allow this or only allow it in a limited capacity, such as the ability to turn off comments for a single post but not all posts. Additionally, this negates the benefit of increased engagement, as identified by 91% of survey respondents. For a city to control content that is posted by its community, public users must first be informed of expectations related to their engagement with city staff and other public users. At a minimum, a social media terms of use policy should be made available via a hyperlink link to the terms posted on the City's website or direct text (Institute for Local Governments, 2013) in a pinned post or the "About" section of the entities social media page as made available by various platforms. Of the twenty-one (21) policies provided, eleven were not provided via the cities Facebook platform, six were provided in difficult to read, unformatted text or an unlinked web address, and four were provided as direct links or formatted, easy to read text. Additionally, four cities using social media indicated the absence of a social media policy all together. Without a terms of use policy or the failure to provide it, the city is left vulnerable to litigation when removing comments or posts made by the public.

Public records retention and disclosure issues

As the use of social media to engage with citizens increases, the expectations of public records retention and disclosures should be addressed in the social media policy. In Texas, social media posts can be considered government records depending on the content being shared. The Texas State Library and Archives Commission provides a Three-Step Drill in the Social Media Records Quick Reference (Appendix G) to identify if a post should be considered a government record for retention purposes and what the retention process and period should look like. Additionally, cities should not rely on social media platforms to maintain any given record. Cities should record their own copy. As the cities social media use increases, this may become difficult to do in-house and cities should consider utilizing a records retention software if not already doing so.

Open meeting law issues

All social media policies should include language and provide guidance to public officials regarding compliance with the open meetings act. Whether on a City run page, personal page, or other community page, it is common for citizens to discuss upcoming issues and public officials must refrain from being baited into conversation that could violate the open meeting act.

Additionally, posting of agendas or meeting notices should not be limited to social media. While many cities posted city council and other boards and commissions meetings on their pages, the

project team did not dive into whether these were the only posted notices or not. Cities should be aware that while it is acceptable to post these notices on social media, the internet used to access these sites is likely not considered “freely” accessible to members of the public and a paper copy should still be posted (Institute for Local Government, 2013).

Equal access/Section 508 (disability access) issues

Section 508 of the Rehabilitation Act mandates that all electronic and information technology by the federal government be accessible to people with disabilities (Institute for Government, 2013). Additionally, Title II of the Americans with Disabilities Act applies to state and local governments and all their services, programs, and activities. While there is currently flexibility in how local governments present online information, complying with Section 508 will help to avoid any gray areas and the potential for litigation should a suit be brought against a city for not providing equal access to online services. More than ever, people rely on websites for local information, and it is important to ensure equal access to this information. Web content with inaccessible features can limit the ability of people with disabilities to access a city’s programs, services, and activities available through that website. For persons with disabilities, inaccessible content means unequal access to many services which have moved online, such as applying for an absentee ballot, paying tickets or fees, filing a police report, registering for programs (Beta.ADA.gov). Another area this has quickly become a significant concern is access to virtual public meetings as most recently necessitated by the COVID-19 pandemic.

When creating online content communications managers must consider features that support the use of screen readers for people who are blind, captioning for people who are deaf or hard of hearing, or voice recognition software for people whose disabilities affect their ability to grasp and use a mouse. For these reasons, the U.S. Department of Justice has consistently taken the position that the ADA’s requirements apply to all the services, programs, or activities of state and local governments, including those offered on the web (Beta.ADA.gov). As cities continue to move towards online services, they must understand these issues and take steps to ensure that their communications with people with disabilities are as effective as their communications with others, not just on their websites but also through social media. Unfortunately, some multimedia sites may not provide the opportunity to include transcripts or captioning and it is important for cities using social media to make sure the tools they use are Section 508 compliant (Institute for Government, 2013)

While some social media is automatically accessible due to their text nature, such as blog sites, social media managers must make intentional efforts to ensure accessibility across all platforms. Suggestions for ensuring accessible social media content include a variety of simple yet effective means, for example:

Use of color. Ensure high color contrast and avoid using color alone to deliver information. People with limited vision or color blindness will not be able to read text if there is not enough contrast between the text provided and the background color, or if they cannot distinguish between certain colors. Additionally, screen readers do not provide color cues (i.e., making required fields red) “required field” should be added as text.

Use of images. When posting graphics or images, always provide a text alternative. People who are blind will not be able to understand the content and purpose of images, such as pictures, illustrations, and charts, when no text alternative is provided. Text alternatives convey the purpose of an image, including pictures, illustrations, charts, etc. (Beta.ADA.gov).

Use of videos. Providing captions on videos will provide accessibility to people with hearing impairments.

Use of emojis. Use caution when using emojis. Users must ensure to use the proper emoji to convey a given feeling or thought, using the wrong emoji could be detrimental to the intended message. Place emojis at the end of the text as placing in the middle can muddle the message being provided as screen readers provide a description of the symbol.

Use of forms. Provide clear instructions in text format and ensure the use of applications that provide tools to create accessible forms. People with disabilities may not be able to understand and accurately submit forms without features like labels that allow screen readers to convey information and error indicators or alerts notifying the user that a field is missing or incorrect. Adobe Pro, Google Forms, and Microsoft Forms all provide these features and provide an accessibility checker.

These recommendations reflect a limited understanding from the project team guided by project research, prior experience, and personal understanding. Cities are encouraged to dig deeper into this area and incorporate Section 508 guidelines into their social media policies to fit their intended use of social media as a communication tool. Existing guidance concerning how to ensure accessibility of websites and other online tools is provided at the following websites:

- Section 508 Standards: <https://www.access-board.gov/ict/>
- Web Content Accessibility Guidelines (WCAG): <https://www.w3.org/wai/standards-guidelines/wcag/>

Additional considerations to include in a social media policy include a specified review period and training requirements. The fast pace of technology has the potential to render policies and practices obsolete after just a few years. For this reason, it is important that these documents are reviewed and updated to ensure staff receive regular, up to date guidance on social media use. Training on the issues above as well as how to utilize analytics to drive strategic content creation, will be helpful in meeting the goals and objectives for its intended use.

Future Research

Due to the limiting nature of the time frame for this project, the project team recommends additional research in developing best practices for social media use by municipalities.

Diversity, Equity, and Inclusion in Social Media

Future research into equal access issues is necessary as cities aim to engage more with all people in their communities. Though twelve (12) of the twenty-three (23) municipalities that completed

the survey responded that their social media policies provide guidance for diversity and inclusion in their platforms, the extent of this guidance remains unclear. Of thirty-two (32) policies that were reviewed, none covered this topic. And, of 1,851 posts audited across the thirty-four (34) municipalities, not one post was in a language other than English. Additional research should be conducted into the prevalence and benefits of multilingual engagement, and what is the threshold for when the benefits outweigh the cost? Additionally, research on expanding the accessibility of communication complying with the Americans with Disabilities Act would provide cities with recommendations on further serving their constituents with additional accessibility needs.

Social Media on Policy, Perception and Political Agendas

Another direction for future research should regard the concept and increase of tech-bro capitalism in social media networks and their potential influence on political agendas. Many moguls of the tech industry have been involved from the genesis of social media such as Mark Zuckerberg and Sheryl Sandberg, focusing on the proposed idealism of accessible human interaction and connection. Yet other tycoons of related industries, such as Elon Musk and Jeff Bezos pose a controversial role at times with the influence they have personally through social media as well as through their associated companies or organizations. How will the influence of the tech world and social media continue to shape policy, perception, and political agendas?

Effects on Regional Municipalities

Additionally, with the increase of inflation, climate change, and relocation of many industries to cities like Austin and San Antonio, Texas, what will this bring both positively and negatively in terms of municipality and citizen engagement as well as the regional economies? The conglomeration of these tech empires invites many future directions for research and how they will affect municipalities use of social media as well as general engagement with constituents. Lastly, the recent conglomeration of Meta including sites like Facebook, Instagram, WhatsApp, and now the Metaverse allow for a plethora of discussion and future research. How will municipalities navigate all these virtual platforms in addition to physical interactions and in-person engagement with citizens? Will this perception of excess in choices of platforms be sustainable for the global economy, municipalities' needs, and human interaction in general? Many questions, concerns and issues have yet to be addressed regarding the overall effect of social media on society, and public administrators should continue to be part of the forefront of these studies.

Conclusion

Social media use from its inception has been catchy and innovative, quickly transforming how global communication has evolved. Communities are increasingly turning to social media to seek information from their local government. In response, municipalities have grown towards operating social media accounts for circulating information such as news, emergency alerts, and programs and service offerings. However, it is important to understand that communication does not necessarily equal engagement. And this tool, still less than two decades old, continuously evolves and adapts, often rendering policies and strategies obsolete after only a few years.

After researching each of these cities, it is apparent that there is no single best way to use social media. The intended goal set by each city for social media use will determine the practices

necessary for each city to be successful. Cities must determine if their goal is to simply push information out, or pull information in, creating two-way communication with a desire to network and engage citizens in meaningful dialogue. Additionally, the balance between the public use of social media and successful use by municipalities is contingent upon factors such as frequency of posts and expectations for responses, which impact budgetary, legal, time, and labor constraints. By creating social media policies, usage guidelines, and strategies consistent with their intended use and organizational capacity, providing detailed training, and ensuring regular review, cities will provide social media managers with the tools necessary to create meaningful content that will appeal to a broad range of citizens.

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Appendices

Appendix A: Social Media by City and Population Size

Social Media by City and Populations Size									
PAPP-5399: Public Administration Capstone Spring 2022									
ID	Rank	Municipality	Pop.	Date of Audit Analysis	Number Social Media Platforms	SM Listed on Website	SM Platforms	SM Platform # of Followers	SM Platform % of Pop.
1	34	Azle	13,369	2/23/22	2	Yes	Facebook	0	0.00%
							Twitter	1,501	11.23%
2	3	Bedford	49,928	2/23/22	4	Yes	Facebook	14000	28.04%
							Twitter	2,836	5.68%
							YouTube	144	0.29%
							Instagram	1,083	2.17%
3	16	Benbrook	24,520	2/23/22	3	Yes	Facebook	6200	25.29%
							Twitter	742	3.03%
							YouTube	35	0.14%
4	26	Blue Mound	2,981	2/23/22	1	Yes	Facebook	729	24.45%
5	4	Burluson	47,641	2/23/22	2	Yes	Facebook	32,469	68.15%
							TikTok	163	0.34%
6	17	Colleyville	26,057	2/23/22	3	Yes	Facebook	8000	30.70%
							Twitter	1,643	6.31%
							Instagram	2,634	10.11%
7	25	Crowley	15,439	2/23/22	3	Yes	Facebook	8300	53.76%
							Twitter	744	4.82%
							Instagram	246	1.59%
8	21	Dalworthington Gardens	2,293	3/3/22	1	Yes	Facebook	1000	43.61%
9	35	Edgecliff Village	3,788	3/3/22	0				
10	2	Euless	61,032	3/3/22	4	Yes	Facebook	21000	34.41%
							Twitter	1544	2.53%
							Instagram	2234	3.66%
							Vimeo	22	0.04%
							Nextdoor	n/a	n/a
11	29	Everman	6154	3/3/22	2	No	Facebook	5600	91.00%
							Twitter	116	1.88%
12	7	Flower Mound	75,956	3/3/22	5	Yes	Facebook	24000	31.60%
							Twitter	10.1k	13.30%
							Instagram	957	1.26%
							Youtube	4.75k	6.25%
							Nextdoor	n/a	n/a
13	36	Forest Hill	13,955	3/3/22	2	No	Facebook	596	4.27%
							Twitter	168	1.20%

An Evaluation of Social Media Trends in Small to Mid-sized Cities

Social Media by City and Populations Size									
PAPP-5399: Public Administration Capstone Spring 2022									
ID	Rank	Municipality	Pop.	Date of Audit Analysis	Number Social Media Platforms	SM Listed on Website	SM Platforms	SM Platform # of Followers	SM Platform % of Pop.
14	5	Grapevine	50,631	3/3/22	5	Yes	Facebook	31000	61.23%
							Twitter	13.2k	26.07%
							Instagram	5158	10.19%
							Youtube	413	0.82%
							Nextdoor	n/a	n/a
15	12	Haltom City	46073	3/7/22	2	Yes	Facebook	4,700	10.20%
							Twitter	1968	4.27%
16	33	Haslet	1952	3/7/22	2	Yes	Facebook	3,900	199.80%
							Twitter	658	33.71%
17	14	Hurst	40413	3/7/22	4	Yes	Facebook	14,000	34.64%
							Twitter	3340	8.26%
							LinkedIn	989	2.45%
							Instagram	1,612	3.99%
18	1	Keller	45776	3/7/22	5	Yes	Facebook	31,000	67.72%
							Twitter	11,200	24.47%
							LinkedIn	1124	2.46%
							Youtube	328	0.72%
							Pinterest	253	0.55%
							Flickr	8	0.02%
19	18	Kennedale	8517	3/7/22	3	Yes	Facebook	3,500	41.09%
							Twitter	861	10.11%
							Nextdoor	n/a	n/a
20	9	Lakeside	1649	3/7/22	1	Yes	Facebook	343	20.80%
21	32	Lake Worth	4711	3/7/22	2	Yes	Facebook	3,800	80.66%
							Twitter	224	4.75%
22	8	Mansfield	72602	3/7/22	6	Yes	Facebook	24,000	33.06%
							Twitter	4321	5.95%
							Instagram	902	1.24%
							LinkedIn	260	0.36%
							YouTube	579	0.80%
23	30	Newark	1290	2/28/22	1	Yes	Facebook	223	17.29%
24	10	North Richland Hills	70655	3/1/22	5	Yes	Facebook	15500	21.94%
							Twitter	5,757	8.15%
							Instagram	1893	2.68%
							YouTube	237	0.34%
							Nextdoor	n/a	n/a
25	6	Pantego	2531	3/2/22	2	Yes	Facebook	2300	90.87%
							Instagram	12	0.47%

An Evaluation of Social Media Trends in Small to Mid-sized Cities

Social Media by City and Populations Size									
PAPP-5399: Public Administration Capstone Spring 2022									
ID	Rank	Municipality	Pop.	Date of Audit Analysis	Number Social Media Platforms	SM Listed on Website	SM Platforms	SM Platform # of Followers	SM Platform % of Pop.
26	28	Pelican Bay	1586	3/3/22	1	Yes	Facebook	398	25.09%
27	37	Reno	2962	3/4/22	2	Broken Links	Facebook	1500	50.64%
28	24	Richland Hills	8051	3/5/22	1	Yes	Facebook	2300	28.57%
29	19	River Oaks	7685	3/6/22	1	No	Facebook	1600	20.82%
30	11	Saginaw	23321	3/7/22	3	Yes	Facebook	1200	51.46%
							Twitter	762	3.27%
							LinkedIn	277	1.19%
31	27	Sansom Park	5454	2/22/22	4	Not Linked	Facebook	1000	18.34%
							Nextdoor	6217	113.99%
32	23	Southlake	31265	2/22/22	4	Yes	Facebook	1400	44.78%
							Twitter	12.5k	39.98%
							YouTube	183 subscribers	0.59%
							Instagram	3,949	16.70%
							LinkedIn	1682	5.38%
Nextdoor	5965	19.08%							
33	20	Trophy Club	13688	2/22/22	3	Yes	Facebook	280	2.05%
							Twitter	20	0.15%
							Instagram	570	4.16%
							LinkedIn	203	1.48%
							Nextdoor	15,494	113.19%
34	13	Watauga	23650	2/22/22	3	Yes	Facebook	4700	19.87%
							Twitter	1,271	5.37%
							YouTube	225 subscribers	0.95%
							LinkedIn	203	0.86%
							Nextdoor	43,701	184.78%
35	22	Westlake	983	2/22/22	4	Yes	Facebook	3500	356.05%
							Twitter	2,020	205.49%
							Instagram	851	86.57%
							LinkedIn	182	18.51%
							YouTube	70 subscribers	7.12%
Nextdoor	2314	235.40%							
36	31	Westworth Village	2692	2/22/22	1	Yes	Facebook	676	25.11%
							Nextdoor	600	22.29%
37	15	White Settlement	18269	2/22/22	1	Yes	Facebook	5200	28.46%
							Nextdoor	2687	14.71%

An Evaluation of Social Media Trends in Small to Mid-sized Cities

Appendix B: Social Media Audit

Social Media Audit Data								
PAPP-5399: Public Administration Capstone Spring 2022								
ID	Municipality	Date (01/27-02/24)	Platform Name	Post Type	Time (AM/PM)	Graphic	Included a Link? (Call to Action)	# of Engagement (Comments, Likes, Shares, Views)
1	Azle	1/28/2022	Twitter	Public Meetings	PM	Graphic	Yes	0
1	Azle	1/28/2022	Twitter	Hours of Operation Announcement	PM	Graphic	Yes	0
1	Azle	1/29/2022	Twitter	Community Events/Activities	AM	Graphic	Yes	0
1	Azle	1/31/2022	Twitter	Hours of Operation Announcement	AM	Graphic	Yes	0
1	Azle	2/1/2022	Twitter	Community Events/Activities	AM	Graphic	Yes	0
1	Azle	2/1/2022	Twitter	Public Meetings	AM	Graphic	Yes	0
1	Azle	2/2/2022	Twitter	Hours of Operation Announcement	PM	Graphic	Yes	1
1	Azle	2/2/2022	Twitter	Community Events/Activities	AM	Graphic	Yes	0
1	Azle	2/2/2022	Twitter	Partnership Collaborative Posts	AM	Graphic	Yes	0
1	Azle	2/2/2022	Twitter	Hours of Operation Announcement	PM	None	Yes	0
1	Azle	2/2/2022	Twitter	Public Meetings	PM	Graphic	Yes	0
1	Azle	2/2/2022	Twitter	Public Meetings	PM	Graphic	Yes	0
1	Azle	2/2/2022	Twitter	Public Meetings	PM	Graphic	Yes	0
1	Azle	2/2/2022	Twitter	Hours of Operation Announcement	PM	None	No	0
1	Azle	2/2/2022	Twitter	Hours of Operation Announcement	PM	None	No	0
1	Azle	2/4/2022	Twitter	Public Meetings	PM	Graphic	Yes	0
1	Azle	2/4/2022	Twitter	Hours of Operation Announcement	PM	None	Yes	0
1	Azle	2/4/2022	Twitter	Other	PM	None	Yes	0
1	Azle	2/5/2022	Twitter	Public Meetings	PM	Graphic	Yes	0
1	Azle	2/7/2022	Twitter	Community Events/Activities	PM	Graphic	Yes	0
1	Azle	2/7/2022	Twitter	Public Meetings	PM	Graphic	Yes	0
1	Azle	2/11/2022	Twitter	Public Meetings	PM	Graphic	Yes	0
1	Azle	2/14/2022	Twitter	Hours of Operation Announcement	PM	None	Yes	0
1	Azle	2/14/2022	Twitter	Hours of Operation Announcement	PM	None	Yes	0
1	Azle	2/14/2022	Twitter	Community Events/Activities	PM	None	Yes	0
1	Azle	2/15/2022	Twitter	Community Events/Activities	AM	Graphic	Yes	0
1	Azle	2/15/2022	Twitter	Public Meetings	AM	Graphic	Yes	0
1	Azle	2/15/2022	Twitter	Community Events/Activities	AM	Graphic	Yes	0
1	Azle	2/16/2022	Twitter	Public Meetings	AM	Graphic	Yes	0
1	Azle	2/17/2022	Twitter	Hours of Operation Announcement	AM	Graphic	Yes	0
1	Azle	2/22/2022	Twitter	Public Meetings	AM	Graphic	Yes	0
1	Azle	2/22/2022	Twitter	Emergency Announcement	AM	None	Yes	0
1	Azle	2/22/2022	Twitter	Emergency Announcement	AM	Graphic	Yes	0
1	Azle	2/22/2022	Twitter	Emergency Announcement	PM	Graphic	Yes	0
1	Azle	2/23/2022	Twitter	Hours of Operation Announcement	PM	None	Yes	0
1	Azle	2/23/2022	Twitter	Community Events/Activities	PM	None	Yes	0
1	Azle	2/23/2022	Twitter	Hours of Operation Announcement	PM	None	Yes	0
1	Azle	2/23/2022	Twitter	Hours of Operation Announcement	PM	None	Yes	0
1	Azle	2/24/2022	Twitter	Hours of Operation Announcement	AM	Graphic	Yes	0
1	Azle	2/24/2022	Twitter	Community Events/Activities	AM	None	Yes	0
1	Azle	2/24/2022	Twitter	Emergency Announcement	AM	Graphic	Yes	0
1	Azle	2/24/2022	Twitter	Hours of Operation Announcement	AM	Graphic	Yes	0
1	Azle	2/24/2022	Twitter	Hours of Operation Announcement	PM	None	Yes	0
1	Azle	2/24/2022	Twitter	Hours of Operation Announcement	PM	None	Yes	0
1	Azle	2/24/2022	Twitter	Community Events/Activities	PM	None	Yes	0
1	Azle	2/24/2022	Twitter	Hours of Operation Announcement	PM	Graphic	Yes	0
1	Azle	XX/XX/XXXX	Facebook	Other				
2	Bedford	2/1/2021	Facebook	Collecting Feedback (Survey)	AM	Graphic	No	27
2	Bedford	1/27/2022	Facebook	Other	PM	Photo	Yes	336
2	Bedford	1/27/2022	Facebook	Partnership Collaborative Posts	AM	Photo	No	144
2	Bedford	1/27/2022	Instagram	Other		Photo	Yes	60
2	Bedford	1/27/2022	Twitter	Other	PM	Photo	Yes	5
2	Bedford	1/28/2022	Facebook	Feel Good Posts	AM	Photo	Yes	166
2	Bedford	1/28/2022	Twitter	Feel Good Posts	AM	Graphic	No	17
2	Bedford	1/28/2022	Twitter	Feel Good Posts	AM	Photo	Yes	2
2	Bedford	1/28/2022	Twitter	Public Meetings	PM	Graphic	Yes	0
2	Bedford	1/29/2022	Facebook	Public Meetings	PM	Graphic	Yes	24
2	Bedford	1/29/2022	Facebook	Community Events/Activities	AM	Graphic	No	16
2	Bedford	1/29/2022	Twitter	Community Events/Activities	AM	Graphic	No	0

An Evaluation of Social Media Trends in Small to Midsized Cities

Social Media Audit Data								
PAPP-5399: Public Administration Capstone Spring 2022								
ID	Municipality	Date (01/27-02/24)	Platform Name	Post Type	Time (AM/PM)	Graphic	Included a Link? (Call to Action)	# of Engagement (Comments, Likes, Shares, Views)
2	Bedford	1/30/2022	Facebook	Emergency Announcement	AM	Graphic	No	238
2	Bedford	1/30/2022	Twitter	Development/Project Updates	AM	Graphic	No	2
2	Bedford	1/31/2022	Facebook	Community Events/Activities	AM	Graphic	No	22
2	Bedford	1/31/2022	Twitter	Community Events/Activities	AM	Graphic	No	2
2	Bedford	2/1/2022	Instagram	Other		Video	Yes	310
2	Bedford	2/1/2022	Twitter	Emergency Announcement	AM	Graphic	No	296
2	Bedford	2/1/2022	Facebook	Other	PM	Video	Yes	176
2	Bedford	2/1/2022	Twitter	Other	PM	Video	No	165
2	Bedford	2/1/2022	YouTube	Other		Video	No	53
2	Bedford	2/1/2022	Twitter	Collecting Feedback (Survey)	AM	Graphic	Yes	2
2	Bedford	2/1/2022	Twitter	Other	PM	None	Yes	2
2	Bedford	2/2/2022	Twitter	Partnership Collaborative Posts	AM	Graphic	No	361
2	Bedford	2/2/2022	Facebook	Hours of Operation Announcement	PM	Graphic	No	211
2	Bedford	2/2/2022	Twitter	Partnership Collaborative Posts	PM	Graphic	Yes	57
2	Bedford	2/2/2022	Facebook	Partnership Collaborative Posts	PM	Graphic	Yes	36
2	Bedford	2/2/2022	Facebook	Hours of Operation Announcement	PM	Graphic	No	31
2	Bedford	2/2/2022	Twitter	Feel Good Posts	AM	Photo	No	13
2	Bedford	2/2/2022	Twitter	Hours of Operation Announcement	PM	Graphic	No	3
2	Bedford	2/2/2022	Twitter	Hours of Operation Announcement	AM	None	No	0
2	Bedford	2/3/2022	Facebook	Hours of Operation Announcement	AM	Photo	Yes	144
2	Bedford	2/3/2022	Instagram	Feel Good Posts		Photo	No	109
2	Bedford	2/3/2022	Facebook	Hours of Operation Announcement	PM	Graphic	No	83
2	Bedford	2/3/2022	Twitter	Partnership Collaborative Posts	PM	Photo	No	9
2	Bedford	2/3/2022	Twitter	Feel Good Posts	PM	Video	No	6
2	Bedford	2/3/2022	Twitter	Emergency Announcement	PM	None	No	4
2	Bedford	2/4/2022	Twitter	Partnership Collaborative Posts	AM	Graphic	No	179
2	Bedford	2/4/2022	Facebook	Hours of Operation Announcement	AM	Graphic	No	78
2	Bedford	2/4/2022	Twitter	Hours of Operation Announcement	AM	Graphic	Yes	1
2	Bedford	2/5/2022	Facebook	Feel Good Posts	AM	Photo	No	641
2	Bedford	2/5/2022	Instagram	Feel Good Posts		Photo	No	82
2	Bedford	2/5/2022	Twitter	Feel Good Posts	AM	Photo	No	28
2	Bedford	2/6/2022	Facebook	Community Events/Activities	AM	Photo	No	120
2	Bedford	2/6/2022	Twitter	Community Events/Activities	AM	Photo	No	1
2	Bedford	2/7/2022	Facebook	Public Meetings	PM	Graphic	Yes	48
2	Bedford	2/7/2022	Twitter	Public Meetings	PM	Graphic	Yes	0
2	Bedford	2/8/2022	Facebook	Public Meetings	PM	Video	Yes	20
2	Bedford	2/8/2022	Twitter	Partnership Collaborative Posts	AM	Photo	Yes	2
2	Bedford	2/9/2022	Facebook	Feel Good Posts	PM	Graphic	Yes	16
2	Bedford	2/9/2022	Twitter	Feel Good Posts	PM	Graphic	Yes	3
2	Bedford	2/10/2022	Facebook	Feel Good Posts	PM	Photo	No	473
2	Bedford	2/10/2022	Twitter	Partnership Collaborative Posts	PM	Video	No	166
2	Bedford	2/10/2022	Facebook	Other	AM	Graphic	No	72
2	Bedford	2/10/2022	Instagram	Feel Good Posts		Photo	No	46
2	Bedford	2/10/2022	Twitter	Feel Good Posts	PM	Photo	No	17
2	Bedford	2/11/2022	Facebook	Partnership Collaborative Posts	AM	Photo	Yes	161
2	Bedford	2/11/2022	Twitter	Other	AM	Graphic	No	2
2	Bedford	2/12/2022	Facebook	Development/Project Updates	AM	Photo	Yes	183
2	Bedford	2/12/2022	Twitter	Development/Project Updates	AM	Photo	Yes	0
2	Bedford	2/13/2022	Facebook	Partnership Collaborative Posts	AM	Photo	No	22
2	Bedford	2/14/2022	Facebook	Feel Good Posts	AM	Graphic	No	783
2	Bedford	2/14/2022	Instagram	Feel Good Posts		Graphic	No	95
2	Bedford	2/14/2022	Twitter	Feel Good Posts	AM	Graphic	No	7
2	Bedford	2/14/2022	Twitter	Feel Good Posts	AM	Graphic	No	6
2	Bedford	2/14/2022	Twitter	Feel Good Posts	AM	Graphic	No	3
2	Bedford	2/15/2022	Twitter	Partnership Collaborative Posts	PM	Graphic	Yes	5,881
2	Bedford	2/15/2022	Facebook	Development/Project Updates	PM	Graphic	Yes	205
2	Bedford	2/15/2022	Twitter	Development/Project Updates	PM	Graphic	Yes	2
2	Bedford	2/16/2022	Facebook	Development/Project Updates	AM	Graphic	No	46
2	Bedford	2/16/2022	Facebook	Community Events/Activities	PM	Graphic	Yes	44
2	Bedford	2/16/2022	Twitter	Community Events/Activities	PM	Graphic	Yes	5
2	Bedford	2/16/2022	Twitter	Development/Project Updates	AM	Graphic	No	0
2	Bedford	2/17/2022	Facebook	Development/Project Updates	AM	Graphic	Yes	85
2	Bedford	2/17/2022	Twitter	Partnership Collaborative Posts	PM	Photo	No	3
2	Bedford	2/17/2022	Twitter	Development/Project Updates	AM	Graphic	Yes	1
2	Bedford	2/18/2022	Facebook	Public Meetings	AM	Graphic	Yes	23
2	Bedford	2/18/2022	Twitter	Public Meetings	AM	Graphic	Yes	1

An Evaluation of Social Media Trends in Small to Midsized Cities

Social Media Audit Data								
PAPP-5399: Public Administration Capstone Spring 2022								
ID	Municipality	Date (01/27-02/24)	Platform Name	Post Type	Time (AM/PM)	Graphic	Included a Link? (Call to Action)	# of Engagement (Comments, Likes, Shares, Views)
2	Bedford	2/19/2022	Facebook	Community Events/Activities	AM	Graphic	Yes	420
2	Bedford	2/19/2022	Instagram	Community Events/Activities		Graphic	No	43
2	Bedford	2/19/2022	Facebook	Event Post	AM	Graphic	Yes	23
2	Bedford	2/19/2022	Twitter	Community Events/Activities	AM	Graphic	Yes	1
2	Bedford	2/20/2022	Twitter	Collecting Feedback (Survey)	AM	Video	Yes	54
2	Bedford	2/22/2022	Twitter	Partnership Collaborative Posts	PM	Graphic	No	230
2	Bedford	2/22/2022	Facebook	Public Meetings	PM	Video	Yes	14
2	Bedford	2/23/2022	Twitter	Emergency Announcement	PM	Graphic	No	217
2	Bedford	2/23/2022	Facebook	Emergency Announcement	PM	Graphic	Yes	122
2	Bedford	2/23/2022	Twitter	Emergency Announcement	AM	None	No	56
2	Bedford	2/23/2022	Facebook	Hours of Operation Announcement	PM	Graphic	No	41
2	Bedford	2/23/2022	Facebook	Partnership Collaborative Posts	AM	Graphic	No	39
2	Bedford	2/23/2022	Twitter	Partnership Collaborative Posts	PM	None	Yes	21
2	Bedford	2/23/2022	Twitter	Feel Good Posts	AM	Photo	No	7
2	Bedford	2/23/2022	Twitter	Hours of Operation Announcement	PM	Graphic	Yes	5
2	Bedford	2/23/2022	Twitter	Hours of Operation Announcement	AM	None	No	4
2	Bedford	2/23/2022	Twitter	Hours of Operation Announcement	PM	Graphic	No	4
2	Bedford	2/23/2022	Twitter	Emergency Announcement	AM	None	No	3
2	Bedford	2/23/2022	Twitter	Hours of Operation Announcement	PM	None	No	2
2	Bedford	2/24/2022	Facebook	Emergency Announcement	AM	Graphic	Yes	231
2	Bedford	2/24/2022	Facebook	Hours of Operation Announcement	PM	Graphic	Yes	28
2	Bedford	2/24/2022	Twitter	Emergency Announcement	AM	None	No	3
2	Bedford	2/24/2022	Twitter	Emergency Announcement	PM	None	No	3
2	Bedford	2/24/2022	Twitter	Emergency Announcement	AM	Photo	No	2
2	Bedford	2/24/2022	Twitter	Hours of Operation Announcement	PM	Graphic	No	0
2	Bedford	2/20/2022	Facebook	Collecting Feedback (Survey)	AM	Video	Yes	36
3	Benbrook	1/27/2022	Facebook	Community Events/Activities	PM	Graphic	Yes	8
3	Benbrook	1/27/2022	Twitter	Community Events/Activities	PM	Graphic	Yes	0
3	Benbrook	2/1/2022	Facebook	Hours of Operation Announcement	PM	Photo	No	214
3	Benbrook	2/1/2022	Facebook	Emergency Announcement	PM	Graphic	Yes	56
3	Benbrook	2/1/2022	Twitter	Hours of Operation Announcement	PM	Photo	No	0
3	Benbrook	2/1/2022	Twitter	Emergency Announcement	PM	Graphic	Yes	0
3	Benbrook	2/3/2022	Facebook	Hours of Operation Announcement	AM	None	No	10
3	Benbrook	2/3/2022	Facebook	Hours of Operation Announcement	PM	None	Yes	10
3	Benbrook	2/3/2022	Twitter	Hours of Operation Announcement	AM	None	No	6
3	Benbrook	2/3/2022	Twitter	Hours of Operation Announcement	PM	None	No	2
3	Benbrook	2/4/2022	Facebook	Hours of Operation Announcement	AM	Graphic	No	10
3	Benbrook	2/4/2022	Twitter	Hours of Operation Announcement	AM	Graphic	No	3
3	Benbrook	2/8/2022	Twitter	Other	PM	Photo	Yes	0
3	Benbrook	2/9/2022	Facebook	Other	AM	Photo	Yes	89
3	Benbrook	2/10/2022	Facebook	Job Oppportunities	PM	Graphic	Yes	34
3	Benbrook	2/10/2022	Twitter	Job Oppportunities	PM	Graphic	Yes	4
3	Benbrook	2/14/2022	Twitter	Hours of Operation Announcement	PM	Graphic	No	2
3	Benbrook	2/16/2022	Facebook	Development/Project Updates	AM	Graphic	No	26
3	Benbrook	2/16/2022	Twitter	Development/Project Updates	AM	Graphic	No	0
3	Benbrook	2/18/2022	Facebook	Hours of Operation Announcement	PM	Graphic	No	0
3	Benbrook	2/18/2022	Twitter	Hours of Operation Announcement	PM	Graphic	No	0
3	Benbrook	2/22/2022	Facebook	Development/Project Updates	AM	Graphic	Yes	55
3	Benbrook	2/22/2022	Facebook	Partnership Collaborative Posts	PM	Graphic	Yes	19
3	Benbrook	2/22/2022	Twitter	Development/Project Updates	AM	Graphic	Yes	1
3	Benbrook	2/23/2022	Facebook	Hours of Operation Announcement	AM	None	No	20
3	Benbrook	2/23/2022	Facebook	Hours of Operation Announcement	PM	None	No	18
3	Benbrook	2/23/2022	Twitter	Hours of Operation Announcement	AM	None	No	0
3	Benbrook	2/23/2022	Twitter	Hours of Operation Announcement	PM	None	No	0
3	Benbrook	2/24/2022	Facebook	Hours of Operation Announcement	AM	None	No	14
3	Benbrook	2/24/2022	Twitter	Hours of Operation Announcement	AM	None	No	0
3	Benbrook	XX/XX/XXXX	YouTube					
4	Blue Mound	1/27/2022	Facebook	Collecting Feedback (Survey)	AM	None	Yes	0
4	Blue Mound	1/30/2022	Facebook	Partnership Collaborative Posts	AM	Graphic	No	15
4	Blue Mound	2/1/2022	Facebook	Collecting Feedback (Survey)	PM	None	No	14
4	Blue Mound	2/1/2022	Facebook	Hours of Operation Announcement	AM	None	No	7
4	Blue Mound	2/1/2022	Facebook	Event Post	AM	Graphic	No	4
4	Blue Mound	2/1/2022	Facebook	Public Meetings	AM	Graphic	Yes	1
4	Blue Mound	2/2/2022	Facebook	Partnership Collaborative Posts	PM	Graphic	No	5
4	Blue Mound	2/2/2022	Facebook	Hours of Operation Announcement	AM	None	No	5
4	Blue Mound	2/2/2022	Facebook	Hours of Operation Announcement	AM	None	No	2
4	Blue Mound	2/2/2022	Facebook	Partnership Collaborative Posts	PM	Graphic	No	1

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Social Media Audit Data								
PAPP-5399: Public Administration Capstone Spring 2022								
ID	Municipality	Date (01/27-02/24)	Platform Name	Post Type	Time (AM/PM)	Graphic	Included a Link? (Call to Action)	# of Engagement (Comments, Likes, Shares, Views)
4	Blue Mound	2/3/2022	Facebook	Emergency Announcement	AM	Graphic	Yes	6
4	Blue Mound	2/3/2022	Facebook	Feel Good Posts	AM	Graphic	No	3
4	Blue Mound	2/3/2022	Facebook	Hours of Operation Announcement	PM	Graphic	No	3
4	Blue Mound	2/4/2022	Facebook	Hours of Operation Announcement	AM	None	Yes	3
4	Blue Mound	2/5/2022	Facebook	Hours of Operation Announcement	PM	None	No	13
4	Blue Mound	2/5/2022	Facebook	Hours of Operation Announcement	PM	None	No	13
4	Blue Mound	2/5/2022	Facebook	Hours of Operation Announcement	PM	None	No	6
4	Blue Mound	2/7/2022	Facebook	Hours of Operation Announcement	AM	None	No	4
4	Blue Mound	2/8/2022	Facebook	Other	AM	None	No	3
4	Blue Mound	2/14/2022	Facebook	Feel Good Posts	AM	Graphic	No	12
4	Blue Mound	2/14/2022	Facebook	Partnership Collaborative Posts	AM	Graphic	Yes	3
4	Blue Mound	2/15/2022	Facebook	Other	AM	None	No	39
4	Blue Mound	2/15/2022	Facebook	Public Meetings	AM	None	No	1
4	Blue Mound	2/15/2022	Facebook	Partnership Collaborative Posts	AM	Graphic	Yes	0
4	Blue Mound	2/15/2022	Facebook	Community Events/Activities	PM	None	Yes	0
4	Blue Mound	2/16/2022	Facebook	Public Meetings	AM	None	No	2
4	Blue Mound	2/17/2022	Facebook	Partnership Collaborative Posts	AM	Photo	No	29
4	Blue Mound	2/17/2022	Facebook	Public Meetings	AM	Video	No	18
4	Blue Mound	2/18/2022	Facebook	Hours of Operation Announcement	AM	None	Yes	1
4	Blue Mound	2/20/2022	Facebook	Hours of Operation Announcement	PM	Graphic	Yes	2
4	Blue Mound	2/22/2022	Facebook	Emergency Announcement	PM	None	No	5
4	Blue Mound	2/23/2022	Facebook	Hours of Operation Announcement	PM	None	No	5
4	Blue Mound	2/23/2022	Facebook	Hours of Operation Announcement	PM	None	No	5
4	Blue Mound	2/24/2022	Facebook	Other	PM	None	Yes	3
4	Blue Mound	2/24/2022	Facebook	Hours of Operation Announcement	PM	None	No	2
5	Burlison	1/27/2022	Facebook	Community Events/Activities	AM	Graphic	Yes	37
5	Burlison	1/27/2022	Facebook	Community Events/Activities	AM	Graphic	Yes	19
5	Burlison	1/28/2022	Facebook	Community Events/Activities	AM	Video	No	32
5	Burlison	1/28/2022	Facebook	Feel Good Posts	AM	Photo	Yes	19
5	Burlison	1/28/2022	Facebook	Community Events/Activities	PM	Graphic	No	17
5	Burlison	1/28/2022	Facebook	Partnership Collaborative Posts	AM	Graphic	Yes	13
5	Burlison	1/29/2022	Facebook	Community Events/Activities	AM	Graphic	Yes	15
5	Burlison	1/29/2022	Facebook	Community Events/Activities	PM	Graphic	No	8
5	Burlison	1/30/2022	Facebook	Community Events/Activities	PM	Graphic	Yes	20
5	Burlison	1/30/2022	Facebook	Community Events/Activities	AM	Graphic	Yes	10
5	Burlison	1/31/2022	Facebook	Community Events/Activities	PM	Graphic	Yes	203
5	Burlison	1/31/2022	Facebook	Other	PM	Video	No	101
5	Burlison	1/31/2022	Facebook	Community Events/Activities	PM	Photo	Yes	55
5	Burlison	1/31/2022	Facebook	Community Events/Activities	AM	Graphic	Yes	11
5	Burlison	1/31/2022	Facebook	Community Events/Activities	AM	Graphic	Yes	10
5	Burlison	2/1/2022	Facebook	Other	PM	Graphic	Yes	258
5	Burlison	2/1/2022	Facebook	Community Events/Activities	AM	Graphic	No	29
5	Burlison	2/1/2022	Facebook	Partnership Collaborative Posts	AM	Photo	Yes	9
5	Burlison	2/1/2022	Facebook	Partnership Collaborative Posts	PM	Graphic	No	8
5	Burlison	2/1/2022	Facebook	Hours of Operation Announcement	PM	Graphic	No	5
5	Burlison	2/2/2022	Facebook	Other	PM	Graphic	No	181
5	Burlison	2/2/2022	Facebook	Other	PM	Graphic	Yes	103
5	Burlison	2/2/2022	Facebook	Hours of Operation Announcement	PM	Graphic	No	75
5	Burlison	2/2/2022	Facebook	Other	PM	Graphic	No	47
5	Burlison	2/2/2022	Facebook	Community Events/Activities	AM	Graphic	Yes	38
5	Burlison	2/2/2022	Facebook	Community Events/Activities	PM	Graphic	Yes	11
5	Burlison	2/3/2022	Facebook	Feel Good Posts	PM	Graphic	No	547
5	Burlison	2/3/2022	Facebook	Feel Good Posts	AM	Photo	No	400
5	Burlison	2/3/2022	Facebook	Other	PM	Graphic	No	57
5	Burlison	2/4/2022	Facebook	Feel Good Posts	AM	Graphic	Yes	181
5	Burlison	2/4/2022	Facebook	Hours of Operation Announcement	PM	Graphic	No	59
5	Burlison	2/5/2022	Facebook	Community Events/Activities	AM	Graphic	Yes	72
5	Burlison	2/5/2022	Facebook	Community Events/Activities	AM	Graphic	Yes	29
5	Burlison	2/7/2022	Facebook	Community Events/Activities	PM	Graphic	No	29
5	Burlison	2/7/2022	Facebook	Hours of Operation Announcement	AM	Graphic	Yes	4
5	Burlison	2/7/2022	Facebook	Public Meetings	AM	Graphic	Yes	3
5	Burlison	2/8/2022	Facebook	Community Events/Activities	PM	Graphic	No	13
5	Burlison	2/8/2022	Facebook	Public Meetings	AM	None	Yes	5
5	Burlison	2/9/2022	Facebook	Event Post	AM	Graphic	No	54
5	Burlison	2/9/2022	Facebook	Community Events/Activities	PM	Graphic	Yes	34
5	Burlison	2/10/2022	Facebook	Community Events/Activities	PM	Graphic	Yes	195
5	Burlison	2/10/2022	Facebook	Community Events/Activities	PM	Graphic	No	36

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Social Media Audit Data								
PAPP-5399: Public Administration Capstone Spring 2022								
ID	Municipality	Date (01/27-02/24)	Platform Name	Post Type	Time (AM/PM)	Graphic	Included a Link? (Call to Action)	# of Engagement (Comments, Likes, Shares, Views)
5	Burluson	2/10/2022	Facebook	Event Post	AM	Graphic	No	30
5	Burluson	2/10/2022	Facebook	Community Events/Activities	AM	Graphic	No	28
5	Burluson	2/10/2022	Facebook	Community Events/Activities	AM	Graphic	No	26
5	Burluson	2/11/2022	Facebook	Partnership Collaborative Posts	PM	Graphic	No	191
5	Burluson	2/11/2022	Facebook	Community Events/Activities	PM	Graphic	Yes	87
5	Burluson	2/11/2022	Facebook	Partnership Collaborative Posts	PM	Graphic	Yes	26
5	Burluson	2/11/2022	Facebook	Community Events/Activities	AM	Graphic	Yes	13
5	Burluson	2/11/2022	Facebook	Community Events/Activities	PM	Graphic	Yes	10
5	Burluson	2/12/2022	Facebook	Partnership Collaborative Posts	AM	Video	Yes	2,082
5	Burluson	2/12/2022	Facebook	Community Events/Activities	PM	Graphic	Yes	359
5	Burluson	2/12/2022	Facebook	Community Events/Activities	AM	Graphic	No	36
5	Burluson	2/13/2022	Facebook	Community Events/Activities	PM	Graphic	No	12
5	Burluson	2/14/2022	Facebook	Community Events/Activities	PM	Graphic	Yes	135
5	Burluson	2/14/2022	Facebook	Feel Good Posts	AM	Graphic	No	43
5	Burluson	2/14/2022	Facebook	Community Events/Activities	PM	Graphic	No	8
5	Burluson	2/14/2022	Facebook	Community Events/Activities	AM	Graphic	No	1
5	Burluson	2/15/2022	Facebook	Community Events/Activities	PM	Graphic	No	40
5	Burluson	2/15/2022	Facebook	Event Post	AM	Graphic	No	35
5	Burluson	2/15/2022	Facebook	Community Events/Activities	PM	Photo	No	18
5	Burluson	2/15/2022	Facebook	Community Events/Activities	PM	Graphic	Yes	5
5	Burluson	2/16/2022	Facebook	Community Events/Activities	AM	Graphic	Yes	67
5	Burluson	2/16/2022	Facebook	Hours of Operation Announcement	PM	Graphic	Yes	2
5	Burluson	2/17/2022	Facebook	Other	AM	Photo	No	496
5	Burluson	2/17/2022	Facebook	Other	PM	Photo	No	128
5	Burluson	2/17/2022	Facebook	Community Events/Activities	PM	Graphic	Yes	89
5	Burluson	2/17/2022	Facebook	Community Events/Activities	PM	Photo	No	66
5	Burluson	2/17/2022	Facebook	Community Events/Activities	PM	Photo	No	42
5	Burluson	2/18/2022	Facebook	Other	AM	Photo	No	179
5	Burluson	2/18/2022	Facebook	Community Events/Activities	PM	Photo	Yes	47
5	Burluson	2/18/2022	Facebook	Feel Good Posts	PM	Photo	No	36
5	Burluson	2/18/2022	Facebook	Community Events/Activities	AM	Graphic	No	11
5	Burluson	2/19/2022	Facebook	Partnership Collaborative Posts	AM	Graphic	Yes	23
5	Burluson	2/19/2022	Facebook	Other	AM	Photo	No	14
5	Burluson	2/21/2022	Facebook	Development/Project Updates	AM	Photo	No	171
5	Burluson	2/21/2022	Facebook	Community Events/Activities	PM	Photo	No	50
5	Burluson	2/21/2022	Facebook	Community Events/Activities	PM	Graphic	Yes	29
5	Burluson	2/21/2022	Facebook	Community Events/Activities	AM	Graphic	Yes	18
5	Burluson	2/21/2022	Facebook	Public Meetings	AM	Graphic	Yes	5
5	Burluson	2/22/2022	Facebook	Partnership Collaborative Posts	AM	Graphic	Yes	20
5	Burluson	2/22/2022	Facebook	Public Meetings	AM	Video	Yes	0
5	Burluson	2/23/2022	Facebook	Community Events/Activities	PM	Graphic	No	99
5	Burluson	2/23/2022	Facebook	Other	PM	Graphic	No	63
5	Burluson	2/23/2022	Facebook	Hours of Operation Announcement	PM	Graphic	No	34
5	Burluson	2/23/2022	Facebook	Other	PM	Graphic	No	24
5	Burluson	2/23/2022	Facebook	Other	AM	Graphic	Yes	23
5	Burluson	2/24/2022	Facebook	Community Events/Activities	AM	Graphic	Yes	227
5	Burluson	2/24/2022	Facebook	Hours of Operation Announcement	PM	Graphic	No	83
5	Burluson	2/24/2022	Facebook	Community Events/Activities	PM	Graphic	No	25
5	Burluson	2/15/2022	Facebook	Event Post	AM	Graphic	No	22
5	Burluson	XX/XX/XXXX	TikTok					
6	Colleyville	1/28/2022	Facebook	Other	PM	Graphic	Yes	11
6	Colleyville	2/1/2022	Facebook	Emergency Announcement	AM	Graphic	No	18
6	Colleyville	2/1/2022	Facebook	Public Meetings	PM	Video	Yes	14
6	Colleyville	2/1/2022	Facebook	Public Meetings	PM	Graphic	Yes	1
6	Colleyville	2/2/2022	Facebook	Hours of Operation Announcement	PM	Graphic	No	43
6	Colleyville	2/2/2022	Facebook	Other	AM	Graphic	No	11
6	Colleyville	2/2/2022	Facebook	Public Meetings	PM	Video	No	5
6	Colleyville	2/3/2022	Facebook	Hours of Operation Announcement	PM	Graphic	Yes	29
6	Colleyville	2/4/2022	Facebook	Hours of Operation Announcement	PM	Graphic	No	8
6	Colleyville	2/4/2022	Facebook	Other	AM	None	Yes	6
6	Colleyville	2/7/2022	Facebook	Community Events/Activities	PM	Graphic	No	7
6	Colleyville	2/7/2022	Facebook	Partnership Collaborative Posts	AM	Graphic	No	4
6	Colleyville	2/9/2022	Facebook	Community Events/Activities	AM	Graphic	No	5
6	Colleyville	2/10/2022	Facebook	Partnership Collaborative Posts	AM	None	Yes	41
6	Colleyville	2/10/2022	Facebook	Event Post	PM	Graphic	No	8
6	Colleyville	2/11/2022	Facebook	Other	PM	None	Yes	6
6	Colleyville	2/14/2022	Facebook	Feel Good Posts	AM	Graphic	No	6

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ID	Municipality	Date (01/27-02/24)	Platform Name	Post Type	Time (AM/PM)	Graphic	Included a Link? (Call to Action)	# of Engagement (Comments, Likes, Shares, Views)
6	Colleyville	2/14/2022	Facebook	Public Meetings	PM	Video	Yes	4
6	Colleyville	2/14/2022	Facebook	Public Meetings	PM	Video	Yes	4
6	Colleyville	2/15/2022	Facebook	Development/Project Updates	PM	Graphic	No	9
6	Colleyville	2/15/2022	Facebook	Public Meetings	PM	Video	Yes	0
6	Colleyville	2/15/2022	Facebook	Public Meetings	PM	Video	Yes	0
6	Colleyville	2/16/2022	Facebook	Public Meetings	PM	Video	No	5
6	Colleyville	2/16/2022	Facebook	Emergency Announcement	PM	Graphic	No	3
6	Colleyville	2/16/2022	Facebook	Emergency Announcement	PM	Graphic	No	2
6	Colleyville	2/17/2022	Facebook	Community Events/Activities	AM	Graphic	Yes	11
6	Colleyville	2/18/2022	Facebook	Other	PM	None	Yes	4
6	Colleyville	2/20/2022	Facebook	Other	PM	Graphic	No	98
6	Colleyville	2/20/2022	Facebook	Partnership Collaborative Posts	AM	Photo	Yes	27
6	Colleyville	2/22/2022	Facebook	Event Post	PM	Graphic	No	4
6	Colleyville	2/23/2022	Facebook	Feel Good Posts	AM	Photo	No	196
6	Colleyville	2/23/2022	Facebook	Hours of Operation Announcement	PM	Graphic	Yes	31
6	Colleyville	2/23/2022	Facebook	Event Post	AM	Graphic	No	9
6	Colleyville	2/23/2022	Facebook	Hours of Operation Announcement	PM	None	Yes	2
6	Colleyville	2/24/2022	Facebook	Hours of Operation Announcement	PM	Graphic	No	37
6	Colleyville	XX/XX/XXXX	Twitter					
6	Colleyville	XX/XX/XXXX	Instagram					
7	Crowley	1/27/2022	Facebook	Partnership Collaborative Posts	PM	Graphic	No	24
7	Crowley	1/27/2022	Facebook	Partnership Collaborative Posts	AM	Graphic	No	10
7	Crowley	1/27/2022	Facebook	Partnership Collaborative Posts	AM	Graphic	No	6
7	Crowley	1/27/2022	Facebook	Development/Project Updates	AM	Graphic	No	5
7	Crowley	1/27/2022	Facebook	Partnership Collaborative Posts	AM	Graphic	No	4
7	Crowley	1/27/2022	Facebook	Partnership Collaborative Posts	PM	Graphic	No	1
7	Crowley	1/27/2022	Instagram	Partnership Collaborative Posts	AM	Graphic	No	1
7	Crowley	1/27/2022	Facebook	Partnership Collaborative Posts	AM	Graphic	No	0
7	Crowley	1/27/2022	Twitter	Partnership Collaborative Posts	AM	Graphic	No	0
7	Crowley	1/28/2022	Facebook	Emergency Announcement	AM	None	No	84
7	Crowley	1/28/2022	Facebook	Partnership Collaborative Posts	AM	Photo	No	16
7	Crowley	1/30/2022	Facebook	Partnership Collaborative Posts	PM	Photo	No	55
7	Crowley	1/30/2022	Facebook	Partnership Collaborative Posts	PM	Graphic	No	22
7	Crowley	1/30/2022	Facebook	Other	PM	None	No	12
7	Crowley	1/30/2022	Facebook	Partnership Collaborative Posts	PM	Graphic	No	5
7	Crowley	1/31/2022	Facebook	Partnership Collaborative Posts	PM	Graphic	No	28
7	Crowley	1/31/2022	Facebook	Partnership Collaborative Posts	PM	None	No	7
7	Crowley	1/31/2022	Facebook	Partnership Collaborative Posts	PM	Graphic	No	3
7	Crowley	1/31/2022	Facebook	Other	PM	Graphic	No	3
7	Crowley	1/31/2022	Twitter	Partnership Collaborative Posts	PM	Graphic	No	3
7	Crowley	1/31/2022	Facebook	Public Meetings	PM	Graphic	Yes	1
7	Crowley	1/31/2022	Twitter	Partnership Collaborative Posts	PM	None	No	1
7	Crowley	1/31/2022	Twitter	Other	PM	Graphic	No	1
7	Crowley	1/31/2022	Twitter	Partnership Collaborative Posts	PM	None	No	1
7	Crowley	1/31/2022	Facebook	Partnership Collaborative Posts	AM	Graphic	No	0
7	Crowley	2/1/2022	Twitter	Partnership Collaborative Posts	PM	Graphic	No	38
7	Crowley	2/1/2022	Facebook	Emergency Announcement	PM	Graphic	Yes	36
7	Crowley	2/1/2022	Facebook	Partnership Collaborative Posts	PM	Graphic	No	19
7	Crowley	2/1/2022	Facebook	Partnership Collaborative Posts	AM	Photo	Yes	18
7	Crowley	2/1/2022	Facebook	Other	AM	Graphic	No	10
7	Crowley	2/1/2022	Facebook	Public Meetings	PM	None	Yes	8
7	Crowley	2/1/2022	Facebook	Other	AM	None	Yes	4
7	Crowley	2/1/2022	Facebook	Partnership Collaborative Posts	AM	Photo	No	3
7	Crowley	2/1/2022	Facebook	Other	AM	Graphic	No	3
7	Crowley	2/1/2022	Instagram	Other	AM	Graphic	Yes	3
7	Crowley	2/1/2022	Facebook	Partnership Collaborative Posts	AM	Graphic	No	1
7	Crowley	2/1/2022	Facebook	Other	PM	None	No	1
7	Crowley	2/1/2022	Facebook	Partnership Collaborative Posts	PM	Graphic	Yes	1
7	Crowley	2/1/2022	Twitter	Other	AM	Graphic	Yes	1
7	Crowley	2/1/2022	Facebook	Partnership Collaborative Posts	PM	Graphic	No	0
7	Crowley	2/2/2022	Facebook	Other	PM	Graphic	Yes	29
7	Crowley	2/2/2022	Facebook	Partnership Collaborative Posts	PM	Graphic	No	24
7	Crowley	2/2/2022	Facebook	Partnership Collaborative Posts	AM	Graphic	No	19
7	Crowley	2/2/2022	Facebook	Partnership Collaborative Posts	PM	Graphic	Yes	12
7	Crowley	2/2/2022	Facebook	Other	AM	Graphic	No	10
7	Crowley	2/2/2022	Facebook	Partnership Collaborative Posts	PM	Graphic	No	8
7	Crowley	2/2/2022	Facebook	Hours of Operation Announcement	AM	Graphic	No	7

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Social Media Audit Data								
PAPP-5399: Public Administration Capstone Spring 2022								
ID	Municipality	Date (01/27-02/24)	Platform Name	Post Type	Time (AM/PM)	Graphic	Included a Link? (Call to Action)	# of Engagement (Comments, Likes, Shares, Views)
7	Crowley	2/2/2022	Facebook	Partnership Collaborative Posts	AM	Graphic	No	4
7	Crowley	2/2/2022	Instagram	Partnership Collaborative Posts		Graphic	No	3
7	Crowley	2/2/2022	Facebook	Partnership Collaborative Posts	AM	Graphic	No	2
7	Crowley	2/2/2022	Facebook	Other	AM	Graphic	No	2
7	Crowley	2/2/2022	Twitter	Partnership Collaborative Posts	PM	None	No	1
7	Crowley	2/2/2022	Twitter	Partnership Collaborative Posts	PM	Graphic	No	1
7	Crowley	2/2/2022	Facebook	Partnership Collaborative Posts	AM	Graphic	No	0
7	Crowley	2/2/2022	Facebook	Partnership Collaborative Posts	PM	Graphic	No	0
7	Crowley	2/2/2022	Twitter	Other	PM	Graphic	No	0
7	Crowley	2/2/2022	Twitter	Hours of Operation Announcement	PM	Graphic	No	0
7	Crowley	2/3/2022	Facebook	Hours of Operation Announcement	AM	Graphic	No	7
7	Crowley	2/3/2022	Facebook	Other	PM	Graphic	No	7
7	Crowley	2/3/2022	Facebook	Hours of Operation Announcement	PM	Graphic	No	7
7	Crowley	2/3/2022	Facebook	Partnership Collaborative Posts	AM	Graphic	No	3
7	Crowley	2/3/2022	Facebook	Hours of Operation Announcement	AM	Graphic	No	3
7	Crowley	2/3/2022	Facebook	Other	AM	Graphic	No	2
7	Crowley	2/3/2022	Facebook	Hours of Operation Announcement	AM	Graphic	No	2
7	Crowley	2/3/2022	Twitter	Hours of Operation Announcement	AM	Graphic	No	0
7	Crowley	2/3/2022	Twitter	Hours of Operation Announcement	AM	Graphic	No	0
7	Crowley	2/3/2022	Twitter	Hours of Operation Announcement	PM	Graphic	No	0
7	Crowley	2/4/2022	Twitter	Emergency Announcement	AM	Graphic	No	58
7	Crowley	2/4/2022	Facebook	Other	AM	Video	No	19
7	Crowley	2/4/2022	Facebook	Partnership Collaborative Posts	AM	Graphic	No	16
7	Crowley	2/4/2022	Facebook	Partnership Collaborative Posts	AM	Graphic	No	12
7	Crowley	2/4/2022	Facebook	Partnership Collaborative Posts	PM	Photo	Yes	6
7	Crowley	2/4/2022	Facebook	Partnership Collaborative Posts	AM	Graphic	Yes	3
7	Crowley	2/4/2022	Facebook	Hours of Operation Announcement	AM	Graphic	No	1
7	Crowley	2/4/2022	Facebook	Partnership Collaborative Posts	PM	Graphic	No	0
7	Crowley	2/4/2022	Twitter	Partnership Collaborative Posts	AM	Graphic	No	0
7	Crowley	2/4/2022	Instagram	Partnership Collaborative Posts		Graphic	No	0
7	Crowley	2/5/2022	Facebook	Other	PM	Graphic	No	37
7	Crowley	2/5/2022	Facebook	Partnership Collaborative Posts	AM	None	No	3
7	Crowley	2/5/2022	Facebook	Hours of Operation Announcement	AM	Photo	No	3
7	Crowley	2/5/2022	Facebook	Partnership Collaborative Posts	PM	Graphic	No	3
7	Crowley	2/5/2022	Instagram	Other		Graphic	No	2
7	Crowley	2/5/2022	Twitter	Partnership Collaborative Posts	AM	Graphic	No	0
7	Crowley	2/5/2022	Twitter	Other	PM	Graphic	No	0
7	Crowley	2/7/2022	Facebook	Other	PM	Graphic	No	15
7	Crowley	2/7/2022	Facebook	Development/Project Updates	PM	Graphic	No	13
7	Crowley	2/7/2022	Facebook	Partnership Collaborative Posts	AM	Graphic	No	12
7	Crowley	2/7/2022	Twitter	Partnership Collaborative Posts	AM	Graphic	No	10
7	Crowley	2/7/2022	Facebook	Partnership Collaborative Posts	PM	Graphic	No	5
7	Crowley	2/7/2022	Facebook	Hours of Operation Announcement	PM	None	No	3
7	Crowley	2/7/2022	Facebook	Partnership Collaborative Posts	PM	Graphic	Yes	2
7	Crowley	2/7/2022	Facebook	Partnership Collaborative Posts	PM	Graphic	Yes	0
7	Crowley	2/7/2022	Twitter	Hours of Operation Announcement	PM	None	No	0
7	Crowley	2/7/2022	Twitter	Development/Project Updates	PM	Graphic	No	0
7	Crowley	2/7/2022	Twitter	Other	PM	Graphic	No	0
7	Crowley	2/8/2022	Facebook	Partnership Collaborative Posts	PM	Graphic	No	6
7	Crowley	2/8/2022	Facebook	Partnership Collaborative Posts	PM	Graphic	Yes	0
7	Crowley	2/9/2022	Facebook	Development/Project Updates	PM	Video	No	66
7	Crowley	2/9/2022	Facebook	Other	AM	Graphic	No	5
7	Crowley	2/9/2022	Facebook	Partnership Collaborative Posts	AM	Graphic	No	3
7	Crowley	2/9/2022	Facebook	Partnership Collaborative Posts	PM	None	Yes	3
7	Crowley	2/9/2022	Facebook	Partnership Collaborative Posts	AM	Graphic	No	2
7	Crowley	2/9/2022	Facebook	Community Events/Activities	AM	Graphic	No	0
7	Crowley	2/9/2022	Facebook	Partnership Collaborative Posts	PM	None	Yes	0
7	Crowley	2/10/2022	Facebook	Development/Project Updates	PM	Graphic	No	91
7	Crowley	2/10/2022	Facebook	Partnership Collaborative Posts	AM	Graphic	No	5
7	Crowley	2/10/2022	Facebook	Other	PM	Photo	Yes	5
7	Crowley	2/10/2022	Facebook	Other	AM	None	Yes	2
7	Crowley	2/10/2022	Facebook	Partnership Collaborative Posts	AM	Graphic	No	1
7	Crowley	2/10/2022	Facebook	Partnership Collaborative Posts	PM	Graphic	No	1
7	Crowley	2/10/2022	Facebook	Partnership Collaborative Posts	AM	Graphic	No	0
7	Crowley	2/10/2022	Instagram	Partnership Collaborative Posts		Graphic	No	0
7	Crowley	2/11/2022	Facebook	Community Events/Activities	AM	None	Yes	9
7	Crowley	2/11/2022	Facebook	Partnership Collaborative Posts	AM	Graphic	No	4

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Social Media Audit Data								
PAPP-5399: Public Administration Capstone Spring 2022								
ID	Municipality	Date (01/27-02/24)	Platform Name	Post Type	Time (AM/PM)	Graphic	Included a Link? (Call to Action)	# of Engagement (Comments, Likes, Shares, Views)
7	Crowley	2/11/2022	Facebook	Partnership Collaborative Posts	AM	Graphic	No	1
7	Crowley	2/11/2022	Facebook	Event Post	AM	Graphic	No	0
7	Crowley	2/11/2022	Facebook	Partnership Collaborative Posts	PM	Graphic	No	0
7	Crowley	2/13/2022	Facebook	Partnership Collaborative Posts	PM	Photo	Yes	14
7	Crowley	2/14/2022	Facebook	Development/Project Updates	AM	Graphic	No	11
7	Crowley	2/14/2022	Facebook	Public Meetings	AM	Graphic	Yes	0
7	Crowley	2/15/2022	Facebook	Event Post	AM	Graphic	No	1
7	Crowley	2/15/2022	Facebook	Partnership Collaborative Posts	PM	Graphic	No	1
7	Crowley	2/15/2022	Facebook	Partnership Collaborative Posts	AM	Graphic	No	0
7	Crowley	2/16/2022	Facebook	Other	PM	Graphic	Yes	3
7	Crowley	2/16/2022	Facebook	Partnership Collaborative Posts	PM	Graphic	No	0
7	Crowley	2/17/2022	Facebook	Partnership Collaborative Posts	AM	Graphic	Yes	239
7	Crowley	2/17/2022	Facebook	Other	AM	Graphic	No	18
7	Crowley	2/17/2022	Facebook	Partnership Collaborative Posts	PM	Photo	No	18
7	Crowley	2/17/2022	Facebook	Development/Project Updates	PM	None	No	17
7	Crowley	2/17/2022	Facebook	Feel Good Posts	PM	Photo	No	10
7	Crowley	2/17/2022	Facebook	Partnership Collaborative Posts	PM	Graphic	No	4
7	Crowley	2/17/2022	Facebook	Hours of Operation Announcement	AM	Graphic	No	3
7	Crowley	2/17/2022	Facebook	Event Post	AM	Graphic	No	2
7	Crowley	2/17/2022	Facebook	Public Meetings	AM	None	Yes	1
7	Crowley	2/17/2022	Twitter	Other	PM	None	No	1
7	Crowley	2/17/2022	Instagram	Partnership Collaborative Posts		Graphic	No	1
7	Crowley	2/17/2022	Twitter	Hours of Operation Announcement	AM	Graphic	No	0
7	Crowley	2/17/2022	Twitter	Other	PM	None	No	0
7	Crowley	2/17/2022	Instagram	Hours of Operation Announcement		Graphic	No	0
7	Crowley	2/17/2022	Instagram	Partnership Collaborative Posts		Graphic	No	
7	Crowley	2/18/2022	Facebook	Partnership Collaborative Posts	PM	Graphic	No	2
7	Crowley	2/22/2022	Facebook	Development/Project Updates	AM	Graphic	No	10
7	Crowley	2/22/2022	Facebook	Partnership Collaborative Posts	AM	Graphic	No	7
7	Crowley	2/22/2022	Facebook	Hours of Operation Announcement	AM	Graphic	No	5
7	Crowley	2/22/2022	Facebook	Partnership Collaborative Posts	PM	None	No	4
7	Crowley	2/22/2022	Facebook	Partnership Collaborative Posts	AM	Graphic	Yes	0
7	Crowley	2/22/2022	Facebook	Community Events/Activities	PM	Graphic	Yes	0
7	Crowley	2/22/2022	Twitter	Hours of Operation Announcement	AM	Graphic	No	0
7	Crowley	2/23/2022	Facebook	Other	PM	Graphic	No	45
7	Crowley	2/23/2022	Facebook	Hours of Operation Announcement	PM	Graphic	No	13
7	Crowley	2/23/2022	Facebook	Emergency Announcement	AM	Graphic	No	2
7	Crowley	2/23/2022	Facebook	Hours of Operation Announcement	AM	Graphic	No	0
7	Crowley	2/23/2022	Twitter	Other	PM	Graphic	No	0
7	Crowley	2/24/2022	Facebook	Hours of Operation Announcement	AM	Graphic	No	19
7	Crowley	2/24/2022	Facebook	Hours of Operation Announcement	PM	Graphic	No	10
7	Crowley	2/24/2022	Facebook	Emergency Announcement	AM	Graphic	No	7
7	Crowley	2/24/2022	Facebook	Other	PM	Graphic	No	6
7	Crowley	2/24/2022	Instagram	Other		Graphic	No	3
7	Crowley	2/24/2022	Twitter	Hours of Operation Announcement	AM	Graphic	No	0
7	Crowley	2/24/2022	Twitter	Other	PM	Graphic	No	0
7	Crowley	2/24/2022	Twitter	Hours of Operation Announcement	PM	Graphic	No	0
7	Crowley	2/24/2022	Instagram	Hours of Operation Announcement		Graphic	No	0
7	Crowley	2/24/2022	Instagram	Hours of Operation Announcement		Graphic	No	0
8	Dalworthington Gardens	1/31/2022	Facebook	Emergency Announcement	PM	Graphic	No	8
8	Dalworthington Gardens	2/1/2022	Facebook	Emergency Announcement	PM	None	Yes	8
8	Dalworthington Gardens	2/2/2022	Facebook	Feel Good Posts	AM	Graphic	No	11
8	Dalworthington Gardens	2/2/2022	Facebook	Hours of Operation Announcement	AM	None	No	3
8	Dalworthington Gardens	2/3/2022	Facebook	Feel Good Posts	AM	Graphic	No	34
8	Dalworthington Gardens	2/3/2022	Facebook	Emergency Announcement	PM	Graphic	No	25
8	Dalworthington Gardens	2/3/2022	Facebook	Hours of Operation Announcement	PM	None	No	9
8	Dalworthington Gardens	2/3/2022	Facebook	Hours of Operation Announcement	AM	Graphic	No	1
8	Dalworthington Gardens	2/4/2022	Facebook	Emergency Announcement	PM	None	No	5
8	Dalworthington Gardens	2/4/2022	Facebook	Emergency Announcement	AM	None	No	4
8	Dalworthington Gardens	2/4/2022	Facebook	Emergency Announcement	PM	None	No	4
8	Dalworthington Gardens	2/4/2022	Facebook	Emergency Announcement	AM	Graphic	No	3
8	Dalworthington Gardens	2/8/2022	Facebook	Collecting Feedback (Survey)	AM	Graphic	Yes	9
8	Dalworthington Gardens	2/9/2022	Facebook	Collecting Feedback (Survey)	PM	Graphic	Yes	6
8	Dalworthington Gardens	2/11/2022	Facebook	Community Events/Activities	AM	Graphic	No	4
8	Dalworthington Gardens	2/14/2022	Facebook	Feel Good Posts	PM	Graphic	No	36
8	Dalworthington Gardens	2/15/2022	Facebook	Community Events/Activities	PM	Graphic	No	1
8	Dalworthington Gardens	2/17/2022	Facebook	Feel Good Posts	PM	Graphic	No	36

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PAPP-5399: Public Administration Capstone Spring 2022								
ID	Municipality	Date (01/27-02/24)	Platform Name	Post Type	Time (AM/PM)	Graphic	Included a Link? (Call to Action)	# of Engagement (Comments, Likes, Shares, Views)
8	Dalworthington Gardens	2/23/2022	Facebook	Emergency Announcement	AM	Graphic	No	8
9	Edgecliff Village							
10	Euless	1/27/2022	Facebook	Feel Good Posts	AM	Graphic	No	746
10	Euless	1/27/2022	Instagram	Feel Good Posts	AM	Graphic	No	62
10	Euless	1/27/2022	Facebook	Job Oppportunities	PM	None	Yes	37
10	Euless	1/31/2022	Twitter	Development/Project Updates	AM	Graphic	Yes	2
10	Euless	2/1/2022	Facebook	Emergency Announcement	AM	Graphic	No	91
10	Euless	2/1/2022	Facebook	Emergency Announcement	PM	Graphic	No	39
10	Euless	2/1/2022	Instagram	Emergency Announcement	AM	Graphic	No	14
10	Euless	2/1/2022	Instagram	Emergency Announcement	AM	Graphic	No	8
10	Euless	2/2/2022	Instagram	Emergency Announcement	AM	Graphic	No	57
10	Euless	2/2/2022	Facebook	Hours of Operation Announcement	AM	None	No	41
10	Euless	2/2/2022	Facebook	Emergency Announcement	PM	Graphic	No	36
10	Euless	2/2/2022	Twitter	Hours of Operation Announcement	PM	None	No	2
10	Euless	2/2/2022	Twitter	Emergency Announcement	PM	None	No	2
10	Euless	2/2/2022	Twitter	Development/Project Updates	AM	None	No	0
10	Euless	2/3/2022	Facebook	Hours of Operation Announcement	PM	Graphic	No	121
10	Euless	2/3/2022	Instagram	Hours of Operation Announcement	PM	Graphic	No	36
10	Euless	2/3/2022	Facebook	Emergency Announcement	AM	Graphic	No	26
10	Euless	2/3/2022	Instagram	Hours of Operation Announcement	PM	Graphic	No	18
10	Euless	2/3/2022	Twitter	Hours of Operation Announcement	AM	Graphic	No	7
10	Euless	2/3/2022	Twitter	Hours of Operation Announcement	AM	Graphic	No	3
10	Euless	2/4/2022	Instagram	Feel Good Posts	PM	Video	No	528
10	Euless	2/4/2022	Facebook	Feel Good Posts	PM	Video	No	447
10	Euless	2/4/2022	Facebook	Hours of Operation Announcement	PM	Graphic	No	54
10	Euless	2/4/2022	Instagram	Hours of Operation Announcement	PM	Graphic	No	17
10	Euless	2/4/2022	Twitter	Hours of Operation Announcement	PM	None	No	1
10	Euless	2/4/2022	Twitter	Hours of Operation Announcement	PM	None	No	1
10	Euless	2/10/2022	Facebook	Other	PM	Graphic	No	709
10	Euless	2/10/2022	Facebook	Emergency Announcement	PM	Graphic	No	426
10	Euless	2/10/2022	Facebook	Other	PM	Graphic	No	271
10	Euless	2/11/2022	Facebook	Emergency Announcement	AM	Graphic	No	421
10	Euless	2/14/2022	Twitter	Public Meetings	PM	None	Yes	6
10	Euless	2/15/2022	Facebook	Other	PM	Graphic	No	430
10	Euless	2/16/2022	Facebook	Feel Good Posts	PM	Graphic	No	141
10	Euless	2/16/2022	Facebook	Emergency Announcement	PM	Graphic	No	27
10	Euless	2/16/2022	Instagram	Emergency Announcement	AM	Graphic	No	17
10	Euless	2/18/2022	Facebook	Community Events/Activities	PM	Graphic	No	38
10	Euless	2/18/2022	Instagram	Community Events/Activities	AM	Graphic	No	11
10	Euless	2/19/2022	Facebook	Emergency Announcement	PM	Graphic	Yes	1452
10	Euless	2/20/2022	Facebook	Emergency Announcement	PM	Graphic	No	287
10	Euless	2/20/2022	Facebook	Emergency Announcement	PM	None	No	129
10	Euless	2/20/2022	Facebook	Emergency Announcement	PM	Graphic	No	95
10	Euless	2/20/2022	Instagram	Emergency Announcement	AM	Graphic	No	26
10	Euless	2/20/2022	Instagram	Emergency Announcement	AM	Graphic	No	20
10	Euless	2/22/2022	Twitter	Emergency Announcement	PM	None	No	3
10	Euless	2/23/2022	Facebook	Emergency Announcement	AM	None	No	194
10	Euless	2/23/2022	Facebook	Hours of Operation Announcement	PM	Graphic	No	105
10	Euless	2/23/2022	Instagram	Hours of Operation Announcement	AM	Graphic	No	21
10	Euless	2/23/2022	Twitter	Hours of Operation Announcement	PM	Graphic	No	5
10	Euless	2/23/2022	Twitter	Emergency Announcement	PM	None	No	2
10	Euless	2/24/2022	Facebook	Emergency Announcement	AM	Graphic	Yes	288
10	Euless	2/24/2022	Facebook	Hours of Operation Announcement	PM	Graphic	No	42
10	Euless	2/24/2022	Instagram	Emergency Announcement	PM	Graphic	Yes	27
10	Euless	2/24/2022	Instagram	Hours of Operation Announcement	PM	Graphic	No	19
10	Euless	2/24/2022	Facebook	Hours of Operation Announcement	AM	Graphic	No	14
10	Euless	2/24/2022	Twitter	Hours of Operation Announcement	PM	None	No	2
11	Everman	1/27/2022	Facebook	Public Meetings	AM	Graphic	No	2
11	Everman	2/1/2022	Facebook	Feel Good Posts	PM	Graphic	No	7
11	Everman	2/15/2022	Facebook	Public Meetings	AM	Graphic	No	0
11	Everman	2/23/2022	Facebook	Hours of Operation Announcement	PM	GIF	No	3
11	Everman	2/24/2022	Facebook	Hours of Operation Announcement	PM	GIF	No	6
11	Everman	XX/XX/XXXX	Twitter	Other				
12	Flower Mound	1/27/2022	Instagram	Community Events/Activities	PM	Graphic	No	18
12	Flower Mound	1/27/2022	Facebook	Job Oppportunities	PM	Video	No	13
12	Flower Mound	1/28/2022	Facebook	Feel Good Posts	AM	Graphic	No	139
12	Flower Mound	1/29/2022	Instagram	Feel Good Posts	PM	Graphic	No	206

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Social Media Audit Data								
PAPP-5399: Public Administration Capstone Spring 2022								
ID	Municipality	Date (01/27-02/24)	Platform Name	Post Type	Time (AM/PM)	Graphic	Included a Link? (Call to Action)	# of Engagement (Comments, Likes, Shares, Views)
12	Flower Mound	1/29/2022	Facebook	Development/Project Updates	AM	Graphic	No	154
12	Flower Mound	1/30/2022	Facebook	Community Events/Activities	AM	Graphic	Yes	34
12	Flower Mound	1/30/2022	Facebook	Emergency Announcement	PM	Graphic	No	21
12	Flower Mound	1/30/2022	Twitter	Community Events/Activities	AM	Graphic	No	6
12	Flower Mound	1/30/2022	Twitter	Emergency Announcement	PM	Graphic	No	4
12	Flower Mound	1/31/2022	YouTube	Emergency Announcement	PM	Video	No	90
12	Flower Mound	1/31/2022	Facebook	Emergency Announcement	AM	Video	Yes	20
12	Flower Mound	1/31/2022	Instagram	Community Events/Activities	PM	Graphic	No	12
12	Flower Mound	1/31/2022	Twitter	Emergency Announcement	AM	Graphic	No	9
12	Flower Mound	1/31/2022	Facebook	Community Events/Activities	PM	Graphic	No	3
12	Flower Mound	1/31/2022	Twitter	Community Events/Activities	PM	Graphic	No	1
12	Flower Mound	2/1/2022	YouTube	Public Meetings	PM	Video	No	79
12	Flower Mound	2/1/2022	Facebook	Feel Good Posts	PM	Graphic	No	32
12	Flower Mound	2/1/2022	Facebook	Community Events/Activities	AM	Video	No	31
12	Flower Mound	2/1/2022	Instagram	Feel Good Posts	PM	Graphic	No	15
12	Flower Mound	2/1/2022	Twitter	Feel Good Posts	PM	Graphic	No	6
12	Flower Mound	2/1/2022	Twitter	Emergency Announcement	PM	Graphic	No	2
12	Flower Mound	2/2/2022	Facebook	Hours of Operation Announcement	AM	Graphic	No	94
12	Flower Mound	2/2/2022	Facebook	Partnership Collaborative Posts	AM	Graphic	No	37
12	Flower Mound	2/2/2022	Facebook	Hours of Operation Announcement	PM	Graphic	No	17
12	Flower Mound	2/2/2022	Twitter	Community Events/Activities	AM	Graphic	No	5
12	Flower Mound	2/2/2022	Twitter	Hours of Operation Announcement	PM	Graphic	No	4
12	Flower Mound	2/2/2022	Twitter	Partnership Collaborative Posts	AM	Graphic	No	3
12	Flower Mound	2/2/2022	Twitter	Hours of Operation Announcement	PM	Graphic	No	2
12	Flower Mound	2/3/2022	Facebook	Emergency Announcement	AM	Graphic	No	538
12	Flower Mound	2/3/2022	Facebook	Emergency Announcement	PM	Graphic	No	315
12	Flower Mound	2/3/2022	Facebook	Hours of Operation Announcement	PM	Graphic	No	55
12	Flower Mound	2/3/2022	Twitter	Emergency Announcement	AM	Graphic	No	14
12	Flower Mound	2/3/2022	Twitter	Emergency Announcement	AM	None	No	9
12	Flower Mound	2/4/2022	Instagram	Emergency Announcement	PM	Graphic	No	116
12	Flower Mound	2/4/2022	Facebook	Emergency Announcement	AM	Graphic	No	89
12	Flower Mound	2/4/2022	Facebook	Hours of Operation Announcement	AM	Graphic	No	87
12	Flower Mound	2/4/2022	Twitter	Emergency Announcement	AM	Graphic	No	10
12	Flower Mound	2/5/2022	Facebook	Emergency Announcement	AM	Graphic	No	13
12	Flower Mound	2/5/2022	Twitter	Development/Project Updates	AM	Graphic	No	2
12	Flower Mound	2/6/2022	Facebook	Community Events/Activities	PM	Graphic	No	31
12	Flower Mound	2/6/2022	Instagram	Feel Good Posts	PM	Graphic	No	25
12	Flower Mound	2/6/2022	Twitter	Community Events/Activities	PM	Graphic	No	0
12	Flower Mound	2/7/2022	Facebook	Feel Good Posts	PM	Graphic	No	435
12	Flower Mound	2/7/2022	Facebook	Feel Good Posts	PM	Graphic	No	23
12	Flower Mound	2/7/2022	Facebook	Public Meetings	PM	Video	No	21
12	Flower Mound	2/7/2022	Twitter	Feel Good Posts	PM	Graphic	No	1
12	Flower Mound	2/7/2022	Facebook	Public Meetings	PM	Video	No	0
12	Flower Mound	2/8/2022	Facebook	Feel Good Posts	PM	Graphic	No	143
12	Flower Mound	2/8/2022	Twitter	Feel Good Posts	PM	Graphic	No	8
12	Flower Mound	2/9/2022	Facebook	Community Events/Activities	AM	Graphic	No	13
12	Flower Mound	2/10/2022	Facebook	Feel Good Posts	PM	Video	No	150
12	Flower Mound	2/10/2022	Instagram	Community Events/Activities	PM	Graphic	No	20
12	Flower Mound	2/10/2022	Twitter	Feel Good Posts	PM	Video	No	15
12	Flower Mound	2/11/2022	Instagram	Community Events/Activities	PM	Video	Yes	541
12	Flower Mound	2/11/2022	Facebook	Feel Good Posts	PM	Graphic	No	34
12	Flower Mound	2/12/2022	Instagram	Community Events/Activities	PM	Graphic	No	32
12	Flower Mound	2/12/2022	Facebook	Feel Good Posts	PM	Graphic	No	28
12	Flower Mound	2/12/2022	Instagram	Feel Good Posts	PM	Graphic	No	18
12	Flower Mound	2/12/2022	Instagram	Feel Good Posts	PM	Graphic	No	16
12	Flower Mound	2/13/2022	Facebook	Feel Good Posts	AM	Video	No	96
12	Flower Mound	2/14/2022	Facebook	Partnership Collaborative Posts	PM	Graphic	No	88
12	Flower Mound	2/14/2022	Instagram	Feel Good Posts	PM	Graphic	No	54
12	Flower Mound	2/14/2022	YouTube	Feel Good Posts	PM	Video	No	34
12	Flower Mound	2/14/2022	Twitter	Partnership Collaborative Posts	PM	Graphic	No	5
12	Flower Mound	2/15/2022	Instagram	Feel Good Posts	PM	Graphic	No	44
12	Flower Mound	2/15/2022	Facebook	Feel Good Posts	PM	Graphic	No	34
12	Flower Mound	2/15/2022	Twitter	Community Events/Activities	PM	Graphic	No	4
12	Flower Mound	2/16/2022	Instagram	Community Events/Activities	PM	Graphic	No	63
12	Flower Mound	2/16/2022	Facebook	Community Events/Activities	PM	Graphic	No	43
12	Flower Mound	2/16/2022	Twitter	Development/Project Updates	AM	Graphic	No	1
12	Flower Mound	2/16/2022	Twitter	Community Events/Activities	PM	Graphic	No	0

An Evaluation of Social Media Trends in Small to Midsized Cities

Social Media Audit Data								
PAPP-5399: Public Administration Capstone Spring 2022								
ID	Municipality	Date (01/27-02/24)	Platform Name	Post Type	Time (AM/PM)	Graphic	Included a Link? (Call to Action)	# of Engagement (Comments, Likes, Shares, Views)
12	Flower Mound	2/17/2022	Facebook	Feel Good Posts	PM	Graphic	No	25
12	Flower Mound	2/17/2022	Facebook	Feel Good Posts	AM	Graphic	No	12
12	Flower Mound	2/17/2022	Twitter	Community Events/Activities	PM	Graphic	No	7
12	Flower Mound	2/17/2022	Twitter	Development/Project Updates	AM	Graphic	No	6
12	Flower Mound	2/18/2022	Instagram	Job Oppportunities	PM	Video	No	172
12	Flower Mound	2/18/2022	Facebook	Community Events/Activities	AM	Graphic	No	83
12	Flower Mound	2/18/2022	Twitter	Community Events/Activities	AM	Graphic	No	1
12	Flower Mound	2/19/2022	Facebook	Partnership Collaborative Posts	AM	Graphic	No	21
12	Flower Mound	2/19/2022	Twitter	Partnership Collaborative Posts	AM	Graphic	No	4
12	Flower Mound	2/20/2022	Instagram	Feel Good Posts	PM	Graphic	No	63
12	Flower Mound	2/20/2022	Facebook	Development/Project Updates	PM	Graphic	No	30
12	Flower Mound	2/20/2022	Twitter	Development/Project Updates	PM	Graphic	No	7
12	Flower Mound	2/21/2022	Facebook	Community Events/Activities	PM	Graphic	No	185
12	Flower Mound	2/21/2022	Facebook	Public Meetings	PM	Video	No	52
12	Flower Mound	2/21/2022	Instagram	Partnership Collaborative Posts	PM	Graphic	No	8
12	Flower Mound	2/21/2022	Twitter	Community Events/Activities	PM	Graphic	No	7
12	Flower Mound	2/21/2022	Facebook	Public Meetings	PM	Video	No	3
12	Flower Mound	2/22/2022	Facebook	Feel Good Posts	PM	Graphic	No	423
12	Flower Mound	2/22/2022	Instagram	Feel Good Posts	PM	Graphic	No	51
12	Flower Mound	2/22/2022	Facebook	Emergency Announcement	PM	Graphic	No	45
12	Flower Mound	2/22/2022	Twitter	Feel Good Posts	PM	Graphic	No	11
12	Flower Mound	2/22/2022	Instagram	Feel Good Posts	PM	Graphic	No	11
12	Flower Mound	2/22/2022	Twitter	Emergency Announcement	PM	Graphic	No	6
12	Flower Mound	2/23/2022	Facebook	Hours of Operation Announcement	PM	Graphic	No	37
12	Flower Mound	2/23/2022	Twitter	Hours of Operation Announcement	PM	Graphic	No	6
12	Flower Mound	2/23/2022	Twitter	Partnership Collaborative Posts	AM	Graphic	No	5
12	Flower Mound	2/23/2022	Twitter	Hours of Operation Announcement	PM	None	No	2
12	Flower Mound	2/24/2022	Facebook	Feel Good Posts	PM	Video	No	380
12	Flower Mound	2/24/2022	Facebook	Hours of Operation Announcement	AM	Graphic	No	268
12	Flower Mound	2/24/2022	Facebook	Emergency Announcement	AM	Graphic	No	184
12	Flower Mound	2/24/2022	Facebook	Emergency Announcement	PM	Graphic	No	52
12	Flower Mound	2/24/2022	Twitter	Emergency Announcement	AM	Graphic	No	19
12	Flower Mound	2/24/2022	Twitter	Hours of Operation Announcement	PM	Graphic	No	6
12	Flower Mound	2/24/2022	Twitter	Emergency Announcement	AM	Graphic	No	5
12	Flower Mound	2/24/2022	Twitter	Emergency Announcement	AM	None	No	3
12	Flower Mound	2/24/2022	Twitter	Hours of Operation Announcement	AM	None	No	3
12	Flower Mound	2/24/2022	Twitter	Emergency Announcement	AM	Graphic	No	2
12	Flower Mound	2/24/2022	Twitter	Emergency Announcement	AM	None	No	1
12	Flower Mound	1/28/2022	Twitter	Feel Good Posts	AM	Graphic	No	6
12	Flower Mound	2/1/2022	Facebook	Emergency Announcement	PM	Graphic	No	58
12	Flower Mound	2/16/2022	Facebook	Community Events/Activities	AM	Graphic	No	10
12	Flower Mound	2/23/2022	Facebook	Partnership Collaborative Posts	AM	Graphic	No	12
13	Forest Hill	XX/XX/XXXX	Facebook					
14	Grapevine	1/28/2022	Facebook	Development/Project Updates	AM	Graphic	No	20
14	Grapevine	1/28/2022	Twitter	Development/Project Updates	AM	Graphic	No	2
14	Grapevine	1/31/2022	Facebook	Emergency Announcement	PM	Graphic	No	607
14	Grapevine	1/31/2022	Twitter	Emergency Announcement	PM	Graphic	No	9
14	Grapevine	2/1/2022	Facebook	Hours of Operation Announcement	PM	Graphic	No	28
14	Grapevine	2/1/2022	Twitter	Feel Good Posts	AM	Graphic	No	18
14	Grapevine	2/1/2022	Facebook	Partnership Collaborative Posts	PM	Graphic	Yes	10
14	Grapevine	2/2/2022	Facebook	Emergency Announcement	PM	Graphic	No	368
14	Grapevine	2/2/2022	Facebook	Emergency Announcement	AM	Graphic	No	158
14	Grapevine	2/2/2022	Facebook	Hours of Operation Announcement	PM	Graphic	No	155
14	Grapevine	2/2/2022	Facebook	Emergency Announcement	AM	Graphic	No	52
14	Grapevine	2/2/2022	Instagram	Hours of Operation Announcement	PM	Graphic	No	31
14	Grapevine	2/2/2022	Instagram	Hours of Operation Announcement	PM	Graphic	No	19
14	Grapevine	2/2/2022	Twitter	Hours of Operation Announcement	PM	Graphic	No	16
14	Grapevine	2/2/2022	Twitter	Emergency Announcement	PM	Graphic	No	10
14	Grapevine	2/2/2022	Twitter	Hours of Operation Announcement	PM	Graphic	No	8
14	Grapevine	2/3/2022	Facebook	Hours of Operation Announcement	PM	Graphic	No	231
14	Grapevine	2/3/2022	Facebook	Hours of Operation Announcement	AM	Graphic	No	224
14	Grapevine	2/3/2022	Twitter	Emergency Announcement	AM	Video	No	207
14	Grapevine	2/3/2022	Twitter	Emergency Announcement	AM	Graphic	No	151
14	Grapevine	2/3/2022	Facebook	Emergency Announcement	PM	Graphic	No	26
14	Grapevine	2/3/2022	Instagram	Hours of Operation Announcement	PM	Graphic	No	22
14	Grapevine	2/3/2022	Twitter	Hours of Operation Announcement	PM	Graphic	No	18
14	Grapevine	2/3/2022	Twitter	Hours of Operation Announcement	AM	Graphic	No	9

An Evaluation of Social Media Trends in Small to Midsized Cities

Social Media Audit Data								
PAPP-5399: Public Administration Capstone Spring 2022								
ID	Municipality	Date (01/27-02/24)	Platform Name	Post Type	Time (AM/PM)	Graphic	Included a Link? (Call to Action)	# of Engagement (Comments, Likes, Shares, Views)
14	Grapevine	2/3/2022	Twitter	Hours of Operation Announcement	PM	Graphic	No	9
14	Grapevine	2/7/2022	Facebook	Hours of Operation Announcement	AM	Graphic	No	75
14	Grapevine	2/7/2022	Twitter	Hours of Operation Announcement	AM	Graphic	No	5
14	Grapevine	2/9/2022	Facebook	Community Events/Activities	AM	Graphic	No	25
14	Grapevine	2/9/2022	Instagram	Community Events/Activities	PM	Graphic	No	9
14	Grapevine	2/9/2022	Twitter	Community Events/Activities	PM	Graphic	No	2
14	Grapevine	2/10/2022	Facebook	Community Events/Activities	AM	Graphic	No	204
14	Grapevine	2/10/2022	Twitter	Feel Good Posts	AM	Graphic	No	11
14	Grapevine	2/10/2022	Twitter	Feel Good Posts	AM	Graphic	No	7
14	Grapevine	2/14/2022	Facebook	Feel Good Posts	AM	GIF	No	108
14	Grapevine	2/14/2022	Twitter	Feel Good Posts	AM	GIF	No	17
14	Grapevine	2/15/2022	Facebook	Feel Good Posts	PM	Graphic	No	338
14	Grapevine	2/15/2022	Twitter	Feel Good Posts	PM	Graphic	No	9
14	Grapevine	2/16/2022	Facebook	Feel Good Posts	AM	Graphic	No	590
14	Grapevine	2/22/2022	Twitter	Feel Good Posts	AM	Graphic	No	2
14	Grapevine	2/23/2022	Facebook	Hours of Operation Announcement	PM	Graphic	No	76
14	Grapevine	2/23/2022	Twitter	Hours of Operation Announcement	PM	Graphic	No	8
14	Grapevine	2/3/2022	Facebook	Hours of Operation Announcement	PM	Graphic	No	70
14	Grapevine	XX/XX/XXXX	YouTube					
15	Haltom City	1/27/2022	Facebook	Emergency Announcement	PM	Graphic	No	11
15	Haltom City	1/28/2022	Facebook	Partnership Collaborative Posts	AM	Graphic	Yes	27
15	Haltom City	1/31/2022	Twitter	Partnership Collaborative Posts	AM	Graphic	No	499
15	Haltom City	1/31/2022	Facebook	Emergency Announcement	AM	Graphic	No	14
15	Haltom City	1/31/2022	Twitter	Partnership Collaborative Posts	AM	Graphic	No	13
15	Haltom City	1/31/2022	Twitter	Hours of Operation Announcement	AM	None	No	7
15	Haltom City	2/2/2022	Twitter	Partnership Collaborative Posts	PM	Graphic	No	65
15	Haltom City	2/2/2022	Facebook	Emergency Announcement	PM	Graphic	No	12
15	Haltom City	2/2/2022	Twitter	Hours of Operation Announcement	PM	Graphic	No	9
15	Haltom City	2/2/2022	Facebook	Hours of Operation Announcement	PM	Graphic	No	8
15	Haltom City	2/2/2022	Twitter	Hours of Operation Announcement	PM	None	No	6
15	Haltom City	2/3/2022	Facebook	Hours of Operation Announcement	PM	Graphic	No	43
15	Haltom City	2/3/2022	Facebook	Hours of Operation Announcement	PM	None	No	13
15	Haltom City	2/3/2022	Facebook	Emergency Announcement	PM	Graphic	No	5
15	Haltom City	2/3/2022	Twitter	Hours of Operation Announcement	PM	None	No	1
15	Haltom City	2/4/2022	Facebook	Other	AM	Graphic	No	16
15	Haltom City	2/5/2022	Facebook	Hours of Operation Announcement	AM	None	No	21
15	Haltom City	2/5/2022	Twitter	Hours of Operation Announcement	AM	None	No	5
15	Haltom City	2/10/2022	Facebook	Partnership Collaborative Posts	AM	Graphic	No	18
15	Haltom City	2/11/2022	Facebook	Community Events/Activities	AM	Graphic	No	24
15	Haltom City	2/11/2022	Facebook	Partnership Collaborative Posts	AM	Photo	No	13
15	Haltom City	2/15/2022	Facebook	Development/Project Updates	PM	Video	No	109
15	Haltom City	2/15/2022	Facebook	Development/Project Updates	AM	Photo	No	19
15	Haltom City	2/15/2022	Twitter	Development/Project Updates	PM	GIF	No	13
15	Haltom City	2/15/2022	Twitter	Public Meetings	PM	Video	Yes	0
15	Haltom City	2/16/2022	Facebook	Partnership Collaborative Posts	PM	Photo	Yes	38
15	Haltom City	2/16/2022	Facebook	Development/Project Updates	PM	Graphic	No	27
15	Haltom City	2/18/2022	Facebook	Hours of Operation Announcement	PM	None	No	10
15	Haltom City	2/18/2022	Twitter	Hours of Operation Announcement	PM	None	No	5
15	Haltom City	2/22/2022	Facebook	Emergency Announcement	PM	Graphic	No	29
15	Haltom City	2/22/2022	Facebook	Other	PM	None	Yes	0
15	Haltom City	2/23/2022	Facebook	Other	PM	Graphic	Yes	128
15	Haltom City	2/23/2022	Facebook	Partnership Collaborative Posts	AM	None	Yes	50
15	Haltom City	2/23/2022	Facebook	Hours of Operation Announcement	PM	None	No	35
15	Haltom City	2/23/2022	Facebook	Emergency Announcement	PM	Graphic	No	34
15	Haltom City	2/23/2022	Facebook	Emergency Announcement	PM	None	No	16
15	Haltom City	2/23/2022	Facebook	Hours of Operation Announcement	PM	None	No	10
15	Haltom City	2/23/2022	Facebook	Emergency Announcement	PM	None	Yes	9
15	Haltom City	2/23/2022	Facebook	Emergency Announcement	AM	None	Yes	5
15	Haltom City	2/23/2022	Facebook	Hours of Operation Announcement	PM	Graphic	No	4
16	Haslet	2/2/2022	Facebook	Hours of Operation Announcement	PM	Graphic	Yes	2
17	Hurst	1/27/2022	Facebook	Community Events/Activities	AM	Video	No	5
17	Hurst	1/28/2022	Facebook	Other	AM	Graphic	Yes	27
17	Hurst	1/31/2022	Facebook	Job Oppportunities	PM	Graphic	Yes	77
17	Hurst	1/31/2022	Facebook	Emergency Announcement	PM	Graphic	No	31
17	Hurst	1/31/2022	Facebook	Other	PM	None	Yes	13
17	Hurst	1/31/2022	Instagram	Job Oppportunities		Graphic	Yes	9
17	Hurst	1/31/2022	Twitter	Job Oppportunities	PM	Graphic	Yes	0

An Evaluation of Social Media Trends in Small to Midsized Cities

Social Media Audit Data								
PAPP-5399: Public Administration Capstone Spring 2022								
ID	Municipality	Date (01/27-02/24)	Platform Name	Post Type	Time (AM/PM)	Graphic	Included a Link? (Call to Action)	# of Engagement (Comments, Likes, Shares, Views)
17	Hurst	2/1/2022	Facebook	Emergency Announcement	PM	Photo	Yes	65
17	Hurst	2/1/2022	Facebook	Partnership Collaborative Posts	PM	Graphic	No	33
17	Hurst	2/1/2022	Instagram	Emergency Announcement		Graphic	Yes	14
17	Hurst	2/1/2022	Facebook	Hours of Operation Announcement	PM	Graphic	No	10
17	Hurst	2/2/2022	Facebook	Hours of Operation Announcement	PM	Graphic	Yes	88
17	Hurst	2/2/2022	Facebook	Hours of Operation Announcement	PM	Graphic	Yes	42
17	Hurst	2/2/2022	Facebook	Emergency Announcement	AM	Graphic	No	24
17	Hurst	2/2/2022	Instagram	Hours of Operation Announcement		Graphic	No	16
17	Hurst	2/2/2022	Instagram	Hours of Operation Announcement		Graphic	Yes	14
17	Hurst	2/2/2022	Facebook	Partnership Collaborative Posts	AM	Graphic	Yes	11
17	Hurst	2/2/2022	Instagram	Emergency Announcement		Graphic	No	9
17	Hurst	2/2/2022	Facebook	Hours of Operation Announcement	PM	Graphic	No	6
17	Hurst	2/2/2022	Twitter	Hours of Operation Announcement	PM	Photo	Yes	3
17	Hurst	2/2/2022	Twitter	Emergency Announcement	PM	Photo	Yes	0
17	Hurst	2/3/2022	Facebook	Hours of Operation Announcement	PM	Graphic	No	61
17	Hurst	2/3/2022	Instagram	Hours of Operation Announcement		Graphic	No	13
17	Hurst	2/4/2022	Facebook	Feel Good Posts	AM	Graphic	No	79
17	Hurst	2/4/2022	Facebook	Hours of Operation Announcement	PM	Graphic	No	7
17	Hurst	2/7/2022	Facebook	Feel Good Posts	AM	Photo	No	15
17	Hurst	2/7/2022	Facebook	Public Meetings	PM	Photo	Yes	1
17	Hurst	2/7/2022	Twitter	Public Meetings		Photo	Yes	1
17	Hurst	2/8/2022	Facebook	Partnership Collaborative Posts	AM	Photo	Yes	33
17	Hurst	2/8/2022	Facebook	Event Post	PM	Photo	Yes	2
17	Hurst	2/9/2022	Facebook	Feel Good Posts	PM	Photo	No	44
17	Hurst	2/10/2022	Facebook	Partnership Collaborative Posts	AM	Photo	Yes	50
17	Hurst	2/11/2022	Facebook	Job Oppportunities	AM	Graphic	Yes	43
17	Hurst	2/11/2022	Facebook	Other	AM	Photo	Yes	26
17	Hurst	2/12/2022	LinkedIn	Job Oppportunities		Graphic	Yes	12
17	Hurst	2/13/2022	Facebook	Event Post	AM	Graphic	Yes	15
17	Hurst	2/15/2022	Facebook	Development/Project Updates	AM	Graphic	Yes	69
17	Hurst	2/15/2022	Facebook	Collecting Feedback (Survey)	PM	Graphic	Yes	7
17	Hurst	2/15/2022	Instagram	Development/Project Updates		Graphic	Yes	6
17	Hurst	2/16/2022	Facebook	Partnership Collaborative Posts	AM	Graphic	No	11
17	Hurst	2/17/2022	Facebook	Public Meetings	PM	Photo	No	43
17	Hurst	2/17/2022	Instagram	Public Meetings		Photo	No	31
17	Hurst	2/18/2022	Facebook	Job Oppportunities	AM	Graphic	Yes	53
17	Hurst	2/18/2022	Facebook	Other	AM	Photo	Yes	17
17	Hurst	2/22/2022	Facebook	Emergency Announcement	PM	Graphic	No	31
17	Hurst	2/22/2022	Facebook	Feel Good Posts	AM	Photo	Yes	20
17	Hurst	2/22/2022	Facebook	Event Post	AM	Photo	Yes	6
17	Hurst	2/23/2022	Facebook	Hours of Operation Announcement	PM	Graphic	Yes	43
17	Hurst	2/23/2022	Facebook	Hours of Operation Announcement	PM	Graphic	Yes	16
17	Hurst	2/23/2022	Instagram	Hours of Operation Announcement		Graphic	No	8
17	Hurst	2/23/2022	Instagram	Hours of Operation Announcement		Graphic	No	4
17	Hurst	2/23/2022	Twitter	Hours of Operation Announcement	PM	None	No	0
17	Hurst	2/23/2022	Twitter	Hours of Operation Announcement	PM	Graphic	Yes	0
17	Hurst	2/24/2022	Facebook	Feel Good Posts	AM	Photo	No	34
17	Hurst	2/24/2022	Instagram	Feel Good Posts		Photo	No	29
17	Hurst	2/24/2022	Facebook	Hours of Operation Announcement	PM	Graphic	No	17
18	Keller	1/27/2022	Facebook	Development/Project Updates	AM	Photo	No	143
18	Keller	1/28/2022	Facebook	Event Post	PM	Graphic	Yes	161
18	Keller	1/28/2022	Facebook	Community Events/Activities	AM	Graphic	Yes	10
18	Keller	1/31/2022	Facebook	Emergency Announcement	PM	Graphic	No	374
18	Keller	2/1/2022	Facebook	Partnership Collaborative Posts	PM	Photo	Yes	659
18	Keller	2/1/2022	Facebook	Feel Good Posts	PM	Photo	No	382
18	Keller	2/2/2022	Facebook	Emergency Announcement	AM	Photo	Yes	277
18	Keller	2/2/2022	Twitter	Partnership Collaborative Posts	AM	Graphic	Yes	249
18	Keller	2/2/2022	Facebook	Emergency Announcement	PM	Graphic	No	99
18	Keller	2/2/2022	Facebook	Hours of Operation Announcement	PM	Graphic	No	96
18	Keller	2/2/2022	Facebook	Hours of Operation Announcement	PM	Graphic	No	31
18	Keller	2/2/2022	Twitter	Emergency Announcement	PM	Graphic	No	19
18	Keller	2/2/2022	Twitter	Emergency Announcement	PM	None	Yes	14
18	Keller	2/2/2022	Twitter	Hours of Operation Announcement	PM	Graphic	No	10
18	Keller	2/2/2022	Twitter	Hours of Operation Announcement	PM	Graphic	Yes	9
18	Keller	2/2/2022	Twitter	Other	PM	None	No	7
18	Keller	2/2/2022	Twitter	Emergency Announcement	PM	Graphic	No	6
18	Keller	2/2/2022	Twitter	Emergency Announcement	PM	None	No	5

An Evaluation of Social Media Trends in Small to Mid-sized Cities

Social Media Audit Data								
PAPP-5399: Public Administration Capstone Spring 2022								
ID	Municipality	Date (01/27-02/24)	Platform Name	Post Type	Time (AM/PM)	Graphic	Included a Link? (Call to Action)	# of Engagement (Comments, Likes, Shares, Views)
18	Keller	2/2/2022	Twitter	Emergency Announcement	PM	None	No	5
18	Keller	2/2/2022	Twitter	Emergency Announcement	PM	None	No	4
18	Keller	2/2/2022	Twitter	Hours of Operation Announcement	PM	Graphic	No	3
18	Keller	2/2/2022	Twitter	Hours of Operation Announcement	PM	Graphic	No	2
18	Keller	2/2/2022	Twitter	Hours of Operation Announcement	PM	Graphic	No	2
18	Keller	2/2/2022	Twitter	Hours of Operation Announcement	PM	None	No	2
18	Keller	2/2/2022	Twitter	Hours of Operation Announcement	PM	None	No	1
18	Keller	2/2/2022	Twitter	Hours of Operation Announcement	PM	None	No	1
18	Keller	2/2/2022	Twitter	Partnership Collaborative Posts	PM	Graphic	Yes	1
18	Keller	2/3/2022	Facebook	Feel Good Posts	PM	Photo	No	1501
18	Keller	2/3/2022	Facebook	Emergency Announcement	PM	Graphic	Yes	474
18	Keller	2/3/2022	Facebook	Emergency Announcement	PM	Graphic	No	272
18	Keller	2/3/2022	Facebook	Emergency Announcement	AM	Graphic	No	167
18	Keller	2/3/2022	Twitter	Partnership Collaborative Posts	AM	Photo	No	100
18	Keller	2/3/2022	Facebook	Emergency Announcement	PM	Graphic	No	38
18	Keller	2/3/2022	Twitter	Partnership Collaborative Posts	AM	Photo	No	32
18	Keller	2/3/2022	Twitter	Feel Good Posts	PM	Photo	No	26
18	Keller	2/3/2022	Twitter	Emergency Announcement	AM	Photo	No	17
18	Keller	2/3/2022	Twitter	Emergency Announcement	PM	Graphic	Yes	11
18	Keller	2/3/2022	Twitter	Emergency Announcement	PM	Graphic	No	9
18	Keller	2/3/2022	Twitter	Partnership Collaborative Posts	AM	GIF	No	8
18	Keller	2/3/2022	Twitter	Emergency Announcement	PM	Graphic	No	7
18	Keller	2/3/2022	Twitter	Hours of Operation Announcement	PM	Graphic	No	7
18	Keller	2/3/2022	Twitter	Emergency Announcement	AM	None	No	6
18	Keller	2/3/2022	Twitter	Emergency Announcement	AM	None	No	5
18	Keller	2/3/2022	Twitter	Hours of Operation Announcement	AM	Graphic	No	5
18	Keller	2/3/2022	Twitter	Emergency Announcement	AM	Graphic	No	5
18	Keller	2/3/2022	Twitter	Emergency Announcement	AM	Graphic	Yes	4
18	Keller	2/3/2022	Twitter	Emergency Announcement	PM	Graphic	No	4
18	Keller	2/3/2022	Twitter	Emergency Announcement	PM	Graphic	No	4
18	Keller	2/3/2022	Twitter	Emergency Announcement	AM	None	No	3
18	Keller	2/3/2022	Twitter	Emergency Announcement	AM	None	No	3
18	Keller	2/3/2022	Twitter	Emergency Announcement	AM	None	No	3
18	Keller	2/3/2022	Twitter	Hours of Operation Announcement	PM	Graphic	No	3
18	Keller	2/3/2022	Twitter	Emergency Announcement	AM	None	No	1
18	Keller	2/3/2022	Twitter	Hours of Operation Announcement	AM	Graphic	No	1
18	Keller	2/3/2022	Twitter	Hours of Operation Announcement	AM	Graphic	No	0
18	Keller	2/4/2022	Facebook	Feel Good Posts	PM	Photo	No	1117
18	Keller	2/4/2022	Facebook	Emergency Announcement	AM	Graphic	Yes	437
18	Keller	2/4/2022	Facebook	Feel Good Posts	AM	Photo	No	149
18	Keller	2/4/2022	Facebook	Emergency Announcement	PM	Graphic	Yes	90
18	Keller	2/4/2022	Facebook	Feel Good Posts	AM	Photo	No	60
18	Keller	2/4/2022	Facebook	Feel Good Posts	PM	Photo	No	49
18	Keller	2/4/2022	Facebook	Feel Good Posts	PM	Photo	No	40
18	Keller	2/4/2022	Twitter	Emergency Announcement	AM	Graphic	No	11
18	Keller	2/4/2022	Twitter	Emergency Announcement	PM	Graphic	No	10
18	Keller	2/4/2022	Twitter	Hours of Operation Announcement	PM	Graphic	No	7
18	Keller	2/4/2022	Twitter	Emergency Announcement	AM	None	No	5
18	Keller	2/4/2022	Twitter	Emergency Announcement	AM	None	No	4
18	Keller	2/4/2022	Twitter	Hours of Operation Announcement	AM	Graphic	No	4
18	Keller	2/4/2022	Twitter	Community Events/Activities	PM	Graphic	No	4
18	Keller	2/4/2022	Twitter	Emergency Announcement	AM	None	No	3
18	Keller	2/4/2022	Twitter	Emergency Announcement	AM	None	No	3
18	Keller	2/4/2022	Twitter	Partnership Collaborative Posts	AM	None	No	3
18	Keller	2/4/2022	Twitter	Emergency Announcement	PM	None	No	3
18	Keller	2/4/2022	Twitter	Hours of Operation Announcement	AM	Graphic	No	2
18	Keller	2/4/2022	Twitter	Emergency Announcement	PM	None	No	2
18	Keller	2/4/2022	Twitter	Emergency Announcement	AM	Graphic	Yes	1
18	Keller	2/4/2022	Twitter	Emergency Announcement	PM	None	No	1
18	Keller	2/4/2022	Twitter	Partnership Collaborative Posts	PM	None	Yes	1
18	Keller	2/5/2022	Facebook	Hours of Operation Announcement	AM	Video	No	55
18	Keller	2/7/2022	Facebook	Feel Good Posts	PM	Photo	No	33
18	Keller	2/8/2022	Facebook	Feel Good Posts	PM	Photo	No	359
18	Keller	2/8/2022	Facebook	Event Post	PM	Photo	No	277
18	Keller	2/8/2022	Facebook	Emergency Announcement	AM	Photo	No	118
18	Keller	2/8/2022	Twitter	Emergency Announcement	AM	Photo	No	15
18	Keller	2/9/2022	Facebook	Hours of Operation Announcement	AM	Graphic	Yes	145

An Evaluation of Social Media Trends in Small to Midsized Cities

Social Media Audit Data								
PAPP-5399: Public Administration Capstone Spring 2022								
ID	Municipality	Date (01/27-02/24)	Platform Name	Post Type	Time (AM/PM)	Graphic	Included a Link? (Call to Action)	# of Engagement (Comments, Likes, Shares, Views)
18	Keller	2/10/2022	Facebook	Feel Good Posts	AM	Photo	No	65,500
18	Keller	2/10/2022	Twitter	Feel Good Posts	AM	Photo	No	2843
18	Keller	2/10/2022	Twitter	Feel Good Posts	AM	None	No	431
18	Keller	2/10/2022	Twitter	Feel Good Posts	PM	Photo	No	108
18	Keller	2/10/2022	Twitter	Feel Good Posts	PM	Photo	No	74
18	Keller	2/10/2022	Twitter	Feel Good Posts	PM	Photo	No	27
18	Keller	2/10/2022	Twitter	Feel Good Posts	PM	Photo	No	22
18	Keller	2/10/2022	Twitter	Feel Good Posts	PM	Photo	No	21
18	Keller	2/10/2022	Twitter	Feel Good Posts	PM	Photo	No	16
18	Keller	2/10/2022	Twitter	Feel Good Posts	PM	Photo	No	10
18	Keller	2/10/2022	Twitter	Feel Good Posts	PM	Photo	No	7
18	Keller	2/10/2022	Twitter	Feel Good Posts	PM	Photo	No	2
18	Keller	2/11/2022	YouTube	Partnership Collaborative Posts		Video	No	601
18	Keller	2/11/2022	Twitter	Feel Good Posts	PM	Photo	No	63
18	Keller	2/11/2022	Twitter	Feel Good Posts	PM	None	No	37
18	Keller	2/12/2022	Facebook	Partnership Collaborative Posts	PM	Graphic	No	60
18	Keller	2/13/2022	Twitter	Feel Good Posts	AM	Photo	No	119
18	Keller	2/13/2022	Facebook	Feel Good Posts	PM	Graphic	No	93
18	Keller	2/13/2022	Twitter	Feel Good Posts	PM	Graphic	No	5
18	Keller	2/13/2022	Twitter	Feel Good Posts	PM	None	No	3
18	Keller	2/14/2022	Twitter	Partnership Collaborative Posts	PM	Graphic	No	24
18	Keller	2/14/2022	Twitter	Partnership Collaborative Posts	PM	None	No	4
18	Keller	2/15/2022	Facebook	Emergency Announcement	AM	Graphic	No	366
18	Keller	2/15/2022	Facebook	Community Events/Activities	PM	Graphic	Yes	121
18	Keller	2/15/2022	Twitter	Partnership Collaborative Posts	AM	Graphic	No	45
18	Keller	2/15/2022	Twitter	Partnership Collaborative Posts	AM	Graphic	Yes	11
18	Keller	2/15/2022	Twitter	Partnership Collaborative Posts	AM	Graphic	Yes	11
18	Keller	2/15/2022	Twitter	Community Events/Activities	PM	Graphic	No	8
18	Keller	2/15/2022	Twitter	Hours of Operation Announcement	PM	None	No	5
18	Keller	2/15/2022	Twitter	Partnership Collaborative Posts	AM	Graphic	Yes	4
18	Keller	2/15/2022	Twitter	Community Events/Activities	PM	Graphic	Yes	4
18	Keller	2/15/2022	Twitter	Partnership Collaborative Posts	PM	None	No	3
18	Keller	2/15/2022	Twitter	Partnership Collaborative Posts	PM	None	No	3
18	Keller	2/15/2022	Twitter	Partnership Collaborative Posts	PM	None	No	2
18	Keller	2/17/2022	Facebook	Feel Good Posts	AM	Photo	No	174
18	Keller	2/17/2022	Facebook	Development/Project Updates	PM	Video	Yes	120
18	Keller	2/17/2022	YouTube	Partnership Collaborative Posts		Video	No	119
18	Keller	2/17/2022	YouTube	Community Events/Activities		Video	No	62
18	Keller	2/18/2022	Facebook	Partnership Collaborative Posts	PM	Photo	Yes	34
18	Keller	2/18/2022	Facebook	Community Events/Activities	AM	Graphic	No	24
18	Keller	2/20/2022	Facebook	Partnership Collaborative Posts	AM	Graphic	No	57
18	Keller	2/21/2022	Facebook	Other	AM	Photo	No	1306
18	Keller	2/21/2022	Twitter	Other	am	Photo	No	59
18	Keller	2/21/2022	Twitter	Hours of Operation Announcement	PM	Photo	No	7
18	Keller	2/22/2022	Facebook	Community Events/Activities	PM	Graphic	Yes	48
18	Keller	2/23/2022	Facebook	Emergency Announcement	AM	Graphic	No	372
18	Keller	2/23/2022	Twitter	Partnership Collaborative Posts	PM	Photo	No	40
18	Keller	2/23/2022	Twitter	Partnership Collaborative Posts	PM	None	No	17
18	Keller	2/23/2022	Twitter	Emergency Announcement	AM	Graphic	No	16
18	Keller	2/23/2022	Twitter	Emergency Announcement	AM	None	No	11
18	Keller	2/23/2022	Twitter	Emergency Announcement	PM	Graphic	No	10
18	Keller	2/23/2022	Twitter	Partnership Collaborative Posts	PM	None	No	10
18	Keller	2/23/2022	Twitter	Hours of Operation Announcement	PM	None	No	8
18	Keller	2/23/2022	Twitter	Hours of Operation Announcement	PM	GIF	No	8
18	Keller	2/23/2022	Twitter	Emergency Announcement	PM	None	No	6
18	Keller	2/23/2022	Twitter	Hours of Operation Announcement	PM	GIF	No	3
18	Keller	2/23/2022	Twitter	Hours of Operation Announcement	PM	None	No	1
18	Keller	2/24/2022	Facebook	Hours of Operation Announcement	PM	Photo	Yes	268
18	Keller	2/24/2022	Facebook	Hours of Operation Announcement	AM	Graphic	Yes	187
18	Keller	2/24/2022	Facebook	Hours of Operation Announcement	PM	Graphic	Yes	131
18	Keller	2/24/2022	Twitter	Emergency Announcement	AM	Graphic	No	17
18	Keller	2/24/2022	Twitter	Emergency Announcement	AM	GIF	No	14
18	Keller	2/24/2022	Twitter	Hours of Operation Announcement	AM	Graphic	No	8
18	Keller	2/24/2022	Twitter	Emergency Announcement	AM	None	No	7
18	Keller	2/24/2022	Twitter	Partnership Collaborative Posts	AM	GIF	Yes	7
18	Keller	2/24/2022	Twitter	Emergency Announcement	PM	Photo	No	7
18	Keller	2/24/2022	Twitter	Hours of Operation Announcement	PM	Graphic	No	7

An Evaluation of Social Media Trends in Small to Midsized Cities

Social Media Audit Data								
PAPP-5399: Public Administration Capstone Spring 2022								
ID	Municipality	Date (01/27-02/24)	Platform Name	Post Type	Time (AM/PM)	Graphic	Included a Link? (Call to Action)	# of Engagement (Comments, Likes, Shares, Views)
18	Keller	2/24/2022	Twitter	Hours of Operation Announcement	PM	Graphic	No	7
18	Keller	2/24/2022	Twitter	Hours of Operation Announcement	AM	Graphic	No	5
18	Keller	2/24/2022	Twitter	Emergency Announcement	PM	None	No	5
18	Keller	2/24/2022	Twitter	Partnership Collaborative Posts	PM	Graphic	Yes	5
18	Keller	2/24/2022	Twitter	Hours of Operation Announcement	PM	Graphic	No	5
18	Keller	2/24/2022	Twitter	Emergency Announcement	PM	None	No	3
18	Keller	2/24/2022	Twitter	Hours of Operation Announcement	PM	Graphic	No	2
18	Keller	2/24/2022	Twitter	Hours of Operation Announcement	PM	Graphic	No	1
18	Keller	2/2/2022	Twitter	Hours of Operation Announcement	PM	None	No	1
19	Kennedale	2/2/2022	Facebook	Hours of Operation Announcement	PM	Graphic	Yes	1
19	Kennedale	2/2/2022	Twitter	Emergency Announcement	PM	Video	Yes	0
19	Kennedale	2/2/2022	Twitter	Hours of Operation Announcement	PM	Graphic	No	0
19	Kennedale	2/3/2022	Facebook	Hours of Operation Announcement	PM	Graphic	No	5
19	Kennedale	2/4/2022	Facebook	Hours of Operation Announcement	PM	Graphic	No	17
19	Kennedale	2/4/2022	Twitter	Hours of Operation Announcement	PM	Graphic	No	0
19	Kennedale	2/15/2022	Facebook	Emergency Announcement	PM	Photo	No	41
19	Kennedale	2/15/2022	Twitter	Emergency Announcement	PM	None	No	3
19	Kennedale	2/15/2022	Twitter	Emergency Announcement	PM	None	No	1
19	Kennedale	2/15/2022	Twitter	Emergency Announcement	PM	Photo	No	0
19	Kennedale	2/23/2022	Twitter	Emergency Announcement	PM	Graphic	No	253
19	Kennedale	2/23/2022	Facebook	Hours of Operation Announcement	PM	Graphic	Yes	8
19	Kennedale	2/23/2022	Twitter	Hours of Operation Announcement	PM	Graphic	No	0
19	Kennedale	2/23/2022	Twitter	Hours of Operation Announcement	PM	Graphic	Yes	0
19	Kennedale	2/24/2022	Facebook	Hours of Operation Announcement	AM	Graphic	Yes	2
21	Lake Worth	1/28/2022	Facebook	Development/Project Updates	PM	Graphic	Yes	12
21	Lake Worth	1/31/2022	Facebook	Other	PM	Graphic	No	19
21	Lake Worth	2/1/2022	Facebook	Development/Project Updates	AM	Video	No	41
21	Lake Worth	2/2/2022	Facebook	Feel Good Posts	AM	Photo	No	72
21	Lake Worth	2/2/2022	Facebook	Emergency Announcement	AM	Graphic	No	53
21	Lake Worth	2/2/2022	Facebook	Hours of Operation Announcement	PM	Graphic	No	23
21	Lake Worth	2/2/2022	Facebook	Hours of Operation Announcement	PM	Graphic	No	20
21	Lake Worth	2/2/2022	Facebook	Emergency Announcement	AM	None	Yes	10
21	Lake Worth	2/7/2022	Facebook	Community Events/Activities	PM	Graphic	Yes	26
21	Lake Worth	2/9/2022	Facebook	Partnership Collaborative Posts	PM	Graphic	Yes	10
21	Lake Worth	2/10/2022	Facebook	Partnership Collaborative Posts	PM	None	Yes	31
21	Lake Worth	2/11/2022	Facebook	Partnership Collaborative Posts	AM	Graphic	No	482
21	Lake Worth	2/14/2022	Facebook	Development/Project Updates	AM	Photo	No	91
21	Lake Worth	2/14/2022	Facebook	Public Meetings	AM	None	Yes	3
21	Lake Worth	2/15/2022	Facebook	Partnership Collaborative Posts	AM	Graphic	No	176
21	Lake Worth	2/15/2022	Facebook	Other	AM	Photo	No	30
21	Lake Worth	2/15/2022	Facebook	Partnership Collaborative Posts	PM	Photo	No	25
21	Lake Worth	2/15/2022	Facebook	Other	PM	Photo	No	5
21	Lake Worth	2/18/2022	Facebook	Hours of Operation Announcement	PM	Graphic	No	6
21	Lake Worth	2/23/2022	Facebook	Partnership Collaborative Posts	PM	Graphic	No	94
21	Lake Worth	2/23/2022	Facebook	Hours of Operation Announcement	PM	Graphic	No	23
21	Lake Worth	2/23/2022	Facebook	Hours of Operation Announcement	PM	Graphic	No	13
20	Lakeside	1/31/2022	Facebook	Hours of Operation Announcement	AM	None	No	1
20	Lakeside	2/3/2022	Facebook	Hours of Operation Announcement	AM	None	No	2
20	Lakeside	2/24/2022	Facebook	Hours of Operation Announcement	AM	None	No	0
22	Mansfield	1/27/2022	Facebook	Partnership Collaborative Posts	AM	Graphic	No	50
22	Mansfield	1/30/2022	Facebook	Partnership Collaborative Posts	PM	Video	Yes	37
22	Mansfield	1/31/2022	Facebook	Other	PM	Graphic	Yes	79
22	Mansfield	1/31/2022	Twitter	Emergency Announcement	PM	None	No	2
22	Mansfield	1/31/2022	Twitter	Emergency Announcement	PM	None	Yes	2
22	Mansfield	1/31/2022	Twitter	Emergency Announcement	PM	Graphic	No	1
22	Mansfield	1/31/2022	YouTube	Emergency Announcement		Video	No	1
22	Mansfield	2/2/2022	Facebook	Hours of Operation Announcement	PM	Graphic	No	193
22	Mansfield	2/2/2022	Twitter	Partnership Collaborative Posts	AM	Graphic	No	188
22	Mansfield	2/2/2022	Facebook	Hours of Operation Announcement	PM	Graphic	Yes	95
22	Mansfield	2/2/2022	Facebook	Emergency Announcement	AM	Graphic	Yes	84
22	Mansfield	2/2/2022	Facebook	Other	PM	Graphic	Yes	25
22	Mansfield	2/2/2022	Twitter	Hours of Operation Announcement	PM	Graphic	No	8
22	Mansfield	2/2/2022	Twitter	Emergency Announcement	AM	Graphic	No	6
22	Mansfield	2/2/2022	Twitter	Hours of Operation Announcement	PM	Graphic	No	6
22	Mansfield	2/2/2022	Twitter	Emergency Announcement	AM	None	No	4
22	Mansfield	2/2/2022	Twitter	Emergency Announcement	AM	None	No	4
22	Mansfield	2/2/2022	Twitter	Emergency Announcement	AM	None	No	2

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Social Media Audit Data								
PAPP-5399: Public Administration Capstone Spring 2022								
ID	Municipality	Date (01/27-02/24)	Platform Name	Post Type	Time (AM/PM)	Graphic	Included a Link? (Call to Action)	# of Engagement (Comments, Likes, Shares, Views)
22	Mansfield	2/2/2022	Twitter	Emergency Announcement	AM	None	Yes	2
22	Mansfield	2/2/2022	Twitter	Hours of Operation Announcement	PM	None	No	2
22	Mansfield	2/2/2022	Twitter	Emergency Announcement	PM	None	Yes	1
22	Mansfield	2/2/2022	Twitter	Hours of Operation Announcement	PM	None	No	0
22	Mansfield	2/3/2022	Facebook	Feel Good Posts	PM	Photo	Yes	127
22	Mansfield	2/3/2022	Facebook	Hours of Operation Announcement	PM	Graphic	No	91
22	Mansfield	2/3/2022	Facebook	Partnership Collaborative Posts	PM	Video	No	56
22	Mansfield	2/3/2022	Facebook	Emergency Announcement	PM	Graphic	No	31
22	Mansfield	2/3/2022	Facebook	Partnership Collaborative Posts	AM	Graphic	Yes	23
22	Mansfield	2/3/2022	Twitter	Feel Good Posts	PM	Photo	No	13
22	Mansfield	2/3/2022	Twitter	Hours of Operation Announcement	PM	Graphic	No	7
22	Mansfield	2/3/2022	Twitter	Partnership Collaborative Posts	AM	Photo	Yes	2
22	Mansfield	2/4/2022	Facebook	Emergency Announcement	AM	Graphic	No	156
22	Mansfield	2/4/2022	Facebook	Emergency Announcement	PM	Graphic	No	108
22	Mansfield	2/4/2022	Facebook	Hours of Operation Announcement	PM	Graphic	No	21
22	Mansfield	2/4/2022	Twitter	Emergency Announcement	PM	Graphic	No	7
22	Mansfield	2/4/2022	Twitter	Hours of Operation Announcement	PM	Graphic	No	4
22	Mansfield	2/4/2022	Twitter	Emergency Announcement	AM	Graphic	No	3
22	Mansfield	2/4/2022	Twitter	Emergency Announcement	AM	None	No	2
22	Mansfield	2/4/2022	Twitter	Emergency Announcement	PM	None	No	1
22	Mansfield	2/5/2022	Facebook	Feel Good Posts	AM	Graphic	No	53
22	Mansfield	2/5/2022	Twitter	Feel Good Posts	PM	Photo	No	43
22	Mansfield	2/5/2022	Twitter	Feel Good Posts	AM	Graphic	No	5
22	Mansfield	2/8/2022	Facebook	Community Events/Activities	PM	Graphic	No	272
22	Mansfield	2/8/2022	Twitter	Community Events/Activities	PM	Graphic	No	5
22	Mansfield	2/9/2022	Facebook	Community Events/Activities	PM	Photo	Yes	61
22	Mansfield	2/9/2022	Facebook	Feel Good Posts	PM	Graphic	No	32
22	Mansfield	2/9/2022	Twitter	Community Events/Activities	PM	Photo	Yes	1
22	Mansfield	2/10/2022	Facebook	Feel Good Posts	AM	Photo	Yes	580
22	Mansfield	2/10/2022	LinkedIn	Feel Good Posts		Photo	Yes	41
22	Mansfield	2/10/2022	LinkedIn	Feel Good Posts		Photo	No	24
22	Mansfield	2/11/2022	Facebook	Community Events/Activities	AM	Graphic	Yes	25
22	Mansfield	2/12/2022	Facebook	Partnership Collaborative Posts	PM	Photo	Yes	49
22	Mansfield	2/12/2022	LinkedIn	Partnership Collaborative Posts		Photo	Yes	10
22	Mansfield	2/14/2022	Facebook	Public Meetings	PM	Video	No	25
22	Mansfield	2/14/2022	YouTube	Public Meetings		Video	No	1
22	Mansfield	2/15/2022	Facebook	Other	PM	Graphic	Yes	190
22	Mansfield	2/15/2022	LinkedIn	Other		Graphic	Yes	6
22	Mansfield	2/15/2022	Twitter	Other	PM	Graphic	Yes	2
22	Mansfield	2/16/2022	Facebook	Partnership Collaborative Posts	PM	Photo	No	562
22	Mansfield	2/16/2022	Facebook	Other	AM	Photo	Yes	92
22	Mansfield	2/16/2022	LinkedIn	Partnership Collaborative Posts		Photo	No	43
22	Mansfield	2/16/2022	Twitter	Partnership Collaborative Posts	PM	Photo	No	11
22	Mansfield	2/17/2022	Facebook	Development/Project Updates	AM	Photo	Yes	33
22	Mansfield	2/17/2022	Facebook	Feel Good Posts	PM	Graphic	No	9
22	Mansfield	2/17/2022	LinkedIn	Development/Project Updates		Graphic	Yes	6
22	Mansfield	2/17/2022	Twitter	Development/Project Updates	AM	Photo	Yes	3
22	Mansfield	2/17/2022	Twitter	Feel Good Posts	PM	Graphic	No	2
22	Mansfield	2/23/2022	Facebook	Community Events/Activities	AM	Photo	Yes	164
22	Mansfield	2/23/2022	Twitter	Partnership Collaborative Posts	PM	Graphic	No	127
22	Mansfield	2/23/2022	Facebook	Emergency Announcement	PM	Graphic	No	60
22	Mansfield	2/23/2022	Facebook	Emergency Announcement	AM	Graphic	No	46
22	Mansfield	2/23/2022	Facebook	Partnership Collaborative Posts	PM	Graphic	No	24
22	Mansfield	2/23/2022	Twitter	Hours of Operation Announcement	PM	Graphic	No	7
22	Mansfield	2/23/2022	Twitter	Emergency Announcement	AM	Graphic	No	5
22	Mansfield	2/23/2022	Twitter	Hours of Operation Announcement	PM	None	No	4
22	Mansfield	2/23/2022	Twitter	Emergency Announcement	AM	Graphic	No	2
22	Mansfield	2/23/2022	Twitter	Hours of Operation Announcement	PM	None	No	2
22	Mansfield	2/23/2022	Twitter	Community Events/Activities	AM	Graphic	Yes	1
22	Mansfield	2/24/2022	Facebook	Emergency Announcement	AM	Graphic	No	121
22	Mansfield	2/24/2022	Facebook	Hours of Operation Announcement	PM	Graphic	No	37
22	Mansfield	2/24/2022	Facebook	Emergency Announcement	PM	Graphic	No	17
22	Mansfield	2/24/2022	Facebook	Community Events/Activities	PM	Video	Yes	15
22	Mansfield	2/24/2022	Twitter	Emergency Announcement	AM	Graphic	No	7
22	Mansfield	2/24/2022	Twitter	Emergency Announcement	PM	Graphic	No	6
22	Mansfield	2/24/2022	Twitter	Emergency Announcement	AM	None	No	3
22	Mansfield	2/24/2022	Twitter	Hours of Operation Announcement	PM	Graphic	No	3
22	Mansfield	2/24/2022	Twitter	Emergency Announcement	AM	None	No	2

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Social Media Audit Data								
PAPP-5399: Public Administration Capstone Spring 2022								
ID	Municipality	Date (01/27-02/24)	Platform Name	Post Type	Time (AM/PM)	Graphic	Included a Link? (Call to Action)	# of Engagement (Comments, Likes, Shares, Views)
23	Newark	1/31/2022	Facebook	Emergency Announcement	PM	Graphic	No	2
23	Newark	2/1/2022	Facebook	Hours of Operation Announcement	PM	None	No	2
23	Newark	2/2/2022	Facebook	Hours of Operation Announcement	PM	None	No	3
23	Newark	2/4/2022	Facebook	Hours of Operation Announcement	AM	None	No	2
23	Newark	2/18/2022	Facebook	Hours of Operation Announcement	AM	Graphic	No	0
23	Newark	2/19/2022	Facebook	Emergency Announcement	AM	None	No	2
23	Newark	2/22/2022	Facebook	Emergency Announcement	PM	None	No	0
23	Newark	2/23/2022	Facebook	Emergency Announcement	PM	Graphic	No	3
23	Newark	2/24/2022	Facebook	Hours of Operation Announcement	AM	None	No	3
	North Richland Hills	2/14/2022	Facebook	Partnership Collaborative Posts	AM	GIF	Yes	10
24	North Richland Hills	2/16/2021	Facebook	Development/Project Updates	PM	Graphic	Yes	26
24	North Richland Hills	2/16/2021	Twitter	Development/Project Updates	PM	Graphic	Yes	3
24	North Richland Hills	2/18/2021	Facebook	Community Events/Activities	AM	Graphic	Yes	9
24	North Richland Hills	2/18/2021	Twitter	Community Events/Activities	AM	Graphic	Yes	0
24	North Richland Hills	1/27/2022	Facebook	Partnership Collaborative Posts	AM	Video	Yes	202
24	North Richland Hills	1/27/2022	Twitter	Partnership Collaborative Posts	AM	Video	Yes	120
24	North Richland Hills	1/28/2022	Facebook	Development/Project Updates	PM	Graphic	No	3
24	North Richland Hills	1/28/2022	Twitter	Development/Project Updates	PM	Graphic	No	0
	North Richland Hills	1/29/2022	Facebook	Development/Project Updates	PM	Graphic	No	56
24	North Richland Hills	2/1/2022	Facebook	Emergency Announcement	AM	Graphic	Yes	153
24	North Richland Hills	2/1/2022	Twitter	Emergency Announcement	AM	Graphic	Yes	7
	North Richland Hills	2/2/2022	Facebook	Emergency Announcement	AM	Graphic	Yes	115
24	North Richland Hills	2/2/2022	Facebook	Hours of Operation Announcement	AM	Graphic	Yes	71
24	North Richland Hills	2/2/2022	Twitter	Hours of Operation Announcement	PM	Graphic	Yes	5
24	North Richland Hills	2/2/2022	Twitter	Emergency Announcement	PM	Graphic	Yes	1
24	North Richland Hills	2/3/2022	Facebook	Feel Good Posts	PM	Photo	Yes	211
24	North Richland Hills	2/3/2022	Facebook	Hours of Operation Announcement	PM	Graphic	Yes	60
24	North Richland Hills	2/3/2022	Facebook	Partnership Collaborative Posts	AM	Graphic	No	24
24	North Richland Hills	2/3/2022	Facebook	Hours of Operation Announcement	AM	Graphic	Yes	15
24	North Richland Hills	2/3/2022	Facebook	Other	PM	Graphic	No	13
24	North Richland Hills	2/3/2022	Twitter	Feel Good Posts	PM	Photo	Yes	12
24	North Richland Hills	2/3/2022	Twitter	Other	PM	Graphic	No	6
24	North Richland Hills	2/3/2022	Twitter	Partnership Collaborative Posts	AM	Graphic	No	5
24	North Richland Hills	2/3/2022	Twitter	Hours of Operation Announcement	AM	Graphic	Yes	1
24	North Richland Hills	2/3/2022	Twitter	Hours of Operation Announcement	PM	Graphic	Yes	1
24	North Richland Hills	2/4/2022	Facebook	Hours of Operation Announcement	PM	Graphic	Yes	43
24	North Richland Hills	2/4/2022	Twitter	Hours of Operation Announcement	PM	Graphic	Yes	3
24	North Richland Hills	2/5/2022	Facebook	Feel Good Posts	PM	Photo	No	263
24	North Richland Hills	2/5/2022	Facebook	Hours of Operation Announcement	AM	Graphic	No	77
24	North Richland Hills	2/5/2022	Twitter	Feel Good Posts	PM	Photo	No	27
24	North Richland Hills	2/5/2022	Twitter	Hours of Operation Announcement	AM	Graphic	No	2
24	North Richland Hills	2/7/2022	Facebook	Development/Project Updates	PM	Graphic	No	10
24	North Richland Hills	2/7/2022	Facebook	Partnership Collaborative Posts	PM	Graphic	Yes	10
24	North Richland Hills	2/7/2022	Facebook	Development/Project Updates	AM	Graphic	No	5
24	North Richland Hills	2/7/2022	Twitter	Development/Project Updates	AM	Graphic	No	0
24	North Richland Hills	2/7/2022	Twitter	Development/Project Updates	PM	Graphic	No	0
24	North Richland Hills	2/7/2022	Twitter	Partnership Collaborative Posts	PM	Graphic	Yes	0
24	North Richland Hills	2/8/2022	Facebook	Event Post	AM	Graphic	Yes	10
24	North Richland Hills	2/8/2022	Twitter	Community Events/Activities	AM	Graphic	Yes	2
24	North Richland Hills	2/9/2022	Facebook	Development/Project Updates	AM	Graphic	Yes	37
24	North Richland Hills	2/9/2022	Twitter	Development/Project Updates	AM	Graphic	Yes	1
24	North Richland Hills	2/10/2022	Facebook	Partnership Collaborative Posts	AM	Photo	Yes	22
24	North Richland Hills	2/10/2022	Twitter	Partnership Collaborative Posts	AM	Photo	Yes	3
24	North Richland Hills	2/14/2022	Facebook	Community Events/Activities	AM	Graphic	Yes	23
24	North Richland Hills	2/14/2022	Facebook	Public Meetings	PM	Graphic	Yes	4
24	North Richland Hills	2/14/2022	Twitter	Community Events/Activities	AM	GIF	Yes	0
24	North Richland Hills	2/14/2022	Twitter	Public Meetings	PM	Graphic	Yes	0
24	North Richland Hills	2/15/2022	Facebook	Development/Project Updates	AM	Video	Yes	164
24	North Richland Hills	2/15/2022	Twitter	Development/Project Updates	AM	Video	Yes	162
24	North Richland Hills	2/16/2022	Twitter	Partnership Collaborative Posts	AM	Video	Yes	76
24	North Richland Hills	2/16/2022	Facebook	Partnership Collaborative Posts	AM	Video	Yes	24
24	North Richland Hills	2/17/2022	Facebook	Partnership Collaborative Posts	AM	Photo	Yes	87
24	North Richland Hills	2/17/2022	Twitter	Development/Project Updates	AM	Graphic	Yes	0
24	North Richland Hills	2/18/2022	Facebook	Job Oppportunities	PM	Graphic	Yes	22
24	North Richland Hills	2/18/2022	Twitter	Job Oppportunities	PM	Graphic	Yes	5
24	North Richland Hills	2/18/2022	Facebook	Event Post	PM	Graphic	Yes	4
24	North Richland Hills	2/19/2022	Twitter	Community Events/Activities	AM	Graphic	Yes	3

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Social Media Audit Data								
PAPP-5399: Public Administration Capstone Spring 2022								
ID	Municipality	Date (01/27-02/24)	Platform Name	Post Type	Time (AM/PM)	Graphic	Included a Link? (Call to Action)	# of Engagement (Comments, Likes, Shares, Views)
24	North Richland Hills	2/20/2022	Facebook	Community Events/Activities	AM	Graphic	Yes	8
24	North Richland Hills	2/21/2022	Facebook	Development/Project Updates	AM	Graphic	Yes	12
24	North Richland Hills	2/21/2022	Twitter	Development/Project Updates	AM	Graphic	Yes	4
24	North Richland Hills	2/22/2022	Facebook	Emergency Announcement	PM	Graphic	Yes	43
24	North Richland Hills	2/22/2022	Twitter	Emergency Announcement	PM	Graphic	Yes	0
24	North Richland Hills	2/23/2022	Facebook	Hours of Operation Announcement	PM	Graphic	Yes	56
24	North Richland Hills	2/23/2022	Facebook	Hours of Operation Announcement	PM	Graphic	Yes	32
24	North Richland Hills	2/23/2022	Twitter	Hours of Operation Announcement	PM	None	Yes	4
24	North Richland Hills	2/23/2022	Twitter	Hours of Operation Announcement	PM	Graphic	Yes	2
24	North Richland Hills	2/23/2022	Twitter	Hours of Operation Announcement	PM	Graphic	Yes	2
24	North Richland Hills	2/24/2022	Facebook	Emergency Announcement	AM	GIF	Yes	98
24	North Richland Hills	2/24/2022	Facebook	Partnership Collaborative Posts	AM	Photo	No	43
24	North Richland Hills	2/24/2022	Facebook	Hours of Operation Announcement	PM	Graphic	No	32
24	North Richland Hills	2/24/2022	Twitter	Emergency Announcement	AM	GIF	No	12
24	North Richland Hills	2/24/2022	Twitter	Hours of Operation Announcement	PM	Graphic	Yes	1
	Pantego	11/6/2018						
25	Pantego	1/27/2022	Facebook	Public Meetings	PM	None	Yes	6
25	Pantego	1/31/2022	Facebook	Emergency Announcement	AM	Graphic	No	15
25	Pantego	2/1/2022	Facebook	Other	PM	Graphic	No	4
25	Pantego	2/2/2022	Facebook	Emergency Announcement	AM	Graphic	No	9
25	Pantego	2/2/2022	Facebook	Other	AM	Graphic	No	9
25	Pantego	2/2/2022	Facebook	Hours of Operation Announcement	pm	None	No	7
25	Pantego	2/3/2022	Facebook	Hours of Operation Announcement	PM	None	No	8
25	Pantego	2/3/2022	Facebook	Emergency Announcement	AM	Photo	No	3
25	Pantego	2/4/2022	Facebook	Feel Good Posts	PM	Photo	No	131
25	Pantego	2/10/2022	Facebook	Other	PM	Photo	No	46
25	Pantego	2/11/2022	Facebook	Other	AM	Photo	No	511
25	Pantego	2/17/2022	Facebook	Other	AM	Photo	Yes	44
25	Pantego	2/18/2022	Facebook	Hours of Operation Announcement	PM	None	No	5
25	Pantego	2/21/2022	Facebook	Emergency Announcement	PM	Graphic	Yes	5
25	Pantego	2/22/2022	Facebook	Emergency Announcement	AM	Graphic	No	5
25	Pantego	2/22/2022	Facebook	Community Events/Activities	AM	Graphic	No	1
25	Pantego	2/23/2022	Facebook	Emergency Announcement	AM	Graphic	No	10
25	Pantego	2/23/2022	Facebook	Hours of Operation Announcement	PM	None	No	8
25	Pantego	2/23/2022	Facebook	Community Events/Activities	PM	Graphic	No	3
25	Pantego	2/24/2022	Facebook	Emergency Announcement	AM	None	No	27
26	Pelican Bay	2/2/2022	Facebook	Community Events/Activities	AM	Graphic	No	3
26	Pelican Bay	2/2/2022	Facebook	Hours of Operation Announcement	PM	Graphic	No	1
26	Pelican Bay	2/3/2022	Facebook	Hours of Operation Announcement	PM	Graphic	No	4
26	Pelican Bay	2/8/2022	Facebook	Community Events/Activities	PM	Graphic	No	1
26	Pelican Bay	2/10/2022	Facebook	Other	PM	Graphic	Yes	1
26	Pelican Bay	2/11/2022	Facebook	Public Meetings	PM	None	Yes	1
26	Pelican Bay	2/16/2022	Facebook	Community Events/Activities	PM	Graphic	Yes	3
26	Pelican Bay	2/18/2022	Facebook	Hours of Operation Announcement	PM	Graphic	No	2
26	Pelican Bay	2/23/2022	Facebook	Hours of Operation Announcement	AM	Graphic	No	10
26	Pelican Bay	2/24/2022	Facebook	Hours of Operation Announcement	AM	Graphic	No	4
26	Pelican Bay	2/24/2022	Facebook	Community Events/Activities	AM	Graphic	No	3
26	Pelican Bay	2/18/2/2	Facebook	Public Meetings	PM	None	Yes	2
27	Reno	11/5/2021	Facebook					
28	Richland Hills	1/31/2022	Facebook	Development/Project Updates	AM	None	No	15
28	Richland Hills	1/31/2022	Facebook	Emergency Announcement	PM	Graphic	Yes	14
28	Richland Hills	1/31/2022	Facebook	Emergency Announcement	AM	Graphic	Yes	7
28	Richland Hills	1/31/2022	Facebook	Emergency Announcement	PM	Graphic	No	6
28	Richland Hills	1/31/2022	Facebook	Other	AM	Graphic	Yes	3
28	Richland Hills	2/1/2022	Facebook	Other	AM	Graphic	No	21
28	Richland Hills	2/2/2022	Facebook	Emergency Announcement	PM	None	Yes	20
28	Richland Hills	2/2/2022	Facebook	Emergency Announcement	AM	Graphic	Yes	11
28	Richland Hills	2/2/2022	Facebook	Emergency Announcement	PM	Graphic	No	9
28	Richland Hills	2/2/2022	Facebook	Hours of Operation Announcement	PM	None	Yes	8
28	Richland Hills	2/2/2022	Facebook	Other	AM	Graphic	Yes	3
28	Richland Hills	2/3/2022	Facebook	Hours of Operation Announcement	PM	Graphic	No	20
28	Richland Hills	2/3/2022	Facebook	Emergency Announcement	PM	Graphic	Yes	11
28	Richland Hills	2/3/2022	Facebook	Emergency Announcement	AM	Photo	No	10
28	Richland Hills	2/3/2022	Facebook	Hours of Operation Announcement	PM	None	Yes	8
28	Richland Hills	2/4/2022	Facebook	Emergency Announcement	AM	Graphic	No	3
28	Richland Hills	2/4/2022	Facebook	Emergency Announcement	AM	Graphic	No	1
28	Richland Hills	2/8/2022	Facebook	Collecting Feedback (Survey)	AM	Graphic	Yes	18

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Social Media Audit Data								
PAPP-5399: Public Administration Capstone Spring 2022								
ID	Municipality	Date (01/27-02/24)	Platform Name	Post Type	Time (AM/PM)	Graphic	Included a Link? (Call to Action)	# of Engagement (Comments, Likes, Shares, Views)
28	Richland Hills	2/10/2022	Facebook	Other	AM	Graphic	Yes	14
28	Richland Hills	2/10/2022	Facebook	Collecting Feedback (Survey)	AM	None	Yes	3
28	Richland Hills	2/11/2022	Facebook	Public Meetings	PM	Graphic	Yes	4
28	Richland Hills	2/14/2022	Facebook	Hours of Operation Announcement	AM	Graphic	Yes	6
28	Richland Hills	2/14/2022	Facebook	Public Meetings	AM	Graphic	Yes	3
28	Richland Hills	2/16/2022	Facebook	Community Events/Activities	PM	None	No	14
28	Richland Hills	2/17/2022	Facebook	Feel Good Posts	PM	Photo	Yes	33
28	Richland Hills	2/21/2022	Facebook	Hours of Operation Announcement	AM	Photo	Yes	3
28	Richland Hills	2/22/2022	Facebook	Emergency Announcement	PM	Graphic	Yes	7
28	Richland Hills	2/22/2022	Facebook	Emergency Announcement	AM	Graphic	No	4
28	Richland Hills	2/22/2022	Facebook	Emergency Announcement	PM	Graphic	Yes	4
28	Richland Hills	2/22/2022	Facebook	Community Events/Activities	AM	Graphic	Yes	2
28	Richland Hills	2/23/2022	Facebook	Hours of Operation Announcement	PM	None	Yes	12
28	Richland Hills	2/23/2022	Facebook	Hours of Operation Announcement	PM	None	Yes	4
28	Richland Hills	2/23/2022	Facebook	Emergency Announcement	AM	Graphic	no	3
28	Richland Hills	2/24/2022	Facebook	Hours of Operation Announcement	PM	Graphic	No	11
28	Richland Hills	2/24/2022	Facebook	Hours of Operation Announcement	PM	None	Yes	5
28	Richland Hills	2/24/2022	Facebook	Emergency Announcement	PM	Graphic	No	3
28	Richland Hills	2/5/22	Facebook	Community Events/Activities	PM	None	Yes	23
29	River Oaks	1/28/2022	Facebook	Community Events/Activities	PM	Graphic	No	2
	River Oaks	2/1/2022	Facebook	Development/Project Updates	AM	Photo	No	31
29	River Oaks	2/1/2022	Facebook	Other	PM	Video	No	14
29	River Oaks	2/1/2022	Facebook	Other	PM	None	No	1
29	River Oaks	2/2/2022	Facebook	Other	AM	Graphic	No	25
29	River Oaks	2/2/2022	Facebook	Other	AM	Video	Yes	8
29	River Oaks	2/2/2022	Facebook	Public Meetings	AM	Photo	No	5
29	River Oaks	2/2/2022	Facebook	Community Events/Activities	AM	Graphic	Yes	4
29	River Oaks	2/3/2022	Facebook	Emergency Announcement	PM	Photo	No	101
29	River Oaks	2/3/2022	Facebook	Hours of Operation Announcement	PM	None	No	19
29	River Oaks	2/3/2022	Facebook	Hours of Operation Announcement	AM	None	No	11
29	River Oaks	2/4/2022	Facebook	Community Events/Activities	PM	Graphic	No	2
29	River Oaks	2/11/2022	Facebook	Community Events/Activities	PM	Graphic	No	4
29	River Oaks	2/18/2022	Facebook	Development/Project Updates	PM	Graphic	No	28
29	River Oaks	2/18/2022	Facebook	Community Events/Activities	PM	Graphic	No	4
29	River Oaks	2/23/2022	Facebook	Hours of Operation Announcement	PM	None	No	20
29	River Oaks	2/23/2022	Facebook	Public Meetings	PM	None	Yes	2
29	River Oaks	2/24/2022	Facebook	Hours of Operation Announcement	PM	None	No	15
	Saginaw	11/1/2021	LinkedIn					
30	Saginaw	1/27/2022	Facebook	Community Events/Activities	AM	Photo	Yes	70
30	Saginaw	1/27/2022	Facebook	Other	AM	Graphic	Yes	25
30	Saginaw	1/27/2022	Twitter	Other	AM	Graphic	Yes	0
30	Saginaw	1/28/2022	Facebook	Public Meetings	AM	Graphic	Yes	20
30	Saginaw	1/29/2022	Facebook	Community Events/Activities	AM	Graphic	Yes	34
30	Saginaw	1/31/2022	Facebook	Emergency Announcement	AM	Graphic	Yes	32
30	Saginaw	1/31/2022	Facebook	Community Events/Activities	PM	Graphic	Yes	19
30	Saginaw	1/31/2022	Twitter	Emergency Announcement	AM	Graphic	Yes	0
30	Saginaw	1/31/2022	Twitter	Public Meetings	AM	Graphic	Yes	0
30	Saginaw	2/1/2022	Facebook	Community Events/Activities	AM	Graphic	Yes	9
30	Saginaw	2/1/2022	Facebook	Other	PM	Photo	No	4
30	Saginaw	2/1/2022	Facebook	Emergency Announcement	PM	Graphic	No	3
30	Saginaw	2/2/2022	Facebook	Hours of Operation Announcement	AM	Graphic	No	152
30	Saginaw	2/2/2022	Facebook	Hours of Operation Announcement	AM	Graphic	No	39
30	Saginaw	2/2/2022	Facebook	Other	PM	Photo	Yes	16
30	Saginaw	2/2/2022	Facebook	Public Meetings	AM	Graphic	Yes	14
30	Saginaw	2/2/2022	Facebook	Other	PM	Graphic	Yes	11
30	Saginaw	2/2/2022	Twitter	Hours of Operation Announcement	AM	Graphic	No	0
30	Saginaw	2/2/2022	Twitter	Other	PM	None	Yes	0
30	Saginaw	2/3/2022	Facebook	Feel Good Posts	PM	Graphic	No	110
30	Saginaw	2/3/2022	Facebook	Emergency Announcement	AM	Photo	No	55
30	Saginaw	2/3/2022	Facebook	Hours of Operation Announcement	AM	Graphic	No	30
30	Saginaw	2/3/2022	Twitter	Hours of Operation Announcement	AM	Graphic	No	3
30	Saginaw	2/4/2022	Facebook	Emergency Announcement	PM	Graphic	No	21
30	Saginaw	2/4/2022	Facebook	Hours of Operation Announcement	PM	Graphic	No	16
30	Saginaw	2/6/2022	Facebook	Community Events/Activities	AM	Graphic	Yes	12
30	Saginaw	2/7/2022	Facebook	Community Events/Activities	AM	Photo	No	43
30	Saginaw	2/7/2022	Facebook	Hours of Operation Announcement	PM	Graphic	No	21
30	Saginaw	2/7/2022	Facebook	Community Events/Activities	PM	Photo	Yes	15

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ID	Municipality	Date (01/27-02/24)	Platform Name	Post Type	Time (AM/PM)	Graphic	Included a Link? (Call to Action)	# of Engagement (Comments, Likes, Shares, Views)
30	Saginaw	2/7/2022	Facebook	Community Events/Activities	AM	Graphic	Yes	13
30	Saginaw	2/7/2022	Twitter	Community Events/Activities	PM	Photo	Yes	1
30	Saginaw	2/8/2022	Facebook	Feel Good Posts	AM	Photo	Yes	109
30	Saginaw	2/8/2022	Facebook	Partnership Collaborative Posts	PM	Graphic	Yes	15
30	Saginaw	2/8/2022	Facebook	Community Events/Activities	AM	Graphic	Yes	9
30	Saginaw	2/8/2022	Facebook	Community Events/Activities	AM	Graphic	Yes	5
30	Saginaw	2/8/2022	Twitter	Community Events/Activities	AM	Graphic	Yes	2
30	Saginaw	2/8/2022	Twitter	Community Events/Activities	AM	Graphic	Yes	0
30	Saginaw	2/9/2022	Facebook	Community Events/Activities	AM	Graphic	Yes	13
30	Saginaw	2/10/2022	Facebook	Public Meetings	AM	Graphic	No	21
30	Saginaw	2/10/2022	Facebook	Community Events/Activities	PM	Graphic	Yes	6
30	Saginaw	2/10/2022	Facebook	Community Events/Activities	PM	Graphic	Yes	4
30	Saginaw	2/10/2022	Facebook	Community Events/Activities	AM	Video	Yes	3
30	Saginaw	2/14/2022	Facebook	Development/Project Updates	PM	Photo	Yes	107
30	Saginaw	2/14/2022	Facebook	Other	PM	Graphic	Yes	12
30	Saginaw	2/14/2022	Facebook	Community Events/Activities	AM	Photo	Yes	11
30	Saginaw	2/14/2022	Facebook	Other	AM	None	No	4
30	Saginaw	2/15/2022	Facebook	Feel Good Posts	PM	Photo	Yes	60
30	Saginaw	2/15/2022	Facebook	Community Events/Activities	AM	Graphic	Yes	10
30	Saginaw	2/16/2022	Facebook	Community Events/Activities	PM	Graphic	Yes	8
30	Saginaw	2/17/2022	Facebook	Community Events/Activities	PM	Graphic	Yes	48
30	Saginaw	2/18/2022	Facebook	Development/Project Updates	AM	Photo	Yes	115
30	Saginaw	2/18/2022	Facebook	Community Events/Activities	AM	Graphic	Yes	22
30	Saginaw	2/21/2022	Facebook	Emergency Announcement	PM	Graphic	Yes	8
30	Saginaw	2/22/2022	Facebook	Community Events/Activities	AM	Graphic	Yes	6
30	Saginaw	2/23/2022	Twitter	Emergency Announcement	AM	Graphic	No	308
30	Saginaw	2/23/2022	Facebook	Feel Good Posts	PM	Photo	No	264
30	Saginaw	2/23/2022	Facebook	Hours of Operation Announcement	AM	Graphic	No	88
30	Saginaw	2/23/2022	Facebook	Hours of Operation Announcement	AM	Graphic	No	88
30	Saginaw	2/23/2022	Facebook	Hours of Operation Announcement	PM	Graphic	No	56
30	Saginaw	2/23/2022	Facebook	Feel Good Posts	AM	Graphic	Yes	33
30	Saginaw	2/23/2022	Facebook	Emergency Announcement	AM	Graphic	No	27
30	Saginaw	2/23/2022	Twitter	Hours of Operation Announcement	AM	Graphic	No	2
30	Saginaw	2/23/2022	Twitter	Hours of Operation Announcement	PM	Graphic	No	2
30	Saginaw	2/23/2022	Twitter	Feel Good Posts	AM	Graphic	Yes	0
31	Sansom Park	1/30/2022	Facebook	Development/Project Updates	PM	Graphic	No	15
31	Sansom Park	1/31/2022	Facebook	Public Meetings	AM	Graphic	No	31
31	Sansom Park	1/31/2022	Facebook	Development/Project Updates	AM	Graphic	No	7
31	Sansom Park	1/31/2022	Facebook	Development/Project Updates	AM	Graphic	No	6
31	Sansom Park	1/31/2022	Facebook	CE/Activities	PM	Graphic	No	3
31	Sansom Park	1/31/2022	Facebook	Public Meetings	PM	Graphic	No	0
31	Sansom Park	2/1/2022	Facebook	Development/Project Updates	PM	Graphic	No	7
31	Sansom Park	2/2/2022	Facebook	Hours of Operation Announcement	PM	None	No	5
31	Sansom Park	2/4/2022	Facebook	Development/Project Updates	PM	Graphic	No	14
31	Sansom Park	2/4/2022	Facebook	Development/Project Updates	AM	None	No	7
31	Sansom Park	2/9/2022	Facebook	Events	PM	Graphic	No	7
31	Sansom Park	2/16/2022	Facebook	Hours of Operation Announcement	PM	Graphic	No	0
31	Sansom Park	2/23/2022	Facebook	Development/Project Updates	PM	Graphic	No	3
31	Sansom Park	2/23/2022	Facebook	Development/Project Updates	PM	None	No	1
31	Sansom Park	2/24/2022	Facebook	Hours of Operation Announcement	AM	None	No	8
32	Southlake	1/27/2022	Facebook	Feel Good Posts	AM	Graphic	Yes	7
32	Southlake	1/28/2022	Facebook	Feel Good Posts	AM	Graphic	No	9
32	Southlake	1/28/2022	Facebook	Events	PM	Graphic	Yes	9
32	Southlake	1/28/2022	Twitter	Event Post	AM	None	Yes	5
32	Southlake	1/28/2022	Twitter	Feel Good Posts	AM	Photo	No	4
32	Southlake	1/31/2022	Facebook	Development/Project Updates	AM	Video	Yes	18
32	Southlake	1/31/2022	Youtube	Community Events/Activities		Video	No	18
32	Southlake	1/31/2022	Facebook	Emergency Announcement	PM	Graphic	Yes	15
32	Southlake	1/31/2022	Twitter	Community Events/Activities	AM	Video	Yes	6
32	Southlake	1/31/2022	Facebook	Emergency Announcement	PM	Graphic	Yes	4
32	Southlake	1/31/2022	Facebook	Events	AM	Graphic	No	1
32	Southlake	2/1/2022	Twitter	Development/Project Updates	PM	Photo	No	42
32	Southlake	2/1/2022	Facebook	Feel Good Posts	AM	Graphic	No	23
32	Southlake	2/1/2022	Facebook	Partnership Collabs	PM	Video	No	22
32	Southlake	2/1/2022	Facebook	Partnership Collabs	PM	Graphic	No	4
32	Southlake	2/1/2022	Facebook	Development/Project Updates	PM	Video	No	4
32	Southlake	2/1/2022	Facebook	Partnership Collabs	PM	Graphic	Yes	3

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PAPP-5399: Public Administration Capstone Spring 2022								
ID	Municipality	Date (01/27-02/24)	Platform Name	Post Type	Time (AM/PM)	Graphic	Included a Link? (Call to Action)	# of Engagement (Comments, Likes, Shares, Views)
32	Southlake	2/1/2022	Twitter	Feel Good Posts	AM	Photo	No	3
32	Southlake	2/1/2022	Twitter	Development/Project Updates	PM	Video	No	3
32	Southlake	2/1/2022	Twitter	Public Meetings	PM	Photo	Yes	1
32	Southlake	2/1/2022	Facebook	Public Meetings	PM	Graphic	Yes	0
32	Southlake	2/2/2022	Youtube	Other		Video	No	53
32	Southlake	2/2/2022	Youtube	Development/Project Updates	PM	Video	No	36
32	Southlake	2/2/2022	Youtube	Community Events/Activities		Video	No	35
32	Southlake	2/2/2022	Facebook	Partnership Collabs	PM	Graphic	No	22
32	Southlake	2/2/2022	Facebook	CE/Activites	AM	Video	Yes	12
32	Southlake	2/2/2022	Facebook	Development/Project Updates	PM	Video	No	11
32	Southlake	2/2/2022	Facebook	Emergency Announcement	PM	Graphic	Yes	5
32	Southlake	2/2/2022	Twitter	Community Events/Activities	AM	Video	Yes	2
32	Southlake	2/2/2022	Twitter	Emergency Announcement	PM	None	Yes	0
32	Southlake	2/2/2022	Twitter	Development/Project Updates	PM	Video	No	0
32	Southlake	2/3/2022	Facebook	Partnership Collabs	PM	Graphic	No	84
32	Southlake	2/3/2022	Youtube	Feel Good Posts	PM	Video	No	61
32	Southlake	2/3/2022	Youtube	Feel Good Posts	PM	Video	No	31
32	Southlake	2/3/2022	Facebook	Feel Good Posts	PM	Video	No	28
32	Southlake	2/3/2022	Facebook	Community Events/Activities	PM	Graphic	No	17
32	Southlake	2/3/2022	Facebook	Feel Good Posts	PM	Video	No	13
32	Southlake	2/3/2022	Facebook	Community Events/Activities	PM	Graphic	No	11
32	Southlake	2/3/2022	Facebook	Development/Project Updates	AM	Graphic	Yes	10
32	Southlake	2/3/2022	Facebook	Community Events/Activities	PM	Graphic	Yes	8
32	Southlake	2/3/2022	Twitter	Development/Project Updates	AM	Graphic	No	7
32	Southlake	2/3/2022	Facebook	Development/Project Updates	AM	Graphic	Yes	4
32	Southlake	2/3/2022	Facebook	Feel Good Posts	PM	Video	No	4
32	Southlake	2/3/2022	Twitter	Hours of Operation Announcement	PM	None	No	4
32	Southlake	2/3/2022	Twitter	Hours of Operation Announcement	PM	None	No	3
32	Southlake	2/3/2022	Twitter	Development/Project Updates	PM	None	No	3
32	Southlake	2/3/2022	Twitter	Development/Project Updates	PM	None	No	2
32	Southlake	2/3/2022	Twitter	Community Events/Activities	PM	None	Yes	2
32	Southlake	2/3/2022	Twitter	Development/Project Updates	PM	None	No	2
32	Southlake	2/3/2022	Twitter	Development/Project Updates	PM	None	No	2
32	Southlake	2/3/2022	Twitter	Feel Good Posts	PM	Video	Yes	2
32	Southlake	2/3/2022	Twitter	Hours of Operation Announcement	AM	Graphic	Yes	1
32	Southlake	2/3/2022	Twitter	Community Events/Activities	PM	Graphic	Yes	1
32	Southlake	2/3/2022	Twitter	Feel Good Posts	PM	Video	No	0
32	Southlake	2/3/2022	Twitter	Development/Project Updates	PM	Graphic	No	0
32	Southlake	2/3/2022	Twitter	Development/Project Updates	PM	None	No	0
32	Southlake	2/4/2022	Facebook	Feel Good Posts	PM	Graphic	Yes	22
32	Southlake	2/4/2022	Facebook	Community Events/Activities	PM	Graphic	No	10
32	Southlake	2/4/2022	Facebook	Feel Good Posts	PM	Graphic	No	10
32	Southlake	2/4/2022	Twitter	Development/Project Updates	PM	Graphic	No	6
32	Southlake	2/4/2022	Facebook	Events	PM	Graphic	Yes	4
32	Southlake	2/4/2022	Twitter	Hours of Operation Announcement	PM	Graphic	Yes	4
32	Southlake	2/4/2022	Facebook	Partnership Collabs	AM	Graphic	Yes	1
32	Southlake	2/4/2022	Twitter	Feel Good Posts	PM	None	Yes	0
32	Southlake	2/5/2022	Facebook	Feel Good Posts	AM	Video	Yes	28
32	Southlake	2/5/2022	Twitter	Hours of Operation Announcement	AM	Video	Yes	5
32	Southlake	2/5/2022	Twitter	Feel Good Posts	AM	None	No	2
32	Southlake	2/7/2022	Youtube	Community Events/Activities		Video	No	17
32	Southlake	2/7/2022	Facebook	Community Events/Activities	AM	Video	Yes	7
32	Southlake	2/7/2022	Twitter	Community Events/Activities	AM	Video	Yes	6
32	Southlake	2/7/2022	Facebook	Community Events/Activities	AM	Graphic	No	4
32	Southlake	2/7/2022	Facebook	Public Meetings	PM	Graphic	Yes	0
32	Southlake	2/7/2022	Twitter	Public Meetings	PM	Graphic	Yes	0
32	Southlake	2/8/2022	Facebook	Community Events/Activities	AM	Graphic	No	6
32	Southlake	2/8/2022	Twitter	Community Events/Activities	AM	Graphic	No	5
32	Southlake	2/8/2022	Facebook	Public Meetings	AM	Graphic	Yes	0
32	Southlake	2/8/2022	Twitter	Public Meetings	AM	Graphic	Yes	0
32	Southlake	2/9/2022	Facebook	Collecting Feedback (Survey)	AM	Graphic	Yes	3
32	Southlake	2/9/2022	Twitter	Collecting Feedback (Survey)	AM	Graphic	Yes	2
32	Southlake	2/10/2022	Youtube	Development/Project Updates		Video	No	15
32	Southlake	2/10/2022	Facebook	Feel Good Posts	PM	Video	No	13
32	Southlake	2/10/2022	Twitter	Feel Good Posts	PM	Video	No	5
32	Southlake	2/11/2022	Facebook	Feel Good Posts	AM	Photo	No	12
32	Southlake	2/11/2022	Twitter	Feel Good Posts	AM	Photo	No	7

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Social Media Audit Data								
PAPP-5399: Public Administration Capstone Spring 2022								
ID	Municipality	Date (01/27-02/24)	Platform Name	Post Type	Time (AM/PM)	Graphic	Included a Link? (Call to Action)	# of Engagement (Comments, Likes, Shares, Views)
32	Southlake	2/14/2022	Youtube	Community Events/Activities		Video	No	23
32	Southlake	2/14/2022	Twitter	Community Events/Activities	AM	Video	Yes	7
32	Southlake	2/14/2022	Facebook	Event Post	PM	Graphic	Yes	5
32	Southlake	2/14/2022	Facebook	Community Events/Activities	AM	Video	Yes	4
32	Southlake	2/14/2022	Facebook	Events	PM	Graphic	Yes	4
32	Southlake	2/14/2022	Facebook	Community Events/Activities	AM	Graphic	No	0
32	Southlake	2/14/2022	Twitter	Community Events/Activities	PM	Photo	No	0
32	Southlake	2/15/2022	Facebook	Events	PM	Graphic	No	83
32	Southlake	2/15/2022	Facebook	Partnership Collabs	PM	Video	Yes	4
32	Southlake	2/15/2022	Facebook	Public Meetings	PM	Graphic	Yes	1
32	Southlake	2/15/2022	Twitter	Public Meetings	PM	Graphic	Yes	0
32	Southlake	2/16/2022	Twitter	Development/Project Updates	PM	None	Yes	5
32	Southlake	2/16/2022	Facebook	Development/Project Updates	PM	Graphic	Yes	3
32	Southlake	2/18/2022	Youtube	Feel Good Posts		Video	No	104
32	Southlake	2/18/2022	Youtube	Feel Good Posts		Video	No	53
32	Southlake	2/18/2022	Youtube	Feel Good Posts		Video	No	51
32	Southlake	2/18/2022	Youtube	Feel Good Posts		Video	No	48
32	Southlake	2/18/2022	Youtube	Feel Good Posts		Video	No	48
32	Southlake	2/18/2022	Youtube	Feel Good Posts		Video	No	43
32	Southlake	2/18/2022	Youtube	Feel Good Posts		Video	No	43
32	Southlake	2/18/2022	Youtube	Feel Good Posts		Video	No	42
32	Southlake	2/18/2022	Youtube	Feel Good Posts		Video	No	40
32	Southlake	2/18/2022	Youtube	Feel Good Posts		Video	No	39
32	Southlake	2/18/2022	Youtube	Feel Good Posts		Video	No	37
32	Southlake	2/18/2022	Youtube	Feel Good Posts		Video	No	37
32	Southlake	2/18/2022	Youtube	Feel Good Posts		Video	No	35
32	Southlake	2/18/2022	Youtube	Feel Good Posts		Video	No	34
32	Southlake	2/18/2022	Youtube	Feel Good Posts		Video	No	31
32	Southlake	2/18/2022	Facebook	Events	PM	Graphic	Yes	12
32	Southlake	2/18/2022	Facebook	Feel Good Posts	AM	Graphic	No	8
32	Southlake	2/18/2022	Twitter	Feel Good Posts	PM	Graphic	Yes	6
32	Southlake	2/18/2022	Twitter	Feel Good Posts	AM	Photo	No	2
32	Southlake	2/19/2022	Facebook	Feel Good Posts	AM	Graphic	No	12
32	Southlake	2/21/2022	Youtube	Community Events/Activities		Video	No	60
32	Southlake	2/21/2022	Twitter	Community Events/Activities	AM	None	Yes	5
32	Southlake	2/21/2022	Facebook	Community Events/Activities	AM	Video	Yes	2
32	Southlake	2/21/2022	Facebook	Community Events/Activities	AM	None	Yes	0
32	Southlake	2/21/2022	Facebook	Community Events/Activities	AM	Graphic	No	0
32	Southlake	2/22/2022	Facebook	Feel Good Posts	AM	Graphic	No	6
32	Southlake	2/22/2022	Twitter	Development/Project Updates	PM	Graphic	Yes	3
32	Southlake	2/22/2022	Twitter	Feel Good Posts	AM	Graphic	No	2
32	Southlake	2/22/2022	Facebook	Community Events/Activities	PM	Graphic	Yes	0
32	Southlake	2/23/2022	Youtube	Development/Project Updates	PM	Video	No	42
32	Southlake	2/23/2022	Facebook	Partnership Collabs	AM	Graphic	Yes	16
32	Southlake	2/23/2022	Facebook	Events	PM	Graphic	Yes	9
32	Southlake	2/23/2022	Facebook	Community Events/Activities	PM	Video	Yes	8
32	Southlake	2/23/2022	Twitter	Development/Project Updates	AM	Graphic	No	8
32	Southlake	2/23/2022	Facebook	Community Events/Activities	AM	Graphic	Yes	7
32	Southlake	2/23/2022	Facebook	Partnership Collabs	AM	Video	Yes	7
32	Southlake	2/23/2022	Facebook	Feel Good Posts	PM	Video	No	6
32	Southlake	2/23/2022	Twitter	Feel Good Posts	PM	Graphic	Yes	1
32	Southlake	2/23/2022	Twitter	Hours of Operation Announcement	PM	None	No	1
32	Southlake	2/23/2022	Facebook	Community Events/Activities	PM	Graphic	Yes	0
32	Southlake	2/23/2022	Twitter	Emergency Announcement	PM	Video	Yes	0
32	Southlake	2/24/2022	Facebook	Community Events/Activities	AM	Graphic	No	17
32	Southlake	2/24/2022	Facebook	Community Events/Activities	AM	Graphic	Yes	12
32	Southlake	2/24/2022	Facebook	Community Events/Activities	PM	Video	No	12
32	Southlake	2/24/2022	Youtube	Development/Project Updates	PM	Video	No	11
32	Southlake	2/24/2022	Twitter	Hours of Operation Announcement	AM	Graphic	Yes	6
32	Southlake	2/24/2022	Facebook	Partnership Collabs	PM	Graphic	Yes	5
32	Southlake	2/24/2022	Twitter	Development/Project Updates	PM	Video	No	5
32	Southlake	2/24/2022	Facebook	Partnership Collabs	PM	Graphic	No	4
32	Southlake	2/24/2022	Facebook	Community Events/Activities	PM	Graphic	Yes	4
32	Southlake	2/24/2022	Twitter	Hours of Operation Announcement	AM	Graphic	No	4
32	Southlake	2/24/2022	Facebook	Feel Good Posts	PM	Photo	No	3
32	Southlake	2/24/2022	Facebook	Partnership Collabs	PM	Video	No	3
32	Southlake	2/24/2022	Facebook	Community Events/Activities	AM	Graphic	Yes	2

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ID	Municipality	Date (01/27-02/24)	Platform Name	Post Type	Time (AM/PM)	Graphic	Included a Link? (Call to Action)	# of Engagement (Comments, Likes, Shares, Views)
32	Southlake	2/24/2022	Twitter	Development/Project Updates	AM	None	No	2
32	Southlake	2/24/2022	Twitter	Development/Project Updates	AM	Graphic	No	2
32	Southlake	2/24/2022	Twitter	Development/Project Updates	AM	Graphic	No	1
32	Southlake	2/24/2022	Twitter	Hours of Operation Announcement	AM	Graphic	Yes	1
32	Southlake	2/24/2022	Twitter	Hours of Operation Announcement	PM	Graphic	Yes	1
32	Southlake	2/24/2022	Twitter	Development/Project Updates	AM	None	Yes	0
33	Trophy Club	1/27/2022	Facebook	Emergency Announcement	PM	Graphic	No	9
33	Trophy Club	1/27/2022	Facebook	Feel Good Posts	AM	Graphic	Yes	8
33	Trophy Club	1/28/2022	Facebook	Development/Project Updates	AM	Graphic	No	11
33	Trophy Club	1/28/2022	Facebook	Community Events/Activities	PM	Graphic	Yes	4
33	Trophy Club	1/31/2022	Facebook	Emergency Announcement	PM	Graphic	Yes	13
33	Trophy Club	1/31/2022	Facebook	Emergency Announcement	AM	Graphic	Yes	3
33	Trophy Club	2/1/2022	Facebook	Community Events/Activities	PM	Photo	Yes	232
33	Trophy Club	2/1/2022	Facebook	Partnership Collaborative Posts	PM	Graphic	Yes	18
33	Trophy Club	2/1/2022	Facebook	Feel Good Posts	PM	Graphic	Yes	12
33	Trophy Club	2/1/2022	Twitter	Job Oppportunities	AM	Photo	Yes	2
33	Trophy Club	2/2/2022	Facebook	Emergency Announcement	PM	Graphic	Yes	48
33	Trophy Club	2/2/2022	Facebook	Hours of Operation Announcement	PM	Graphic	Yes	27
33	Trophy Club	2/2/2022	Facebook	Partnership Collaborative Posts	PM	Graphic	Yes	18
33	Trophy Club	2/2/2022	Facebook	Emergency Announcement	PM	Graphic	Yes	17
33	Trophy Club	2/2/2022	Facebook	Emergency Announcement	PM	Graphic	Yes	12
33	Trophy Club	2/2/2022	Facebook	Feel Good Posts	AM	Graphic	Yes	3
33	Trophy Club	2/2/2022	Facebook	Partnership Collaborative Posts	AM	Graphic	Yes	3
33	Trophy Club	2/2/2022	Facebook	Hours of Operation Announcement	PM	Graphic	Yes	3
33	Trophy Club	2/2/2022	Twitter	Hours of Operation Announcement	AM	Graphic	Yes	2
33	Trophy Club	2/2/2022	Facebook	Emergency Announcement	AM	Graphic	Yes	1
33	Trophy Club	2/3/2022	Facebook	Emergency Announcement	PM	Graphic	Yes	85
33	Trophy Club	2/3/2022	Facebook	Partnership Collaborative Posts	AM	Graphic	No	20
33	Trophy Club	2/3/2022	Facebook	Hours of Operation Announcement	PM	Graphic	Yes	17
33	Trophy Club	2/3/2022	Facebook	Hours of Operation Announcement	PM	Graphic	Yes	1
33	Trophy Club	2/4/2022	Facebook	Feel Good Posts	PM	Graphic	Yes	28
33	Trophy Club	2/4/2022	Facebook	Hours of Operation Announcement	AM	Graphic	No	12
33	Trophy Club	2/4/2022	Facebook	Emergency Announcement	AM	Graphic	Yes	8
33	Trophy Club	2/5/2022	Facebook	Feel Good Posts	AM	Graphic	No	86
33	Trophy Club	2/6/2022	Facebook	Community Events/Activities	PM	Graphic	Yes	12
33	Trophy Club	2/7/2022	Facebook	Emergency Announcement	AM	Graphic	Yes	3
33	Trophy Club	2/7/2022	Facebook	Event Post	AM	Graphic	Yes	2
33	Trophy Club	2/7/2022	Facebook	Public Meetings	PM	Graphic	Yes	2
33	Trophy Club	2/7/2022	Facebook	Event Post	AM	Graphic	Yes	0
33	Trophy Club	2/8/2022	Facebook	Community Events/Activities	AM	Graphic	Yes	6
33	Trophy Club	2/8/2022	Facebook	Public Meetings	PM	Video	No	3
33	Trophy Club	2/9/2022	Facebook	Partnership Collaborative Posts	AM	Graphic	Yes	14
33	Trophy Club	2/10/2022	Facebook	Development/Project Updates	PM	Graphic	Yes	4
33	Trophy Club	2/10/2022	Facebook	Hours of Operation Announcement	PM	Graphic	No	2
33	Trophy Club	2/11/2022	Facebook	Emergency Announcement	PM	Graphic	Yes	24
33	Trophy Club	2/11/2022	Facebook	Community Events/Activities	PM	Graphic	Yes	1
33	Trophy Club	2/12/2022	Facebook	Partnership Collaborative Posts	PM	Graphic	Yes	12
33	Trophy Club	2/12/2022	Facebook	Community Events/Activities	AM	Graphic	Yes	4
33	Trophy Club	2/13/2022	Facebook	Community Events/Activities	AM	Graphic	Yes	8
33	Trophy Club	2/13/2022	Twitter	Partnership Collaborative Posts	AM	Graphic	No	2
33	Trophy Club	2/14/2022	Facebook	Feel Good Posts	AM	Graphic	Yes	18
33	Trophy Club	2/14/2022	Twitter	Partnership Collaborative Posts	AM	Photo	No	7
33	Trophy Club	2/14/2022	Facebook	Emergency Announcement	AM	Graphic	Yes	3
33	Trophy Club	2/15/2022	Facebook	Emergency Announcement	AM	Graphic	No	3
33	Trophy Club	2/16/2022	Facebook	Community Events/Activities	AM	Graphic	Yes	12
33	Trophy Club	2/16/2022	Facebook	Job Oppportunities	PM	Graphic	Yes	8
33	Trophy Club	2/16/2022	Twitter	Event Post	PM	Graphic	No	2
33	Trophy Club	2/16/2022	Facebook	Emergency Announcement	PM	Graphic	No	1
33	Trophy Club	2/17/2022	Facebook	Emergency Announcement	AM	Graphic	Yes	52
33	Trophy Club	2/18/2022	Twitter	Partnership Collaborative Posts	PM	Photo	No	3
33	Trophy Club	2/18/2022	Facebook	Community Events/Activities	AM	Graphic	Yes	1
33	Trophy Club	2/19/2022	Facebook	Partnership Collaborative Posts	PM	Graphic	Yes	11
33	Trophy Club	2/20/2022	Facebook	Community Events/Activities	PM	Graphic	Yes	1
33	Trophy Club	2/21/2022	Facebook	Emergency Announcement	AM	Graphic	Yes	7
33	Trophy Club	2/21/2022	Facebook	Public Meetings	PM	Graphic	Yes	2
33	Trophy Club	2/22/2022	Facebook	Emergency Announcement	PM	Graphic	Yes	19
33	Trophy Club	2/22/2022	Facebook	Public Meetings	PM	Video	No	2

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ID	Municipality	Date (01/27-02/24)	Platform Name	Post Type	Time (AM/PM)	Graphic	Included a Link? (Call to Action)	# of Engagement (Comments, Likes, Shares, Views)
33	Trophy Club	2/23/2022	Facebook	Partnership Collaborative Posts	PM	Graphic	Yes	35
33	Trophy Club	2/23/2022	Facebook	Emergency Announcement	AM	Graphic	Yes	19
33	Trophy Club	2/23/2022	Facebook	Emergency Announcement	AM	Graphic	Yes	3
33	Trophy Club	2/23/2022	Facebook	Hours of Operation Announcement	PM	Graphic	Yes	2
33	Trophy Club	2/23/2022	Facebook	Hours of Operation Announcement	PM	Graphic	Yes	1
33	Trophy Club	2/24/2022	Facebook	Emergency Announcement	AM	Photo	Yes	35
33	Trophy Club	2/24/2022	Facebook	Hours of Operation Announcement	AM	Graphic	No	18
33	Trophy Club	2/24/2022	Facebook	Hours of Operation Announcement	AM	Graphic	Yes	4
34	Watauga	1/28/2022	Facebook	Emergency Announcement	PM	Graphic	No	58
34	Watauga	1/28/2022	Twitter	Emergency Announcement	PM	Graphic	No	3
34	Watauga	1/31/2022	Facebook	Community Events/Activities	AM	Photo	No	7
34	Watauga	2/1/2022	Facebook	Community Events/Activities	AM	Graphic	Yes	20
34	Watauga	2/2/2022	Facebook	Emergency Announcement	PM	Graphic	Yes	33
34	Watauga	2/2/2022	Facebook	Hours of Operation Announcement	PM	Graphic	No	22
34	Watauga	2/2/2022	Facebook	Hours of Operation Announcement	PM	Graphic	No	20
34	Watauga	2/2/2022	Twitter	Other	PM	Graphic	Yes	1
34	Watauga	2/2/2022	Twitter	Hours of Operation Announcement	PM	Graphic	No	0
34	Watauga	2/3/2022	Facebook	Emergency Announcement	PM	Graphic	Yes	72
34	Watauga	2/3/2022	Facebook	Development/Project Updates	PM	Graphic	No	39
34	Watauga	2/3/2022	Facebook	Hours of Operation Announcement	PM	Graphic	No	26
34	Watauga	2/3/2022	Facebook	Hours of Operation Announcement	PM	Graphic	No	16
34	Watauga	2/3/2022	Twitter	Emergency Announcement	PM	Graphic	Yes	6
34	Watauga	2/3/2022	Twitter	Hours of Operation Announcement	PM	Graphic	No	1
34	Watauga	2/3/2022	Twitter	Emergency Announcement	PM	Graphic	No	1
34	Watauga	2/3/2022	Twitter	Hours of Operation Announcement	PM	Graphic	No	1
34	Watauga	2/4/2022	Facebook	Community Events/Activities	PM	Graphic	No	83
34	Watauga	2/4/2022	Facebook	Development/Project Updates	AM	Graphic	No	35
34	Watauga	2/4/2022	Facebook	Partnership Collaborative Posts	AM	None	No	13
34	Watauga	2/4/2022	Twitter	Hours of Operation Announcement	PM	Graphic	Yes	2
34	Watauga	2/4/2022	Twitter	Development/Project Updates	AM	Graphic	Yes	0
34	Watauga	2/6/2022	Facebook	Development/Project Updates	PM	Photo	No	9
34	Watauga	2/7/2022	YouTube	Partnership Collaborative Posts		Video	No	23
34	Watauga	2/7/2022	Facebook	Partnership Collaborative Posts	PM	Video	No	22
34	Watauga	2/8/2022	Facebook	Event Post	PM	Graphic	Yes	1
34	Watauga	2/9/2022	Facebook	Development/Project Updates	AM	Graphic	No	96
34	Watauga	2/10/2022	Facebook	Partnership Collaborative Posts	AM	Graphic	Yes	51
34	Watauga	2/11/2022	Facebook	Partnership Collaborative Posts	AM	Video	No	7
34	Watauga	2/14/2022	Facebook	Partnership Collaborative Posts	AM	Photo	Yes	17
34	Watauga	2/15/2022	Facebook	Partnership Collaborative Posts	PM	Photo	Yes	10
34	Watauga	2/16/2022	Facebook	Partnership Collaborative Posts	AM	Photo	No	20
34	Watauga	2/23/2022	Facebook	Development/Project Updates	PM	Graphic	No	50
34	Watauga	2/23/2022	Facebook	Hours of Operation Announcement	PM	Graphic	No	17
34	Watauga	2/24/2022	Facebook	Emergency Announcement	AM	Photo	No	77
34	Watauga	2/24/2022	Facebook	Hours of Operation Announcement	AM	Graphic	No	32
35	Westlake	1/24/2022	Instagram	Development/Project Updates	PM	Photo	No	21
35	Westlake	1/24/2022	Twitter	Development/Project Updates	AM	None	No	1
35	Westlake	1/27/2022	Facebook	Feel Good Posts	AM	Photo	Yes	10
35	Westlake	1/27/2022	Twitter	Feel Good Posts	AM	Photo	Yes	1
35	Westlake	1/27/2022	Twitter	Hours of Operation Announcement	PM	Graphic	No	1
35	Westlake	1/28/2022	Facebook	Emergency Announcement	PM	Photo	No	7
35	Westlake	1/28/2022	Facebook	Hours of Operation Announcement	AM	Graphic	No	4
35	Westlake	1/28/2022	Instagram	Hours of Operation Announcement		Graphic	No	4
35	Westlake	1/28/2022	Twitter	Emergency Announcement	PM	Photo	No	2
35	Westlake	1/28/2022	Facebook	Hours of Operation Announcement	AM	Graphic	No	1
35	Westlake	1/28/2022	Twitter	Community Events/Activities	PM	Video	No	1
35	Westlake	1/28/2022	Twitter	Emergency Announcement	AM	Graphic	No	0
35	Westlake	1/28/2022	Twitter	Hours of Operation Announcement	AM	Graphic	No	0
35	Westlake	1/31/2022	Facebook	Development/Project Updates	AM	Photo	No	6
35	Westlake	1/31/2022	Twitter	Development/Project Updates	AM	Photo	No	2
35	Westlake	1/31/2022	Twitter	Development/Project Updates	AM	None	No	1
35	Westlake	2/1/2022	Facebook	Feel Good Posts	AM	Graphic	No	11
35	Westlake	2/1/2022	Twitter	Emergency Announcement	AM	Graphic	No	3
35	Westlake	2/1/2022	Twitter	Feel Good Posts	AM	None	No	1
35	Westlake	2/2/2022	Instagram	Development/Project Updates		Photo	No	13
35	Westlake	2/2/2022	Facebook	Hours of Operation Announcement	PM	Graphic	No	10
35	Westlake	2/2/2022	Facebook	Hours of Operation Announcement	PM	Graphic	No	7
35	Westlake	2/2/2022	Facebook	Feel Good Posts	PM	Photo	No	7

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Social Media Audit Data								
PAPP-5399: Public Administration Capstone Spring 2022								
ID	Municipality	Date (01/27-02/24)	Platform Name	Post Type	Time (AM/PM)	Graphic	Included a Link? (Call to Action)	# of Engagement (Comments, Likes, Shares, Views)
35	Westlake	2/2/2022	Facebook	Community Events/Activities	PM	Photo	Yes	5
35	Westlake	2/2/2022	Facebook	Hours of Operation Announcement	AM	Graphic	No	4
35	Westlake	2/2/2022	Facebook	Emergency Announcement	AM	Graphic	No	3
35	Westlake	2/2/2022	Twitter	Development/Project Updates	PM	Photo	No	3
35	Westlake	2/2/2022	Twitter	Partnership Collaborative Posts	PM	Graphic	No	3
35	Westlake	2/2/2022	Twitter	Other	PM	Photo	No	2
35	Westlake	2/2/2022	Facebook	Partnership Collaborative Posts	PM	Graphic	No	1
35	Westlake	2/2/2022	Twitter	Development/Project Updates	AM	Graphic	No	1
35	Westlake	2/2/2022	Twitter	Hours of Operation Announcement	AM	Photo	No	1
35	Westlake	2/2/2022	Twitter	Hours of Operation Announcement	PM	Graphic	No	1
35	Westlake	2/2/2022	Twitter	Development/Project Updates	PM	Graphic	No	1
35	Westlake	2/2/2022	Twitter	Hours of Operation Announcement	PM	Photo	Yes	1
35	Westlake	2/2/2022	Twitter	Hours of Operation Announcement	PM	Photo	No	1
35	Westlake	2/3/2022	Facebook	Feel Good Posts	PM	Graphic	No	50
35	Westlake	2/3/2022	Instagram	Development/Project Updates	AM	Photo	No	40
35	Westlake	2/3/2022	Facebook	Emergency Announcement	AM	Photo	No	30
35	Westlake	2/3/2022	Facebook	Partnership Collaborative Posts	AM	Photo	No	28
35	Westlake	2/3/2022	Facebook	Emergency Announcement	AM	Photo	No	28
35	Westlake	2/3/2022	Instagram	Feel Good Posts		Photo	No	27
35	Westlake	2/3/2022	Instagram	Development/Project Updates	AM	Photo	No	26
35	Westlake	2/3/2022	Instagram	Emergency Announcement	AM	Photo	No	22
35	Westlake	2/3/2022	Facebook	Development/Project Updates	AM	Photo	No	13
35	Westlake	2/3/2022	Instagram	Development/Project Updates	AM	Photo	No	13
35	Westlake	2/3/2022	Instagram	Development/Project Updates		Photo	No	11
35	Westlake	2/3/2022	Facebook	Development/Project Updates	PM	Graphic	No	8
35	Westlake	2/3/2022	Twitter	Feel Good Posts	PM	Photo	No	8
35	Westlake	2/3/2022	Instagram	Development/Project Updates		Photo	No	8
35	Westlake	2/3/2022	Facebook	Emergency Announcement	AM	Graphic	Yes	6
35	Westlake	2/3/2022	Instagram	Collecting Feedback (Survey)		Graphic	No	6
35	Westlake	2/3/2022	Twitter	Development/Project Updates	AM	Photo	No	5
35	Westlake	2/3/2022	Twitter	Development/Project Updates	AM	Photo	No	3
35	Westlake	2/3/2022	Twitter	Emergency Announcement	AM	Photo	No	2
35	Westlake	2/3/2022	Twitter	Emergency Announcement	AM	Photo	No	2
35	Westlake	2/3/2022	Twitter	Development/Project Updates	AM	Photo	No	2
35	Westlake	2/3/2022	Twitter	Development/Project Updates	AM	Graphic	Yes	2
35	Westlake	2/3/2022	Twitter	Development/Project Updates	PM	Graphic	Yes	2
35	Westlake	2/3/2022	Twitter	Development/Project Updates	AM	None	No	1
35	Westlake	2/3/2022	Twitter	Feel Good Posts	AM	Photo	No	0
35	Westlake	2/4/2022	Instagram	Feel Good Posts		Video	No	134
35	Westlake	2/4/2022	Facebook	Feel Good Posts	PM	Photo	No	22
35	Westlake	2/4/2022	Instagram	Development/Project Updates		Photo	No	21
35	Westlake	2/4/2022	Facebook	Emergency Announcement	AM	Graphic	No	19
35	Westlake	2/4/2022	Facebook	Emergency Announcement	AM	Photo	No	13
35	Westlake	2/4/2022	Instagram	Development/Project Updates		Graphic	No	13
35	Westlake	2/4/2022	Facebook	Development/Project Updates	AM	Graphic	Yes	9
35	Westlake	2/4/2022	Facebook	Hours of Operation Announcement	PM	Graphic	Yes	9
35	Westlake	2/4/2022	Twitter	Public Meetings	PM	Graphic	Yes	5
35	Westlake	2/4/2022	Facebook	Public Meetings	PM	Graphic	Yes	3
35	Westlake	2/4/2022	Twitter	Development/Project Updates	AM	Photo	No	3
35	Westlake	2/4/2022	YouTube	Feel Good Posts		Video	No	3
35	Westlake	2/4/2022	Twitter	Emergency Announcement	AM	Graphic	No	2
35	Westlake	2/4/2022	Twitter	Development/Project Updates	AM	Graphic	Yes	2
35	Westlake	2/4/2022	Twitter	Development/Project Updates	AM	None	No	1
35	Westlake	2/4/2022	Twitter	Development/Project Updates	AM	None	No	1
35	Westlake	2/4/2022	Twitter	Development/Project Updates	PM	Graphic	Yes	1
35	Westlake	2/4/2022	Twitter	Feel Good Posts	PM	Video	No	1
35	Westlake	2/5/2022	Twitter	Development/Project Updates	AM	Graphic	No	0
35	Westlake	2/7/2022	Instagram	Feel Good Posts		Photo	No	40
35	Westlake	2/7/2022	Facebook	Feel Good Posts	PM	Photo	No	33
35	Westlake	2/7/2022	Twitter	Feel Good Posts	PM	Photo	No	4
35	Westlake	2/7/2022	Twitter	Public Meetings	PM	Graphic	Yes	1
35	Westlake	2/7/2022	Facebook	Public Meetings	PM	Graphic	Yes	0
35	Westlake	2/8/2022	Facebook	Other	AM	Photo	Yes	7
35	Westlake	2/8/2022	Twitter	Public Meetings	AM	Photo	Yes	2
35	Westlake	2/10/2022	Instagram	Community Events/Activities		Video	No	140
35	Westlake	2/10/2022	Facebook	Public Meetings	PM	Video	No	2
35	Westlake	2/10/2022	Twitter	Emergency Announcement	PM	Graphic	No	1

An Evaluation of Social Media Trends in Small to Midsized Cities

Social Media Audit Data								
PAPP-5399: Public Administration Capstone Spring 2022								
ID	Municipality	Date (01/27-02/24)	Platform Name	Post Type	Time (AM/PM)	Graphic	Included a Link? (Call to Action)	# of Engagement (Comments, Likes, Shares, Views)
35	Westlake	2/10/2022	Twitter	Community Events/Activities	PM	Video	No	1
35	Westlake	2/11/2022	YouTube	Community Events/Activities		Video	No	42
35	Westlake	2/11/2022	Facebook	Feel Good Posts	AM	Photo	No	15
35	Westlake	2/11/2022	YouTube	Community Events/Activities		Video	No	11
35	Westlake	2/15/2022	Twitter	Development/Project Updates	AM	Graphic	No	1
35	Westlake	2/15/2022	Twitter	Development/Project Updates	AM	Graphic	No	1
35	Westlake	2/17/2022	Twitter	Other	PM	Graphic	Yes	1
35	Westlake	2/17/2022	Facebook	Community Events/Activities	PM	Photo	Yes	0
35	Westlake	2/18/2022	Facebook	Hours of Operation Announcement	AM	Photo	No	3
35	Westlake	2/18/2022	Twitter	Hours of Operation Announcement	AM	Graphic	No	1
35	Westlake	2/18/2022	Twitter	Development/Project Updates	AM	Graphic	No	1
35	Westlake	2/18/2022	Twitter	Development/Project Updates	AM	Graphic	No	1
35	Westlake	2/22/2022	Facebook	Emergency Announcement	AM	Graphic	Yes	6
35	Westlake	2/22/2022	Twitter	Emergency Announcement	AM	Graphic	Yes	1
35	Westlake	2/23/2022	Facebook	Development/Project Updates	AM	Graphic	No	16
35	Westlake	2/23/2022	Facebook	Emergency Announcement	AM	Graphic	No	14
35	Westlake	2/23/2022	Facebook	Emergency Announcement	AM	Graphic	No	6
35	Westlake	2/23/2022	Facebook	Hours of Operation Announcement	AM	Photo	No	5
35	Westlake	2/23/2022	Twitter	Emergency Announcement	AM	Photo	No	3
35	Westlake	2/23/2022	Twitter	Development/Project Updates	AM	Graphic	No	3
35	Westlake	2/23/2022	Twitter	Emergency Announcement	AM	Graphic	No	3
35	Westlake	2/23/2022	Twitter	Development/Project Updates	AM	None	No	2
35	Westlake	2/23/2022	Twitter	Development/Project Updates	AM	None	No	2
35	Westlake	2/23/2022	Twitter	Hours of Operation Announcement	AM	Graphic	No	2
35	Westlake	2/23/2022	Twitter	Development/Project Updates	AM	None	No	1
35	Westlake	2/23/2022	Twitter	Development/Project Updates	AM	None	No	1
35	Westlake	2/23/2022	Twitter	Development/Project Updates	AM	None	No	1
35	Westlake	2/24/2022	Facebook	Emergency Announcement	AM	Photo	No	57
35	Westlake	2/24/2022	Instagram	Development/Project Updates		Photo	No	34
35	Westlake	2/24/2022	Facebook	Feel Good Posts	AM	Photo	No	30
35	Westlake	2/24/2022	Instagram	Feel Good Posts		Photo	No	23
35	Westlake	2/24/2022	Instagram	Development/Project Updates		Photo	No	21
35	Westlake	2/24/2022	Instagram	Development/Project Updates	AM	Photo	No	19
35	Westlake	2/24/2022	Facebook	Development/Project Updates	AM	Photo	No	17
35	Westlake	2/24/2022	Facebook	Development/Project Updates	PM	Photo	No	16
35	Westlake	2/24/2022	Facebook	Development/Project Updates	PM	Graphic	Yes	13
35	Westlake	2/24/2022	Facebook	Development/Project Updates	AM	Photo	No	12
35	Westlake	2/24/2022	Facebook	Hours of Operation Announcement	PM	Graphic	No	9
35	Westlake	2/24/2022	Twitter	Development/Project Updates	PM	Photo	No	4
35	Westlake	2/24/2022	Twitter	Emergency Announcement	AM	Photo	No	3
35	Westlake	2/24/2022	Twitter	Development/Project Updates	AM	Photo	No	3
35	Westlake	2/24/2022	Twitter	Feel Good Posts	AM	Photo	No	3
35	Westlake	2/24/2022	Twitter	Development/Project Updates	AM	None	No	2
35	Westlake	2/24/2022	Twitter	Development/Project Updates	AM	Photo	No	2
35	Westlake	2/24/2022	Twitter	Development/Project Updates	AM	None	No	1
35	Westlake	2/24/2022	Twitter	Development/Project Updates	PM	None	No	1
35	Westlake	2/24/2022	Twitter	Development/Project Updates	PM	Graphic	No	1
35	Westlake	2/28/2022	Instagram	Community Events/Activities		Video	Yes	124
35	Westlake	2/28/2022	Facebook	Community Events/Activities	PM	Video	No	6
35	Westlake	2/28/2022	Twitter	Development/Project Updates	PM	None	No	0
36	Westworth Village	2/1/2022	Facebook	Partnership Collaborative Posts	PM	Graphic	Yes	4
36	Westworth Village	2/4/2022	Facebook	Emergency Announcement	PM	None	No	0
36	Westworth Village	2/23/2022	Facebook	Hours of Operation Announcement	PM	None	No	2
36	Westworth Village	2/23/2022	Facebook	Hours of Operation Announcement	PM	None	No	1
37	White Settlement	1/27/2022	Facebook	Event Post	1:44 PM	Graphic	Yes	1
37	White Settlement	1/28/2022	Facebook	Community Events/Activities	5:02 PM	Graphic	No	19
37	White Settlement	1/28/2022	Facebook	Event Post	3:38 PM	Graphic	No	17
37	White Settlement	1/28/2022	Facebook	Emergency Announcement	1:20 PM	Graphic	Yes	10
37	White Settlement	1/31/2022	Facebook	Emergency Announcement	12:53 PM	Graphic	Yes	60
37	White Settlement	1/31/2022	Facebook	Project Updates	2:07 PM	Graphic	Yes	6
37	White Settlement	2/1/2022	Facebook	Emergency Announcement	1:50 PM	Graphic	Yes	34
37	White Settlement	2/1/2022	Facebook	Partnership Collaborative Posts	5:46 PM	Graphic	Yes	8
37	White Settlement	2/1/2022	Facebook	Public meetings	11:01 AM	Graphic	Yes	5
37	White Settlement	2/2/2022	Facebook	Emergency Announcement	1:37 PM	Graphic	No	76
37	White Settlement	2/2/2022	Facebook	Emergency Announcement	12:38 PM	Graphic	Yes	57
37	White Settlement	2/2/2022	Facebook	Emergency Announcement	2:35 PM	Graphic	Yes	29
37	White Settlement	2/2/2022	Facebook	Partnership Collaborative Posts	4:35 PM	Graphic	Yes	10

An Evaluation of Social Media Trends in Small to Mid-sized Cities

Social Media Audit Data								
PAPP-5399: Public Administration Capstone Spring 2022								
ID	Municipality	Date (01/27-02/24)	Platform Name	Post Type	Time (AM/PM)	Graphic	Included a Link? (Call to Action)	# of Engagement (Comments, Likes, Shares, Views)
37	White Settlement	2/3/2022	Facebook	Project Updates	9:57 AM	Photo	No	157
37	White Settlement	2/3/2022	Facebook	Emergency Announcement	5:23 AM	Photo	Yes	120
37	White Settlement	2/3/2022	Facebook	Feel Good Posts	11:09 AM	Video	No	74
37	White Settlement	2/3/2022	Facebook	Emergency Announcement	6:29 PM	Graphic	Yes	58
37	White Settlement	2/3/2022	Facebook	Emergency Announcement	7:32 PM	Graphic	No	44
37	White Settlement	2/3/2022	Facebook	Emergency Announcement	11:48 AM	Graphic	No	34
37	White Settlement	2/3/2022	Facebook	Emergency Announcement	6:02 AM	Graphic	Yes	10
37	White Settlement	2/4/2022	Facebook	Community Events/Activities	9:22 AM	Photo	No	49
37	White Settlement	2/4/2022	Facebook	Emergency Announcement	6:40 PM	Graphic	Yes	41
37	White Settlement	2/4/2022	Facebook	Emergency Announcement	7:16 AM	Photo	No	38
37	White Settlement	2/4/2022	Facebook	Emergency Announcement	1:15 PM	Photo	Yes	30
37	White Settlement	2/4/2022	Facebook	Project Updates	11:21 AM	Graphic	Yes	13
37	White Settlement	2/5/2022	Facebook	Emergency Announcement	8:34	Photo	No	97
37	White Settlement	2/7/2022	Facebook	Event Post	5:46 PM	Graphic	Yes	22
37	White Settlement	2/7/2022	Facebook	Event Post	2:00 PM	Graphic	Yes	18
37	White Settlement	2/7/2022	Facebook	Community Events/Activities	10:54 AM	Graphic	Yes	17
37	White Settlement	2/7/2022	Facebook	Collecting Feedback (Survey)	12:21	Graphic	Yes	16
37	White Settlement	2/8/2022	Facebook	Event Post	4:00 PM	Graphic	No	32
37	White Settlement	2/8/2022	Facebook	Event Post	12:33 PM	Graphic	Yes	11
37	White Settlement	2/8/2022	Facebook	Job Opportunities	2:05 PM	Graphic	Yes	11
37	White Settlement	2/9/2022	Facebook	Partnership Collaborative Posts	2:17 PM	Graphic	Yes	22
37	White Settlement	2/9/2022	Facebook	Event Post	10:42 AM	Graphic	No	2
37	White Settlement	2/10/2022	Facebook	Collecting Feedback (Survey)	1:54 PM	Graphic	Yes	8
37	White Settlement	2/10/2022	Facebook	Event Post	4:59 PM	Graphic	Yes	8
37	White Settlement	2/10/2022	Facebook	Public meetings	11:32 AM	Graphic	Yes	5
37	White Settlement	2/10/2022	Facebook	Partnership Collaborative Posts	7:59 PM	Graphic	Yes	2
37	White Settlement	2/11/2022	Facebook	Project Updates	2:54 PM	Graphic	No	21
37	White Settlement	2/11/2022	Facebook	Project Updates	11:06 PM	Graphic	Yes	3
37	White Settlement	2/11/2022	Facebook	Event Post	4:28 PM	Graphic	Yes	2
37	White Settlement	2/14/2022	Facebook	Event Post	10:06 AM	Graphic	Yes	17
37	White Settlement	2/14/2022	Facebook	Public meetings	3:01 PM	Graphic	Yes	8
37	White Settlement	2/14/2022	Facebook	Event Post	12:26 PM	Graphic	Yes	5
37	White Settlement	2/15/2022	Facebook	Feel Good Posts	4:52 PM	Photo	No	23
37	White Settlement	2/15/2022	Facebook	Job Opportunities	1:52 PM	Graphic	Yes	6
37	White Settlement	2/15/2022	Facebook	Event Post	11:39 AM	Graphic	Yes	3
37	White Settlement	2/16/2022	Facebook	Public meetings	10:04 AM	Photo	No	34
37	White Settlement	2/16/2022	Facebook	Community Events/Activities	2:47 PM	Graphic	Yes	6
37	White Settlement	2/16/2022	Facebook	Partnership Collaborative Posts	12:33 PM	Graphic	Yes	3
37	White Settlement	2/17/2022	Facebook	Hours of Operation	1:24 PM	Graphic	No	10
37	White Settlement	2/17/2022	Facebook	Collecting Feedback (Survey)	3:45 PM	Graphic	Yes	9
37	White Settlement	2/17/2022	Facebook	Event Post	11:12 AM	Graphic	Yes	5
37	White Settlement	2/18/2022	Facebook	Community Events/Activities	12:35 PM	Graphic	Yes	60
37	White Settlement	2/18/2022	Facebook	Project Updates	4:51 PM	Graphic	Yes	8
37	White Settlement	2/18/2022	Facebook	Event Post	3:09 PM	Graphic	Yes	2
37	White Settlement	2/19/2022	Facebook	Community Events/Activities	7:29 AM	Graphic	Yes	7
37	White Settlement	2/21/2022	Facebook	Hours of Operation	7:45 AM	Graphic	No	6
37	White Settlement	2/22/2022	Facebook	Project Updates	3:11 PM	Photo	No	22
37	White Settlement	2/22/2022	Facebook	Job Opportunities	5:49 PM	Graphic	Yes	6
37	White Settlement	2/22/2022	Facebook	Event Post	10:55 AM	Graphic	Yes	4
37	White Settlement	2/23/2022	Facebook	Hours of Operation	3:49 PM	Graphic	No	42
37	White Settlement	2/23/2022	Facebook	Partnership Collaborative Posts	5:18 PM	Graphic	Yes	19
37	White Settlement	2/23/2022	Facebook	Emergency Announcement	10:06 AM	Photo	No	18
37	White Settlement	2/23/2022	Facebook	Hours of Operation	3:02 PM	Graphic	Yes	4
37	White Settlement	2/23/2022	Facebook	Emergency Announcement	12:22 PM	Graphic	No	3
37	White Settlement	2/24/2022	Facebook	Feel Good Posts	9:52 AM	Graphic	No	120
37	White Settlement	2/24/2022	Facebook	Emergency Announcement	8:16 AM	Photo	Yes	49
37	White Settlement	2/24/2022	Facebook	Emergency Announcement	1:56 PM	Graphic	No	28
37	White Settlement	2/24/2022	Facebook	Emergency Announcement	8:21 PM	Photo	No	14
37	White Settlement	2/24/2022	Facebook	Emergency Announcement	3:29 PM	Graphic	No	12
37	White Settlement	2/24/2022	Facebook	Hours of Operation	7:49 AM	Graphic	No	10
37	White Settlement	2/24/2022	Facebook	Emergency Announcement	11:17 AM	Graphic	No	7
37	White Settlement	2/24/2022	Facebook	Hours of Operation	10:20 AM	Graphic	Yes	3

An Evaluation of Social Media Trends in Small to Midsized Cities

Appendix C: Social Media Audit Analysis Report

Social Media Audit Analysis Report: Posts Per Week, Average Engagement Per Post											
City	WEEK 1: NUMBER OF POST 1/27 - 2/2	WEEK 1: AVERAGE ENGAGEMENT 1/27 - 2/2	WEEK 2: NUMBER OF POST 2/3 - 2/9	WEEK 2: AVERAGE ENGAGEMENT 2/3 - 2/9	WEEK 3: NUMBER OF POST 2/10 - 2/16	WEEK 3: AVERAGE ENGAGEMENT 2/10 - 2/16	WEEK 4: NUMBER OF POST 2/17 - 2/24	WEEK 4: AVERAGE ENGAGEMENT 2/17 - 2/24	AVERAGE POST PER WEEK	TOTAL AVERAGE ENGAGEMENT PER POST	MEDIAN AVERAGE ENGAGEMENT PER POST
Keller	28	91.89	58	98.89	34	2078.03	41	78.00	40.25	586.66	95.39
Eules	14	81.21	12	104.92	9	272.00	20	139.00	13.75	149.28	121.96
Bedford	31	89.58	20	78.70	23	361.96	31	55.55	26.25	146.48	84.14
Burleson	26	51.31	14	106.21	25	140.28	27	77.00	23	93.70	91.61
Grapetree	16	94.44	15	72.20	8	160.50	3	28.67	10.5	88.95	83.32
Panango	6	8.33	3	47.33	2	278.50	9	12.00	5	86.54	29.67
Flower Mound	30	37.37	22	88.55	22	88.55	39	56.87	28.25	67.83	72.71
Mansfield	22	36.00	24	46.83	15	110.73	25	28.24	21.5	65.45	41.42
Lake Worth	8	31.25	2	18.00	8	105.38	4	34.00	5.5	47.16	32.63
North Richland Hills	11	66.64	26	32.23	13	39.77	23	20.83	18.25	39.87	36.00
Saginaw	19	23.58	19	25.95	11	22.36	15	71.13	16	35.76	24.76
Haltom City	11	61.00	7	14.86	9	29.00	13	25.77	10	32.66	27.38
Watauga	9	18.22	18	24.78	5	21.00	4	44.00	9	27.00	22.89
Hurst	21	23.67	10	25.60	9	26.56	16	22.00	14	24.46	24.63
White Settlement	13	25.54	22	41.64	16	9.63	24	19.50	18.75	24.07	22.52
Bonbrook	6	46.33	8	16.25	5	13.20	11	11.55	7.5	21.83	14.73
Colleyville	7	14.71	6	9.83	12	7.33	10	41.90	8.75	18.45	12.27
Kennedale	3	0.33	3	7.33	4	11.25	5	52.60	3.75	17.88	9.29
River Oaks	8	11.25	4	33.25	1	4.00	5	13.80	4.5	15.58	12.53
Trophy Club	20	22.30	16	18.69	16	6.94	17	12.65	17.25	15.14	15.67
Dalworthington Gardens	4	7.50	10	10.00	3	13.67	2	22.00	4.75	13.29	11.83
Westlake	37	6.73	51	13.57	9	23.78	43	8.51	35	13.15	11.04
Southlake	31	12.16	48	9.21	18	10.61	60	16.72	39.25	12.17	11.39
Richland Hills	11	10.64	8	11.75	6	7.33	12	7.58	9.25	9.33	9.11
Crowley	57	9.84	47	7.21	21	7.10	38	12.08	40.75	9.06	8.53
Blue Mound	10	5.40	9	6.00	7	8.14	9	7.78	8.75	6.83	6.89
Sansom Park	8	9.25	3	9.33	1	0.00	3	4.00	3.75	5.65	6.63
Pelican Bay	2	2.00	2	2.50	3	1.67	5	4.20	3	2.59	2.25
Everman	2	4.50	0	0.00	1	0.00	2	4.50	1.25	2.25	2.25
Newark	3	2.33	1	2.00	0	0.00	5	1.60	2.25	1.48	1.80
Wesworth Village	1	4.00	1	0.00	0	0.00	2	1.50	1	1.38	0.75
Lakeside	1	1.00	1	2.00	0	0.00	1	0.00	0.75	0.75	0.50
Heslet	1	2.00	0	0.00	0	0.00	0	0.00	0.25	0.50	0.00
Azele	15	0.07	6	0.00	8	0.00	16	0.00	11.25	0.02	0.00
Edgecliff Village	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0.00
Forest Hill	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0.00
Reno	0	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0.00
Total								12.51	45.22	45.22	12.27

Post Types Across Cities

POST TYPE ACROSS CITIES	NUMBER OF POST	% POST	LEVEL OF ENGAGEMENT (Comments, Likes, Shares, Views)	ENGAGEMENT RATE (LoE/No.Post)
Feel Good Posts	214	11.56%	87,215	407.55
Partnership Collaborative Posts	239	12.91%	17051	71.34
Other	119	6.43%	7765	65.25
Emergency Announcement	317	17.13%	16065	50.68
Community Events/Activities	238	12.9%	7198	30.24
Job Opportunities	18	0.97%	476	26.44
Development/Project Updates	177	9.56%	3885	21.95
Event Post	48	2.59%	960	20.00
Hours of Operation Announcement	371	20.04%	7311	19.71
Collecting Feedback (Survey)	17	0.92%	220	12.94
Public Meetings	93	5.02%	665	7.15
TOTAL	1851		148811	

An Evaluation of Social Media Trends in Small to Midsized Cities

Push, Pull, Networking by City

ID #	Rank	CITY	TOTAL # of POSTS	Total Engagement	PUSH Num. of posts	PUSH % NUMBE R OF POSTS	LEVEL OF ENGAGEMENT	AVERA GE OF ENGAGEMENT per post	Push Percentage of engagement	PULL Num. of posts	% NUMBE R OF POSTS	LEVEL OF ENGAGEMENT	AVERA GE OF ENGAGEMENT per post	Pull Percenta ge of Engage ment	NETWO RK Num. of posts	% NUMBE R OF POSTS	LEVEL OF ENGAGEMENT	AVERA GE OF ENGAGEMENT per post	Network ing Percenta ge of Engage ment
18	1	Keller	161	82,153	103	63.98%	6.334	61.50	7.71%	2	1.24%	438	219.00	0.53%	56	34.78%	75.381	468.21	91.76%
10	2	Euless	55	7,624	50	90.91%	5,700	114.00	74.76%	0	0.00%	0	-	0.00%	5	9.09%	1,924	34.98	25.24%
2	3	Bedford	105	14,398	64	60.95%	4,319	67.48	30.00%	5	4.76%	142	28.40	0.99%	36	34.29%	9,937	94.64	69.02%
5	4	Burleson	91	8,387	73	80.22%	4,648	63.67	55.42%	4	4.40%	141	35.25	1.68%	14	15.38%	3,598	39.54	42.90%
14	5	Granovine	42	3,964	32	76.19%	2,854	89.19	72.00%	0	0.00%	0	-	0.00%	10	23.81%	1,110	26.43	28.00%
25	6	Rantow	20	726	19	95.00%	726	38.21	100.00%	0	0.00%	0	-	0.00%	1	5.00%	0	0.00	0.00%
12	7	Elmwood Mound	113	6,617	73	64.60%	3,896	53.37	58.88%	0	0.00%	0	-	0.00%	40	35.40%	2,721	24.08	41.12%
22	8	Mansfield	86	4,523	62	72.09%	2,412	38.90	53.33%	0	0.00%	0	-	0.00%	24	27.91%	2,111	24.55	46.67%
21	9	Lake Worth	22	1,265	15	68.18%	375	25.00	29.64%	0	0.00%	0	-	0.00%	7	31.82%	890	40.45	70.36%
24	10	North Richland Hills	73	2,590	54	73.97%	1,427	26.43	55.10%	2	2.74%	14	7.00	0.54%	17	23.29%	1,149	15.74	44.36%
30	11	Saginaw	64	2,254	57	89.06%	1,663	29.18	73.78%	0	0.00%	0	-	0.00%	7	10.94%	591	9.23	26.22%
15	12	Halton City	40	1,399	32	80.00%	676	21.13	48.32%	0	0.00%	0	-	0.00%	8	20.00%	723	18.08	51.68%
34	13	Watauga	36	891	27	75.00%	727	26.93	81.59%	1	2.78%	1	1.00	0.11%	8	22.22%	163	4.53	18.29%
17	14	Hurst	56	1,313	41	73.21%	924	22.54	70.37%	4	7.14%	30	7.50	2.28%	11	19.64%	359	6.41	27.34%
37	15	White Settlement	75	1,904	48	64.00%	1,441	30.02	75.68%	18	24.00%	182	10.11	9.56%	9	12.00%	281	3.75	14.76%
3	16	Benbrook	30	601	29	96.67%	582	20.07	96.84%	0	0.00%	0	-	0.00%	1	3.33%	19	0.63	3.16%
6	17	Colleyville	35	669	27	77.14%	374	13.85	55.90%	3	8.57%	21	7.00	3.14%	5	14.29%	274	7.83	40.96%
19	18	Kennedale	15	331	15	100.00%	331	22.07	100.00%	0	0.00%	0	-	0.00%	0	0.00%	0	0.00	0.00%
29	19	River Oaks	18	289	18	100.00%	289	16.06	100.00%	0	0.00%	0	-	0.00%	0	0.00%	0	0.00	0.00%
33	20	Trophy Club	69	1,071	49	71.01%	769	15.69	71.80%	3	4.35%	4	1.33	0.37%	17	24.64%	298	4.32	27.82%
8	21	Dalworthington Gardens	19	98	13	68.42%	83	6.38	84.69%	2	10.53%	15	7.50	15.31%	4	21.05%	0	0.00	0.00%
35	22	Westlake	140	1,523	116	82.86%	1,062	9.16	69.73%	1	0.71%	6	6.00	0.39%	23	16.43%	455	3.25	29.88%
32	23	Southlake	157	1,665	89	56.69%	338	3.80	20.30%	11	7.01%	137	12.45	8.23%	57	36.31%	1,190	7.58	71.47%
28	24	Richland Hills	37	346	34	91.89%	292	8.59	84.39%	2	5.41%	21	10.50	6.07%	1	2.70%	33	0.89	9.54%
7	25	Croftley	163	1,496	79	48.47%	751	9.51	50.20%	3	1.84%	3	1.00	0.20%	81	49.69%	742	4.55	49.60%
4	26	Blue Mound	35	235	24	68.57%	149	6.21	63.40%	3	8.57%	18	6.00	7.66%	8	22.86%	68	1.94	28.94%
31	27	Sansom Park	15	114	14	93.33%	107	7.64	93.86%	1	6.67%	7	7.00	6.14%	0	0.00%	0	0.00	0.00%
26	28	Pelican Bay	12	35	12	100.00%	35	2.92	100.00%	0	0.00%	0	-	0.00%	0	0.00%	0	0.00	0.00%
11	29	Everman	5	11	4	80.00%	11	2.75	100.00%	0	0.00%	0	-	0.00%	1	20.00%	0	0.00	0.00%
23	30	Newark	9	17	9	100.00%	17	1.89	100.00%	0	0.00%	0	-	0.00%	0	0.00%	0	0.00	0.00%
36	31	Westworth Villag	4	7	3	75.00%	3	1.00	42.86%	0	0.00%	0	-	0.00%	1	25.00%	4	1.00	57.14%
20	32	Lakeside	3	3	3	100.00%	3	1.00	100.00%	0	0.00%	0	-	0.00%	0	0.00%	0	0.00	0.00%
16	33	Havlet	1	2	1	100.00%	2	2.00	100.00%	0	0.00%	0	-	0.00%	0	0.00%	0	0.00	0.00%
1	34	Azle	45	1	44	97.78%	1	0.02	100.00%	0	0.00%	0	-	0.00%	1	2.22%	0	0.00	0.00%
9	35	Edgelynn Village	0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
13	36	Forest Hill	0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
27	37	Reno	0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		TOTAL	1851																

Appendix D: Social Media Survey Report

1. Position Titles

Assistant to the City Manager (*3)

City Administrator

City Secretary (*5)

Communication & Public Engagement Manager

Communications Manager

Communications Specialist

Community Relations Managers

Director of Communications & Marketing

Director of Communications & Outreach

Director of Community Engagement

Director of Economic Development & Outreach

Media Relations Coordinator

Public Information Officer

Web Administrator (*2)

*Indicates positions identified by multiple respondents.

2: Municipalities Representing:

[Azle](#)

[Bedford](#)

[Benbrook](#)

[Blue Mound](#)

[Burleson](#)

[Colleyville](#)

[Crowley](#)

[Dalworthington Gardens](#)

[Edgecliff Village](#)

[Eules](#)

[Everman](#)

[Flower Mound](#)

[Forest Hill](#)

[Grapevine](#)

[Haltom City](#)

[Haslet](#)

[Hurst](#)

[Keller](#)

[Kennedale](#)

[Lakeside](#)

[Lake Worth](#)

[Mansfield](#)

[Newark](#)

[North Richland Hills](#)

[Pantego](#)

[Pelican Bay](#)

[Reno](#)

[Richland Hills](#)

[River Oaks](#)

[Saginaw](#)

[Sansom Park](#)

[Southlake](#)

[Trophy Club](#)

[Watauga](#)

[Westlake](#)

[Westworth Village](#)

[White Settlement](#)

*We conducted outreach to all (37) thirty-seven municipalities and (23) twenty responded which are bolded.

3. In three sentences or less, please share how your municipality defines social media.

Communication to our resident's quickly. Keeping them educated in the changes to our Ordinances, rules and regulations.

– *City of Sansom Park*

Forms of communication that require a computer, or electronic device to received, viewed or searched.

– *Westworth Village*

Platform to get information to the public, thats the way we use it and see it. A tool to get information out because thats what people look for. Not website.

– *City of Richlands Hills*

Our website and other internet platforms that enable us to communicate with the public

– *City of Benbrook*

As a means of resident communication and interactivity. Two way communication not just one.

– *City of Hurst*

It is a communication medium to communicate with our residents. It has come to if we are not using social media we are not being transparent. This is how residents are receiving news now.

– *City of Azle*

We think of social media as an extension of our communication and public engagement initiatives. We feel strongly that communication works best when the city meets our residents where they already are, and right now that means producing rich content and engaging authentically through social media outlets in addition to more traditional communications such as websites, print products, and digital newsletters. Social media is a part of residents' everyday lives, and we want to be a part of that conversation.

– *City of Keller*

Way to communicate with citizens, get out info, promote events, notify of emergency (nixle account). To let ppl know about city services. if website is down or water issue.

– *City of Haltom*

Social media for us is an excellent way to engage with our community. Whether it's relaying important information or gaining feedback from our residents, we rely heavily on social media as a vital tool to reach those who are important to us.

– *Town of Westlake*

We broadly define "Social Media" as electronic platforms which allows for the creation of content and dialogue around a specific issue or area of interest. Examples include but are not limited to: Facebook, YouTube, TikTok, Instagram, Twitter. However, we specify that "City Social Media Sites" are those pages, sections or posting locations in Social Media websites that are established or maintained by an employee of the City who is authorized to do so as part of the employee's job,

An Evaluation of Social Media Trends in Small to Mid-sized Cities

and that are used to conduct City business, communicate with officeholders or City staff, and/or communicate with or gather feedback from residents and other interested parties.

– *City of Mansfield*

Social media is a way to communicate with citizens and enhance transparency in government.

– *City of Pelican Bay*

The City of Lake Worth believes resident feedback plays an important role in the governance of our community. Lake Worth's digital media and social networking sites are open to comments. Lake Worth's digital media and social networking sites are just a few of the tools the city utilizes for information distribution and resident feedback. Not every issue facing the city will necessarily be addressed on the digital media and social media networking sites. The city's goals for the communication tools are to:

1. Reach new audiences with city messages and information.
2. Provide additional channels of input for citizens and other stakeholders
3. Increase transparency of the city's decision-making process
4. Facilitate a sense of community

– *City of Lake Worth*

We use Facebook primarily for Town related information. We also hire out social media management to an outside company for our Shop Pantego Facebook and Instagram pages.

– *Town of Pantego*

Colleyville's demographic favors Facebook, news via email, and the classic city website so those are the three major outlets utilized. We post daily on Facebook, provide a weekly newsletter via email, and keep our website up-to-date with current event and other information. We also add videos to our YouTube channel.

– *City of Colleyville*

As an additional communication avenue to content with our Crowley residents.

– *City of Crowley*

Social Media for Bedford is a way to communicate and engage with our citizens. This helps us to build trust and a transparent communication process.

– *City of Bedford*

Social media is a tool that allows us to connect with our residents and bring greater awareness to local government programs and services.

– *City of North Richland Hills*

Social Media Sites means content created by individuals, using accessible, expandable, and upgradable publishing technologies, through and on the Internet. Examples of social media include, but are not limited to, Facebook, Twitter, Instagram, YouTube, LinkedIn, and Flickr. Town Social Media Sites means social media sites which the Town establishes and maintains, and

An Evaluation of Social Media Trends in Small to Midsized Cities

over which it has control over all postings, except for advertisements or hyperlinks by the social media site's owner, vendors, or partners.

– *Town of Trophy Club*

View it as anything where there's interaction to be had. So two-way communication.

– *City of Kennedale*

Used to inform the public of things going on within the city that affect the residents, road closures, feel good stories, good tool above the website to keep residents informed.

– *City of Saginaw*

Social Media is anything that can be used to reach a broad audience through posting, commenting, engaging, and sharing news, opinions, topics etc.

– *City of Flower Mound*

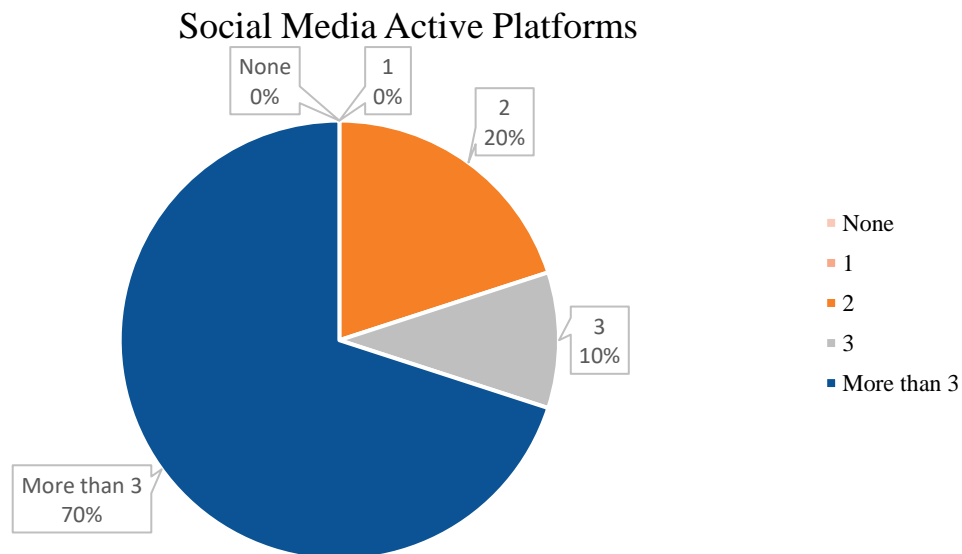
Methods of communicating with the public, ex: Facebook

– *City of Flower Mound*

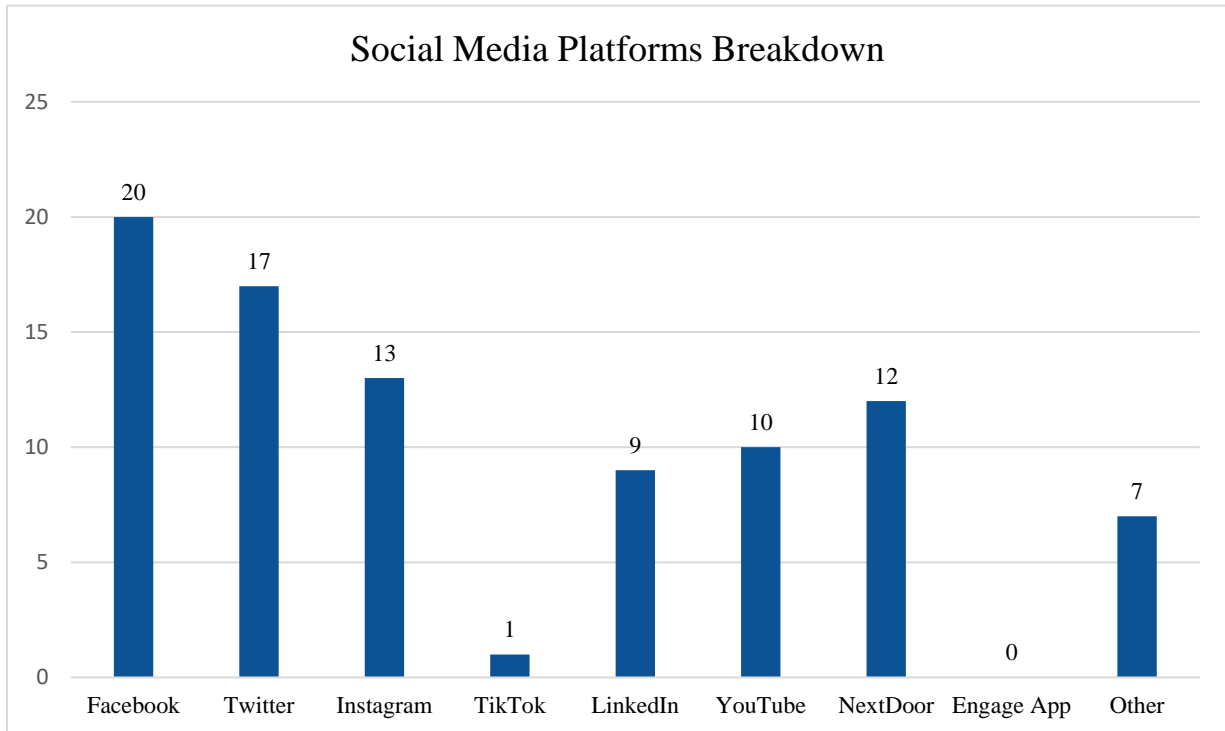
The way that Grapevine and municipal services communicate to residents.

– *City of Grapevine*

4. How many active social media platforms does your organization manage?



5. Which forms of social media does your organization employ? Please select all that apply.



6. Please identify any social media platforms your organization is not currently using but would like to consider.

Instagram and NexDoor.

– *City of Sansom Park*

None

– *City of Westworth Village*

We are currently downsizing our social media platform use to increase consistency with posting and focus on platforms that do well and reach the most people. We do not recommend NextDoor, difficult for people to access, a lot of misinformation is shared.

– *City of Richlands Hills*

None

– *City of Hurst*

N/a

– *City of Azle*

We'd like to overhaul the city's long ago-established LinkedIn account and expand our Instagram offerings (three individual departments currently use IG, but we do not yet maintain

an overall city or public safety account there; in fact, we need to work with IG to remove a rogue account impersonating the city).

– *City of Keller*

Like to do more Instagram, just no time to do this. HR runs LinkedIn.

– *City of Haltom*

There are no other social media platforms that we're considering using at this time.

– *City of Westlake*

TikTok

– *City of Mansfield*

At the moment, we are not considering any new social media platforms.

– *City of Lake Worth*

None

– *City of Pantego*

N/a

– *City of Colleyville*

None

– *City of Crowley*

We are just now getting into LinkedIn. We did our first post about 2 weeks ago. We need to spend time updating and posting. (So far only one post)

– *City of Bedford*

None at this moment

– *City of Kennedale*

NextDoor, but we are a new department so working on implementing

– *City of Saginaw*

None

– *City of Euless*

N/a

– *City of Flower Mound*

7. Does your organization have any of the following policies and/or guidelines? Please select all that apply.

Within our personnel manual.

– *City of Sansom Park*

Social Media Policy (External Communications); Site security and restricted access;
Marketing Guidelines/Brand Standards

– *City of Westworth Village*

Social Media Policy (External Communications); Marketing Guidelines/Brand Standards;
Communications Style Guide

– *City of Richland Hills*

Social Media Policy (External Communications); Marketing Guidelines/Brand Standards;
Communications Style Guide.

– *City of Benbrook*

Social Media Policy (External Communications); Marketing Guidelines/Brand Standards;
Communications Style Guide;

– *City of Hurst*

Social Media Policy (Internal); None of the Above.

– *City of Azle*

Social Media Policy (External Communications); Communications Style Guide; Marketing
Guidelines/Brand Standards;

– *City of Keller*

Social Media Policy (External Communications)

– *City of Haltom*

Social Media Policy (External Communications); Marketing Guidelines/Brand Standards;
Communications Style Guide;

– *Town of Westlake*

Social Media Policy (External Communications); Marketing Guidelines/Brand Standards;
Communications Style Guide

– *City of Mansfield*

Social Media Policy (External Communications)

– *City of Pelican Bay*

Internal Social Media Guidelines and Procedures; City of Lake Worth Facebook Standard; and
City of Lake Worth Twitter Standard

– *City of Lake Worth*

None of the above
– Town of Pantego

None of the above
– City of Colleyville

None of the above
– *City of Crowley*

Social Media Policy (External Communications); Marketing Guidelines/Brand Standards; Communications Style Guide; social media Policy (Internal Communications) and is now creating a 3 year Communications Strategic Plan (current being developed)
– *City of Bedford*

Social Media Policy (External Communications)
– *City of North Richland Hills*

Social Media Policy (External Communications); Marketing Guidelines/Brand Standards
– *Town of Trophy Club*

None of the Above; had some brand standards but used for printed materials.
– *City of Kennedale*

Social Media Policy (External Communications)
– *City of Saginaw*

Social Media Policy (External Communications); Marketing Guidelines/Brand Standards; Communications Style Guide
– *City of Euless*

Social Media Policy (External Communications); Site security and restricted access; Marketing Guidelines/Brand Standards
– *City of Flower Mound*

Social Media Policy (External Communications); Marketing Guidelines/Brand Standards; Communications Style Guide
– *City of Grapevine*

8. How often does your organization review and update these policies?

We are in the process of developing these policies and guidelines.
– *City of Sansom Park*

We are in the process of developing these policies and guidelines.

– *City of Sansom Park*

Yearly

– *City of Westworth Village*

Every 2-3 years

– *City of Richland Hills*

We are in the process of updating existing ones and developing additional ones

– *City of Benbrook*

Not that old, so haven't needed to review

– *City of Hurst*

As needed

– *City of Azle*

As needed. The Keller Style Guide doesn't change much, for example, but we're about to redo our social media policy.

– *City of Keller*

Early last year. official policy for employees' personal account. only a year and half

– *City of Haltom*

Every 2-3 years

– *Town of Westlake*

We are in the process of updating them now.

– *City of Mansfield*

Every 2-3 years

– *City of Lake Worth*

Never

– *Town of Pantego*

Never

– *City of Crowley*

Yearly

– *City of Bedford*

2-3 years

– *City of North Richland Hills*

2-3 years

– *Town of Trophy Club*

Never

– *City of Kennedale*

We are in the process of developing these policies and guidelines.

– *City of Saginaw*

Every 2-3 years

– *City of Euless*

Every 2-3 years

– *City of Flower Moun*

Yearly

– *City of Grapevine*

9. If currently developing these policies and guideline, when is the estimated completion date?

Before next fiscal year begins, we start reviewing changes we want prior to the next fiscal year.

– *City of Sansom Park*

Currently creating comms plan, currently offering survey to citizens also have desire to create brand guidelines due to varying logos through different departments would like to create consistency, would like to include resident input

– *City of Saginaw*

10. Briefly summarize your organization's social media strategy.

We use it solely to push information out to the public and to make records readily available to them, thereby increasing transparency in government.

– *City of Westworth Village*

We do not have a formal strategy. We recently hired a communications specialist to focus on social media and then we have a committee which meets to discuss upcoming events, development, identify posts that are needed. Goal is to post 1-4 times per day, variety of information, positive posts, feel good stories, community events, etc. Be proactive not reactive, focus on progress, do not be defensive.

– *City of Richland Hills*

Dependent on content, basic everyday 1 post a day. if we don't have content, try to search for it.

– *City of Hurst*

We are a small city with 150 employees, under 1400 residents. No strategy. We create social media posts as we receive the news. Our Facebook got hacked so we are currently only using Twitter. Some residents are not happy since we haven't been able to get our FB page back up but we are currently working with FB (since Dec.) to try to get it back on.

– *City of Azle*

Our general goals for social media are 1. Rich Content 2. Authentic Voice and 3. Active Listening. We strive to share new content on the city's primary accounts daily, Monday through Friday, and ensure we're touching on every event, project, or initiative our residents should be aware of. In short, if someone were to ONLY following the city on social media and never engage any other communication from us, they should be well versed in every iron our city has in the fire. This includes breaking news, promotions for upcoming events, PSAs or explanatory pieces about hot topics, and community feature stories. We've also spent years developing a friendly, informal, yet informational (and sometimes funny) voice on our platforms. We want the city to feel accessible to our residents while earning their trust as a go-to source for community news. Finally, we use social for active listening. This includes monitoring conversations in community groups and other key accounts such as City Council member pages to keep in touch with what matters to our residents and business owners. How are they feeling? What are they concerned about? What do they love about Keller? Has a rumor spun out of control? As I mentioned before, social media is the modern-day water cooler on a massive scale and we want to make sure the city is part of that conversation.

– *City of Keller*

No official strategy, to better inform citizens about city services. health, well being, safety, however they don't have the manpower to facilitate two-way dialogue. would rather them pick up the phone or email the specific department

– *City of Haltom*

Our strategy is to engage and inform our residents/stakeholders in a clear and concise way through meaningful posts.

– *Town of Westlake*

The City of Mansfield seeks to encourage and provide a variety of engagement opportunities for all residents and visitors alike.

– *City of Mansfield*

To address the ever-changing landscape of the Internet and the way residents communicate and obtain information online, City of Lake Worth departments may consider using social media tools to reach a broader audience. The City encourages the use of social media to further the goals of the City and the missions of its departments, where appropriate.

– *City of Lake Worth*

We don't really have a strategy, however we do use social media to inform our residents about community events, town events, critical information updates i.e.. weather, accidents, utilities issues.

– *Town of Pantego*

We do not have a local newspaper, radio, or news. We use our Social Media platforms to communicate with our residents. Always provide them with key updates.

– *City of Crowley*

Our overall goals are to:

1. Provide residents with an outlet to share updates, news, current events while also providing them with a space to engage and ask questions.
2. Increase transparency
3. Be able to create trust with residents

– *City of Bedford*

Our goal is to make residents feel one step closer to city hall and our various city departments by providing them information about city services, programs and events, and responding to their questions and concerns.

– *City of North Richland Hills*

The Town of Trophy Club (Town) uses social media to send and receive messages about Town announcements, services, and related programs with community stakeholders, including employees, vendors, residents, media, and other members of the public. The primary goals of social media use by the Town include:

- Reach new and existing audiences with important Town news and information
- Provide an opportunity for input and discussion among residents and other stakeholders
- Promote town programs and services in a timely manner
- Increase the transparency of the Town and its decision-making process

– *Town of Trophy Club*

First approach was to put feature stories with previous CM. New city manager only wants public meetings, public information. Ideally would like to have engaging stories, however there isn't the staff.

– *City of Kennedale*

Have higher interaction rate and topical content for citizens of Euless

– *City of Euless*

No official strategy, other than letting citizens know about the necessary community events that residents should be aware of.

– *City of Flower Mound*

Have a closer interaction and connectivity to the works from the city and the residents of grapevine.

– *City of Grapevine*

11. Would you be willing to share a copy of your social media policy?

Yes

– *City of Westworth Village*

Yes

– *City of Richland Hills*

No

– *City of Benbrook*

Yes

– *City of Hurst*

Yes

– *City of Azle*

Yes

– *City of Keller*

Yes

– *City of Haltom*

Yes

– *Town of Westlake*

Yes

– *City of Mansfield*

Yes

– *City of Lake Worth*

No

– Town of Pantego

No

– *City of Crowley*

Yes

– *City of Bedford*

Yes

– *City of North Richland Hills*

Yes

– *Town of Trophy Club*

Yes

– *City of Kennedale*

Yes

– *City of Saginaw*

No

– *City of Flower Mound*

12. Thank you for your willingness to share your policies. If they are available on your city's website, you may simply provide a link to where we can find them. You may also email them to megan.thomas@mavs.uta.edu.

We would be happy to provide them at a later date if this works for you. Since we're in the process of updating them, they are being reviewed by our legal time at present.

– *City of Mansfield*

Social Media Policy can be found on the website.

The branding guide is not current (needs to be updated).

– *City of Bedform*

<https://www.nrhtx.com/DocumentCenter/View/604>

– *City of North Richland Hills*

<https://www.trophyclub.org/SMPolicy>

– *Town of Trophy Club*

13. Does your organization have any of the following policies and/or guidelines? Please select all that apply.

Within our personnel manual.

– *City of Sansom Park*

Social Media Policy (External Communications); Site security and restricted access; Marketing Guidelines/Brand Standards

– *City of Westworth Village*

Social Media Policy (External Communications); Marketing Guidelines/Brand Standards; Communications Style Guide

– *City of Richland Hills*

Social Media Policy (External Communications); Marketing Guidelines/Brand Standards; Communications Style Guide

– *City of Benbrook*

Social Media Policy (External Communications); Marketing Guidelines/Brand Standards; Communications Style Guide

– *City of Hurst*

Social Media Policy (Internal); None of the Above.

– *City of Azle*

Social Media Policy (External Communications); Communications Style Guide; Marketing Guidelines/Brand Standards

– *City of Keller*

Social Media Policy (External Communications)

– *City of Haltom*

Social Media Policy (External Communications); Marketing Guidelines/Brand Standards; Communications Style Guide;

– *Town of Westlake*

Social Media Policy (External Communications); Marketing Guidelines/Brand Standards; Communications Style Guide

– *City of Mansfield*

Social Media Policy (External Communications)

– *City of Pelican Bay*

Internal Social Media Guidelines and Procedures; City of Lake Worth Facebook Standard; and City of Lake Worth Twitter Standard

– *City of Lake Worth*

None of the above

– Town of Pantego

None of the above

– City of Colleyville

None of the above

– *City of Crowley*

Social Media Policy (External Communications); Marketing Guidelines/Brand Standards; Communications Style Guide; social media Policy (Internal Communications) and is now creating a 3-year Communications Strategic Plan (current being developed)

– *City of Bedford*

Social Media Policy (External Communications)

– *City of North Richland Hills*

Social Media Policy (External Communications); Marketing Guidelines/Brand Standards

– *Town of Trophy Club*

None of the Above; had some brand standards but used for printed materials.

– *City of Kennedale*

Social Media Policy (External Communications)

– *City of Saginaw*

Social Media Policy (External Communications); Marketing Guidelines/Brand Standards; Communications Style Guide

– *City of Euless*

Social Media Policy (External Communications); Site security and restricted access; Marketing Guidelines/Brand Standards

– *City of Flower Mound*

Social Media Policy (External Communications); Marketing Guidelines/Brand Standards; Communications Style Guide

– *City of Grapevine*

14. Does your organization’s policies or social media strategy provide guidelines for diversity and inclusion across your social media platform?

Yes

– *City of Westworth Village*

Yes

– *City of Richland Hills*

Yes

– *City of Benbrook*

Yes

– *City of Hurst*

Yes

– *City of Azle*

No

– *City of Keller*

No

– *City of Haltom*

Yes

– *Town of Westlake*

Yes

– *City of Mansfield*

Yes

– *City of Lake Worth*

No

– *Town of Pantego*

Yes

– *City of Crowley*

Yes

– *City of Bedford*

No

– *City of North Richland Hills*

Yes

– *Town of Trophy Club*

No

– *City of Kennedale*

No

– *City of Euless*

Yes

– *City of Flower muon*

Yes

– *City of Grapevine*

15. How often does your organization review its social media strategy?

Yearly

– *City of Westworth Village*

Regular Meetings and discussions

– *City of Richland Hills*

Yearly

– *City of Benbrook*

New, so they don't need to review

– *City of Hurst*

As needed

– *City of Azle*

We don't have a written strategy; we game-plan social media for the week every Monday and make adjustments as needed.

– *City of Keller*

We do not have a social media strategy

– *City of Haltom*

Seasonal/Quarterly

– *Town of Westlake*

Yearly

– *City of Mansfield*

Every few years

– *City of Lake Worth*

We do not have a social media strategy

– *Town of Pantego*

We have social media plan that we check on a daily basis

– *City of Crowley*

Every Monday, they have a team meeting to review SM Plan

– *City of Bedford*

Every few years

– *City of North Richland Hills*

Every few years

– *Town of Trophy Club*

We do not have a social media strategy

– *City of Kennedale*

As needed

– *City of Euless*

Yearly

– *City of Flower mound*

Every couple of years

– *City of Grapevine*

16. Please select all that apply for the types of social media posts your organization publishes:

Community Events/Activities (informational posts); Public Meetings; Job Opportunities; Feel Good Posts; Emergency Notices; Hours of Operation/Service Updates

– *City of Sansom Park*

Community Events/Activities (informational posts); Public Meetings; Development/Project Updates; Job Opportunities; Feel Good Posts; Partnerships/Collaborative Posts; Event Post (open or by invitation); Emergency Notices; Hours of Operation/Service Updates; Utilities service work, traffic concerns etc.

– *City of Westworth Village*

Community Events/Activities (informational posts); Public Meetings; Development/Project Updates; Collecting Feedback (polls or surveys); Feel Good Posts; Partnerships/Collaborative Posts; Event Post (open or by invitation); Emergency Notices; Hours of Operation/Service Updates

– *City of Richland Hills*

Community Events/Activities (informational posts); Public Meetings; Development/Project Updates; Job Opportunities; Collecting Feedback (polls or surveys); Feel Good Posts; Event Post (open or by invitation); Emergency Notices; Hours of Operation/Service Updates.

– *City of Benbrook*

Community Events/Activities (informational posts); Public Meetings; Development/Project Updates; Job Opportunities; Collecting Feedback (polls or surveys); Feel Good Posts; Partnerships/Collaborative Posts; Event Post (open or by invitation); Emergency Notices; Hours of Operation/Service Updates; promote website, sign up for emails

– *City of Hurst*

Community Events/Activities (informational posts); Public Meetings; Development/Project Updates; Job Opportunities; Collecting Feedback (polls or surveys); Partnerships/Collaborative Posts; Emergency Notices; Hours of Operation/Service Updates

– *City of Azle*

Community Events/Activities (informational posts); Public Meetings; Development/Project Updates; Job Opportunities; Collecting Feedback (polls or surveys); Feel Good Posts; Partnerships/Collaborative Posts; Event Post (open or by invitation); Emergency Notices; Hours of Operation/Service Updates; Rumor Control Posts, "Hot Topic" posts that may not be tied to a recent event, crime updates and safety PSAs

– *City of Keller*

Community Events/Activities (informational posts); Development/Project Updates; Job Opportunities; Feel Good Posts; Partnerships/Collaborative Posts; Event Post (open or by invitation); Emergency Notices; Hours of Operation/Service Updates; Outreach for info regarding investigations

– *City of Haltom*

Community Events/Activities (informational posts); Public Meetings; Development/Project Updates; Job Opportunities; Collecting Feedback (polls or surveys); Feel Good Posts; Partnerships/Collaborative Posts; Event Post (open or by invitation); Emergency Notices; Hours of Operation/Service Updates

– *Town of Westlake*

Community Events/Activities (informational posts); Public Meetings; Development/Project Updates; Job Opportunities; Collecting Feedback (polls or surveys); Feel Good Posts; Partnerships/Collaborative Posts; Event Post (open or by invitation); Emergency Notices; Hours of Operation/Service Updates

– *City of Mansfield*

Public Meetings; Community Events/Activities (informational posts); Development/Project Updates; Job Opportunities; Hours of Operation/Service Updates; Emergency Notices; Feel Good Posts; Event Post (open or by invitation).

– *City of Lake Worth*

Community Events/Activities (informational posts); Job Opportunities; Feel Good Posts; Event Post (open or by invitation); Emergency Notices; Hours of Operation/Service Updates

– *Town of Pantego*

Community Events/Activities (informational posts); Public Meetings; Development/Project Updates; Job Opportunities; Collecting Feedback (polls or surveys); Feel Good Posts; Partnerships/Collaborative Posts; Event Post (open or by invitation); Emergency Notices; Hours of Operation/Service Updates

– *City of Crowley*

Community Events/Activities (informational posts); Public Meetings; Development/Project Updates; Job Opportunities; Collecting Feedback (polls or surveys); Feel Good Posts; Partnerships/Collaborative Posts; Event Post (open or by invitation); Emergency Notices; Hours of Operation/Service Updates

– *City of Bedford*

Community Events/Activities (informational posts); Job Opportunities; Feel Good Posts; Event Post (open or by invitation); Emergency Notices; Hours of Operation/Service Updates; Public Meetings; Development/Project Updates; Collecting Feedback (polls or surveys); Partnerships/Collaborative Posts.

– *City of North Richland Hills*

Community Events/Activities (informational posts); Public Meetings; Development/Project Updates; Job Opportunities; Collecting Feedback (polls or surveys); Feel Good Posts; Partnerships/Collaborative Posts; Event Post (open or by invitation); Emergency Notices; Hours of Operation/Service Updates

– *Town of Trophy Club*

Community Events/Activities (informational posts); Public Meetings; Job Opportunities; Partnerships/Collaborative Posts; Event Post (open or by invitation); Emergency Notices; Hours of Operation/Service Updates; Public Health, PSA (grant required)

– *City of Kennedale*

Employee/department spotlights; Community Events/Activities (informational posts); Public Meetings; Development/Project Updates; Job Opportunities; Feel Good Posts; Partnerships/Collaborative Posts; Event Post (open or by invitation); Emergency Notices; Hours of Operation/Service Updates

– *City of Saginaw*

Community Events/Activities (informational posts); Public Meetings; Development/Project Updates; Job Opportunities; Feel Good Posts; Partnerships/Collaborative

– *City of Euless*

Public Meetings; Community Events/Activities (informational posts); Development/Project Updates; Job Opportunities; Hours of Operation/Service

– *City of Flower Mound*

Community Events/Activities (informational posts); Job Opportunities; Feel Good Posts; Event Post (open or by invitation); Emergency Notices; Hours of Operation

– *City of Grapevine*

17. Please select the desired benefits that correspond to your organization’s use of social media.

Boosting City’s Public Profile; Increased Public Engagement; Increased Event Promotion/Attendance; Audience Building/Stakeholder Engagement; Audience Understanding of Government Services

– *City of Sansom Park*

Increased Public Engagement; Increased Event Promotion/Attendance; Audience Building/Stakeholder Engagement; Audience Understanding of Government Services; Increased Service Delivery

– *City of Westworth Village*

Boosting City’s Public Profile; Increased Public Engagement; Increased Website Traffic; Increased Event Promotion/Attendance; Audience Building/Stakeholder Engagement; Audience Understanding of Government Services; Increased Service Delivery

– *City of Richland Hills*

Increased Public Engagement; Increased Event Promotion/Attendance; Increased Website Traffic; Boosting City’s Public Profile; Audience Building/Stakeholder Engagement; Audience Understanding of Government Services; Increased Service Delivery

– *City of Benbrook*

Boosting City’s Public Profile; Increased Public Engagement; Increased Website Traffic; Increased Event Promotion/Attendance; Audience Building/Stakeholder Engagement; Audience Understanding of Government Services; Increased Fundraising Capacity; Increased Service Delivery; Professional Collaboration; employee engagement

– *City of Hurst*

Boosting City’s Public Profile; Increased Public Engagement; Increased Website Traffic; Increased Event Promotion/Attendance; Audience Building/Stakeholder Engagement; Audience Understanding of Government Services; Increased Service Delivery; Professional Collaboration

– *City of Azle*

Boosting City’s Public Profile; Increased Public Engagement; Increased Event Promotion/Attendance; Audience Building/Stakeholder Engagement; Audience Understanding of Government Services; Increased Service Delivery

– *City of Keller*

Boosting City’s Public Profile; Increased Public Engagement; Increased Website Traffic; Increased Event Promotion/Attendance; Audience Building/Stakeholder Engagement; Audience Understanding of Government Services; Increased Fundraising Capacity; Increased Service Delivery; Professional Collaboration

– *City of Haltom*

Boosting City’s Public Profile; Increased Public Engagement; Increased Website Traffic; Increased Event Promotion/Attendance; Audience Building/Stakeholder Engagement; Audience Understanding of Government Services; Increased Fundraising Capacity; Increased Service Delivery; Professional Collaboration

– *Town of Westlake*

Boosting City’s Public Profile; Increased Public Engagement; Increased Website Traffic; Increased Event Promotion/Attendance; Audience Building/Stakeholder Engagement; Audience Understanding of Government Services; Increased Service Delivery; Professional Collaboration

– *City of Mansfield*

Increased Public Engagement; Increased Website Traffic; Increased Event Promotion/Attendance; Professional Collaboration; Audience Understanding of Government Services; Increased Service Delivery

– *City of Lake Worth*

Boosting City’s Public Profile; Increased Event Promotion/Attendance; Increased Public Engagement

– *Town of Pantego*

Boosting City’s Public Profile; Increased Public Engagement; Increased Website Traffic; Increased Event Promotion/Attendance; Audience Building/Stakeholder Engagement; Audience Understanding of Government Services; Professional Collaboration

– *City of Crowley*

Boosting City’s Public Profile; Increased Public Engagement; Increased Website Traffic; Increased Event Promotion/Attendance; Audience Building/Stakeholder Engagement; Audience Understanding of Government Services

– *City of Bedford*

Boosting City’s Public Profile; Increased Public Engagement; Increased Event Promotion/Attendance; Audience Building/Stakeholder Engagement; Audience Understanding of Government Services

– *City of North Richland Hills*

Boosting City’s Public Profile; Increased Public Engagement; Increased Website Traffic; Increased Event Promotion/Attendance; Audience Building/Stakeholder Engagement;

Audience Understanding of Government Services; Increased Service Delivery; Professional Collaboration

– *Town of Trophy Club*

Boosting City's Public Profile; Increased Public Engagement; Increased Website Traffic; Increased Event Promotion/Attendance; Audience Building/Stakeholder Engagement; Audience Understanding of Government Services; Increased Service Delivery; Build rapport, esteem, and trust with community

– *City of Kennedale*

Boosting City's Public Profile; Increased Public Engagement; Increased Website Traffic; Increased Event Promotion/Attendance; Audience Building/Stakeholder Engagement; Audience Understanding of Government Services; Increased Service Delivery; Professional Collaboration

– *City of Saginaw*

Boosting City's Public Profile; Increased Public Engagement; Increased Website Traffic; Increased Event Promotion/Attendance; Audience Building/Stakeholder

– *City of Euless*

Boosting City's Public Profile; Increased Public Engagement; Increased Event Promotion/Attendance; Audience Building/Stakeholder Engagement; Audience Understanding of Government Services

– *City of Flower Mound*

Boosting City's Public Profile; Increased Public Engagement; Increased Event Promotion/Attendance; Audience Building/Stakeholder

– *City of Grapevine*

18. How many paid staff manage your organization's social media account(s)?

2 – *City of Sansom Park*

1 – *City of Westworth Village*

2 – *City of Richland Hills*

3 – *City of Benbrook*

2 – *City of Hurst*

2 – *City of Azle*

More than 3 – *City of Keller*

2 – *City of Haltom*

2 – *Town of Westlake*

3 – *City of Mansfield*

More than 3 – *City of Lake Worth*

3 – *Town of Pantego*

2 – *City of Crowley*

2 – *City of Bedford*

More than 3 – *City of North Richland Hills*

2 – *Town of Trophy Club*

1 – *City of Kennedale*

More than 3 – *City of Saginaw*

More than 3 – *City of Euless*

More than 3 – *City of Flower mound*

More than 3 – *City of Grapevine*

19. What position(s) perform this task?

City Administrator, Police Commander for the Police Social Media page
– *City of Sansom Park*

Deputy City Secretary/PIO
– *City of Westworth Village*

Asst. to the City Manager and Communications Specialist, with committee help (individual departments manage their own pages)
– *City of Richland Hills*

Director of Economic Development and Marketing, Asst. Director, Specialist
– *City of Benbrook*

Communications Specialist, Assistant to the City Manager
– *City of Hurst*

City Manager Assistant & Web Administrator, Administrative Assistant
– *City of Azle*

Communication & Public Engagement Manager, Digital Communications Specialist, and a handful of staff within individual departments (not communication-specific positions)
– *City of Keller*

We Administrator, Emergency Mgmt. Coordinator
– *City of Haltom*

Director of Community Engagement, Communications Manager
– *Town of Westlake*

Our communications are decentralized, so there are three positions specifically within Communications & Outreach; Director of Communications & Outreach, Communications Manager, and our Digital Marketing Manager. Other departments have dedicated communicators.
– *City of Mansfield*

City Secretary
– *City of Pelican Bay*

City Secretary; each department director that has a social media page posts their department material: City, Animal Shelter, Fire Department, Library, Police Department, Public Works, and Senior Center
– *City of Lake Worth*

City Secretary, Deputy Fire Chief, Utilities Specialist, Police Corporal

– *Town of Pantego*

Community Relations Manager

– *City of Colleyville*

Media Relations Coordinator & City Manager

– *City of Crowley*

Director of Communications; Communications Specialist

– *City of Bedford*

City PIO, Public Safety PIO, designated staff in Library, Parks & Recreation, Animal Shelter, etc.

– *City of North Richland Hills*

Director of Communications & Marketing along with department staff, Police / Fire Chiefs, Parks and Recreation Staff

– *Town of Trophy Club*

City Secretary, /Communications Manager; but fire and police also have a person that posts sometimes

– *City of Kennedale*

Communications Manager oversees admin of all accounts but managed by various department heads and authorized users,

– *City of Saginaw*

Communications Specialist, Assistant to communication specialist, department heads as need be

– *City of Euless*

Administrators, communications department, communications coordinator.

– *City of Flower mound*

Marketing, Communications, and Media Relations Head oversees all departments; Each Department heads their own social media team, along with a few staff including myself to oversee all departments.

– *City of Grapevine*

20. On average, how much time per week across all staff is dedicated to social media content creation, curating/responses?

Less than 5 hours

– *City of Sansom Park*

Less than 5 hours

– *City of Westworth Village*

More than 10 hours

– *City of Richland Hills*

5 – 10 hours

– *City of Benbrook*

5 – 10 hours

– *City of Hurst*

More than 10 hours

– *City of Azle*

More than 10 hours

– *City of Keller*

More than 10 hours

– *City of Haltom*

5 – 10 hours

– *Town of Westlake*

5 – 10 hours

– *City of Mansfield*

Less than 5 hours

– *City of Lake Worth*

Less than 5 hours

– *Town of Pantego*

More than 10 hours

– *City of Crowley*

More than 10 hours

– *City of Bedford*

More than 10 hours

– *City of North Richland Hills*

5 – 10 hours

– *Town of Trophy Club*

Less than 5 hours

– *City of Kennedale*

5 – 10 hours

– *City of Saginaw*

More than 10 hours

– *City of Euless*

More than 10 hours

– *City of Flower Mound*

More than 10 hours

– *City of Grapevine*

21. Does your organization budget for social media marketing?

No – *City of Sansom Park*

No – *City of Westworth Village*

Yes – *City of Richland Hills*

Yes – *City of Benbrook*

No – *City of Hurst*

No – *City of Azle*

Yes – *City of Keller*

Yes – *City of Haltom*

Yes – *Town of Westlake*

No – *City of Mansfield*

No – *City of Lake Worth*

No – *Town of Pantego*

No – *City of Crowley*

Yes – *City of Bedford*

Yes – *City of North Richland Hills*

No – *Town of Trophy Club*

Yes – *City of Kennedale*

Yes – *City of Saginaw*

Yes – *City of Euless*

Yes – *City of Flower Mound*

Yes – *City of Grapevine*

22. Please select all that apply.

Records retention is part of another budget; Paid Ads; Paid Post/Event/Job (Boosts); Archiving/Records Retention
– City of Richland Hills

Software/applications (Sprout Social, Hootsuite, etc.); Paid Ads
– City of Benbrook

Paid Post/Event/Job (Boosts); Archiving/Records Retention; Paid Ads
– City of Keller

Paid Ads; Archiving/Records Retention
– City of Haltom

Paid Post/Event/Job (Boosts); Archiving/Records Retention
– Town of Westlake

Paid Ads; Archiving/Records Retention; Paid Post/Event/Job (Boosts)
– City of Bedford

Software/applications (Sprout Social, Hootsuite, etc.); Archiving/Records Retention; Paid Ads; Paid Post/Event/Job (Boosts)
– City of North Richland Hills

An Evaluation of Social Media Trends in Small to Midsized Cities

Software/applications (Sprout Social, Hootsuite, etc.); Paid Post/Event/Job (Boosts)
– City of Kennedale

Paid Ads; Paid Post/Event/Job (Boosts)
– City of Saginaw

Paid Ads; Archiving/Records Retention
– City of Euless

Archiving/Records Retention; Paid Ads; Paid Post/Event/Job (Boosts)
– City of Flower mound

N/a
– City of Grapevine

22. What is your organization's budget for social media operation?

1000
– City of Richland Hills

It is a part of our overall marketing budget.
– City of Benbrook

No separate line item
– City of Keller

1500
– City of Haltom

Not sure
– City of Bedford

I do not have a number as it is split out among several city departments. Archiving and software would be our largest expenses. We do occasional paid ads and posts, but not a lot.
– City of North Richland Hills

No official budget, use Special Events funds for post/event boosts (only boost for major special events)
– City of Kennedale

We currently do not have a budget but are borrowing from other departments to do paid posts, we are in the process of developing a budget for the next fiscal year.
– City of Saginaw

N/a
– City of Euless

Conjoined with other department services, no direct line item.

– City of Flower Mound

Would have to collect the budget across different departments, not available readily.

– City of Grapevine

23. How does your organization define success in social media?

Reaching our citizens and keeping them informed.

– *City of Sansom Park*

We poll our citizens on its use and desired uses every other year and use that feedback to modify services.

– *City of Westworth Village*

Feedback, council input- very active on social media and in community, internally if we are posting each day and meeting set goals, metrics pulled from social media (have not set specific goals but use to monitor where can do better)

– *City of Richland Hills*

If we received desired results from our postings.

– *City of Benbrook*

When seeing it shared on other social media platforms, proliferation of city messages amongst other residents channels. Number of reactions likes and shares.

– *City of Hurst*

We define success by determining if we are letting residents know what is going on with our projects, services, and activities. This will help us reduce phone calls, increase attendance at our events. and build trust with our community. Social media is hard because we can't really measure it since we don't know if people are really on the platforms.

– *City of Azle*

It's simple to track things like online engagement and calls to action (event attendance, surveys taken, etc.), but we also find success in changes we see over time. For example, if there is a misunderstanding of a city process or service, and we work to educate residents on those issues, we may define success over months or years as we no longer see those same questions or concerns coming up on the page - or other residents answering them before we do because they've been educated through the page.

– *City of Keller*

Ensuring that all residents are informed of any specific information they find informative. probably in social media policy.

– *City of Haltom*

It's all about the numbers for us. Our followers, likes, reach, comments, and shares grow each month. We identify which posts work and which don't and try and duplicate the content or style of the ones that work as often as possible.

– *Town of Westlake*

Growth in reach, views and shares; the more individuals we can get in front of, the more opportunity we have to reach them.

– *City of Mansfield*

1. As channels for disseminating time-sensitive information in a timely manner (example: emergency information).
2. As marketing/promotional channels which increase the City's ability to broadcast its messages to the widest possible audience.

– *City of Lake Worth*

Thorough communication with our community

– *Town of Pantego*

I define success in social media by if residents know about it. Also, the increase of our webpage clicks and social media platforms.

– *City of Crowley*

We have a social media performance report that we review at the end of the month which includes analytics and followers. This report is also shared with Council so they can see their progress.

Data wise we like to see our numbers increase as well as our engagement. This also allows us to shift and rethink our social media plan if needed.

– *City of Bedford*

We do look some at metrics for impressions and engagement, but what is more important is being viewed by the community as a trusted source of information.

– *City of North Richland Hills*

Reach/Engagement/Followers

– *Town of Trophy Club*

Overall levels of engagements, if trending up or down. Facebook gets most interaction

– *City of Kennedale*

If we are posting consistently and informing residents in a timely manner, then we are successfully using our social media platforms.

– *City of Saginaw*

Resident interaction, awareness of social media outlets, interactions with the community at large.

– *City of Euless*

No direct measure of success other than having consistent likes on the platforms. If the numbers start dropping then we reevaluate. But the level of consistent likes usually follows good level of consistency.

– *City of Flower mound*

Webpage hits and platform growth is always important, but consistent viewership is also important. If no one from the same scene or household is consistently looking at our webpages, are the sites not attractive enough?

– *City of Grapevine*

24. What challenges do you face when managing your city's social media platforms?

Negative response.

– *City of Sansom Park*

The volume of "records" created and the duplication of work over multiple platforms.

– *City of Westworth Village*

Shares to citizen group pages lead to misinformation, being careful how you type something and be clear, understanding compliance and legal issues, all of our departments use Facebook and making sure everybody understands these can be challenging

– *City of Richland Hills*

Increasing users in the community

– *City of Benbrook*

Trolls, hard to keep department webpages from responding to trolls. controlling the narrative of social media.

– *City of Hurst*

Time because we do not have an individual that manages all our platforms. My colleague and I have other responsibilities on top of social media support.

– *City of Azle*

Time, and the never-ending grind. Content creation and active listening take a lot of time and sometimes-forced creativity, and we have a very engaged citizenry on social media. That can mean hours spent monitoring a single active post that's producing a lot of questions as well as lots of activity outside of normal business hours. In our 24/7 world where many private companies have shifted to some form of 24/7 customer service, our residents have high expectations for responsiveness from the city - in general and online. That means feeling tied to the social media accounts pretty much around the clock to ensure quality customer service.

– *City of Keller*

Dealing with complainers, however, not too big of a problem. manpower to create content to put out there. Social Media is the lowest priority. Coming up with content. often same events happen each year, but creating new engaging content.

– *City of Haltom*

We try not to bombard followers with our content but want to make sure we get our information out as often as possible. It's a delicate balance. While we can't assume everyone sees a single post, we must repurpose the same content often so that we reach as many people as possible while not flooding their timelines with info they may have already seen.

– *Town of Westlake*

Like many municipalities, our audience is significantly larger than the positions managing it. This can be challenging to keep up. Additionally, social media is constantly changing. Being able to pivot with it can sometimes be slower for governmental agencies than maybe the private sector.

– *City of Mansfield*

At the moment, there have not been any challenges discovered.

– *City of Lake Worth*

None

– *Town of Pantego*

The reaction of residents and maintenance to keeping up with negative comments.

– *City of Crowley*

The biggest challenge is to reach all the audiences since not everyone is using social media. We have to think about other outlets to reach the rest of the residents.

– *City of Bedford*

On occasion, we encounter trolls and negativity that can be challenging. The volume of comments can also be challenging to keep up with at times.

– *City of North Richland Hills*

Staying away from trolls, not engaging in political banter, etc.

– *Town of Trophy Club*

We've all got the people who complain, but knowing how to respond to stay on topic. Focus on the positive

– *City of Kennedale*

Trying to keep a consistent message throughout, with other department's pages. Ensuring messages are shared across multiple pages. Lack of attention to grammar and typos in posting,

length of time it is taking to implement a policy due to lack of employee buy-in. Time to create.

– *City of Saginaw*

Internet trolls, balancing content posts and engaging posts to not drive away followers.

– *City of Euless*

Reaching new members of the community, such as those that aren't on our platforms.

– *City of Flower mound*

Coordination and time

– *City of Grapevine*

25. Is there anything else you would like us to know or would like to share?

Currently updating website and social media, updating social media policy as well as finishing consulting study for marketing, brand, and comms style guidelines, utilizing LinkedIn more recently for job postings, not so much on Facebook.

– *City of Richland Hills*

Wish they had a more creepy doll opportunities like city of Keller.

– *City of Hurst*

N/a

– *City of Azle*

No, there is not

– *City of Lake Worth*

No

– *Town of Pantego*

We just want to make sure we are accessible and transparent with all of our platforms. We have a lot of older people since they do not have access to social media we send them an e-newsletter (Constant Contact), to keep them informed. We have ten avenues to communicate with our residents since we do not have local resources.

– *City of Crowley*

We aim to work with our different departments to create consistent communication to create transparency which builds trust with the community.

They hired a Video Producer to the Communication Department to create more videos. This will help with the YouTube Chanel and social media promotion.

– *City of Bedford*

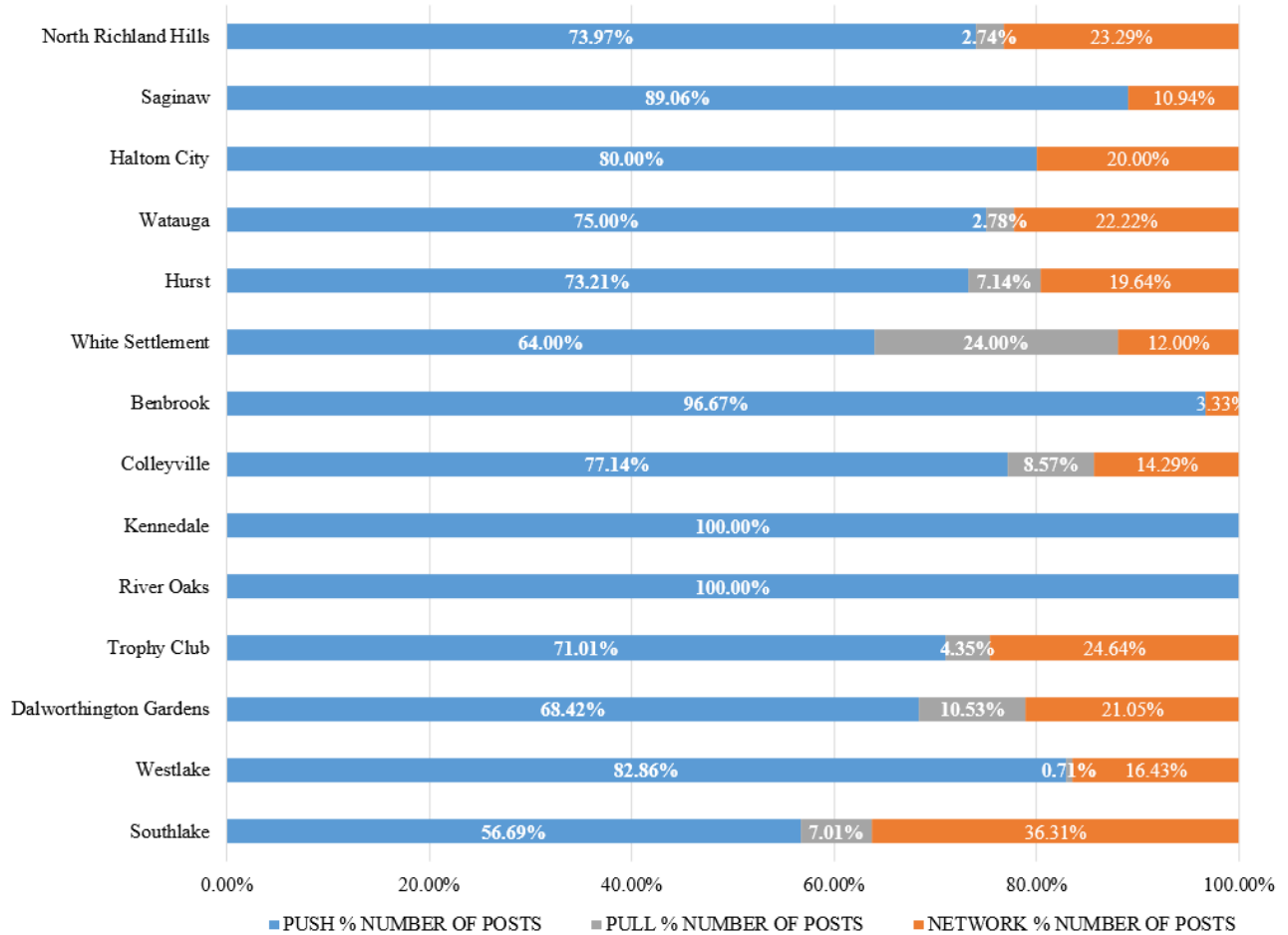
The Communications Department is very new, it was created and I was hired in January 2022. I am currently working on implementing the social media policy that was developed in 2021 and developing a strategy to improve our social media use across the organization. Additionally, I am hoping to develop marketing and brand guidelines. There is very little consistency across departments regarding social media use and I would like to create a more cohesive message. We are not currently using LinkedIn for job postings and have posted very few on Facebook, we hope to use this more in the future. We create event posts for our concert series, special events, and I would like to start using for City Council and other public meetings. Our YouTube channel is used to promote services and increase awareness/understanding of what we do. I would like to increase our bilingual postings because we have a large Spanish-speaking population in Saginaw based on census results. I did not think about the other inclusion aspects you mentioned but will definitely include our diversity and inclusion committee in the development of our marketing and brand standards now that you have mentioned it.

– *City of Saginaw*

Appendix F: Push, Pull, Networking Breakdown

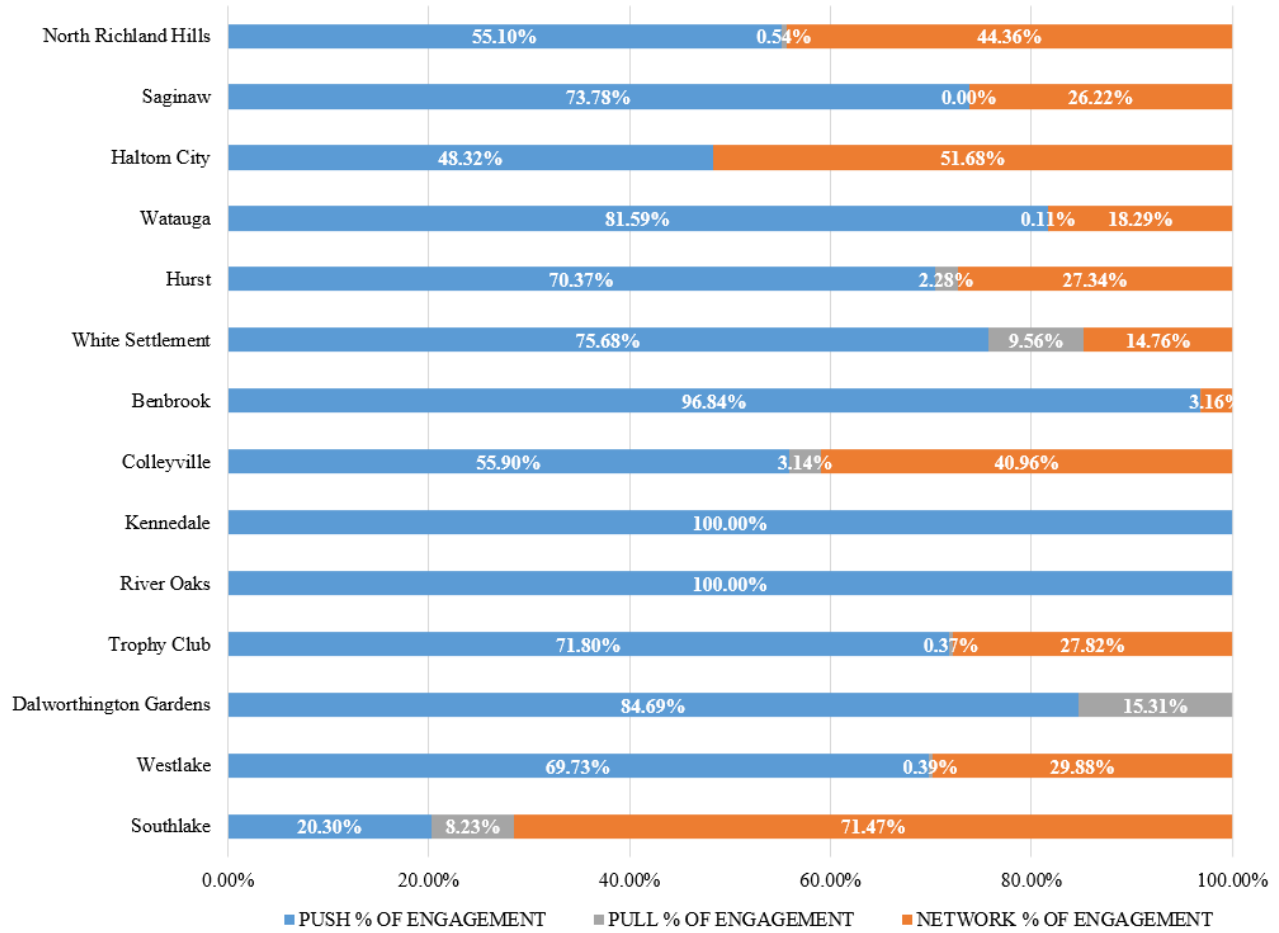
Mid-Range performers

Push, Pull, Networking Percentages of Posts



Push, Pull, Networking: Percentages of Posts by Mid-Range Performers (Who Posted During Audit Period)

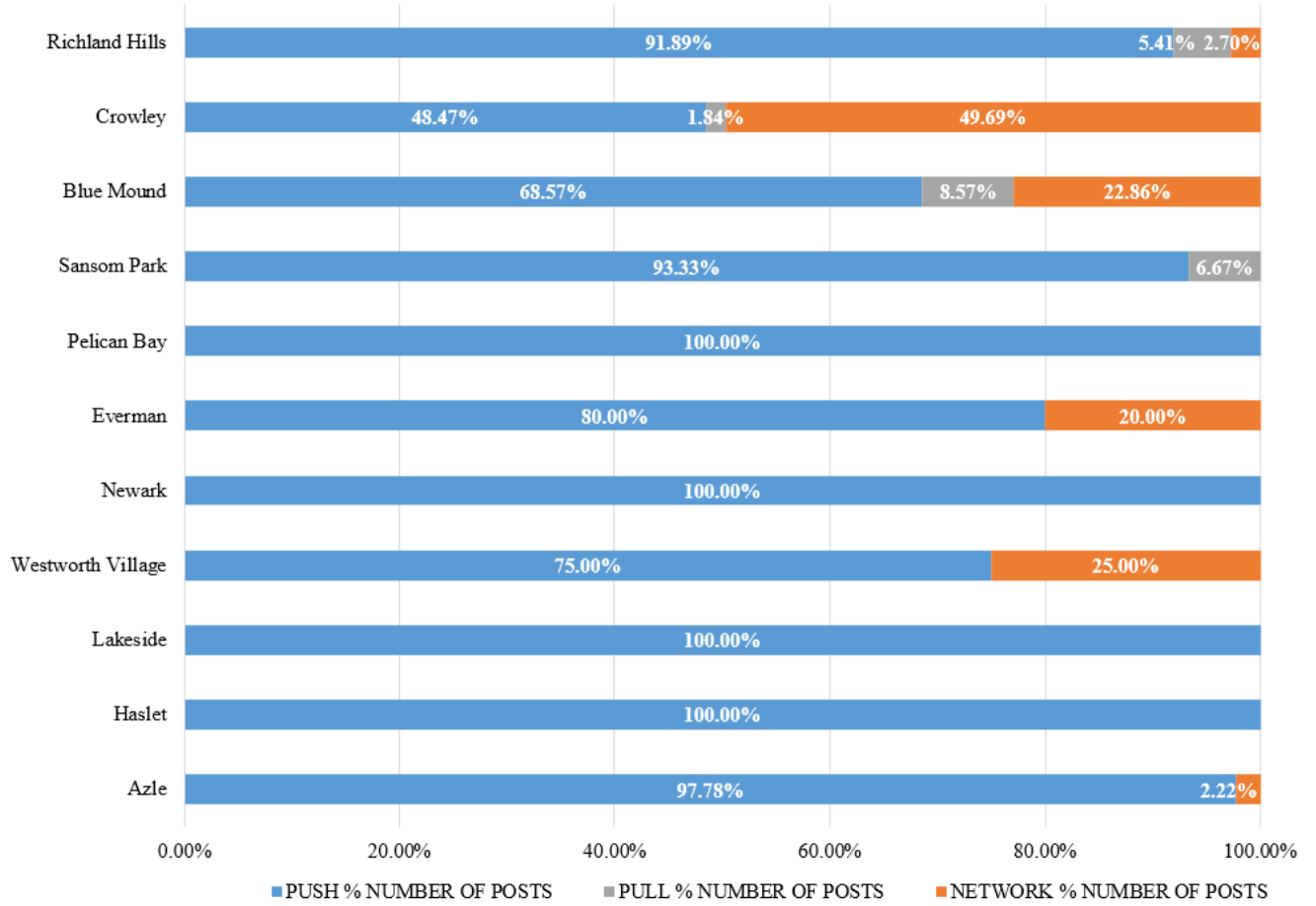
Push, Pull, Networking Percentages of Engagement



Push, Pull, Networking: Percentages of Engagement by Mid-Range Performers (Who Posted During Audit Period)

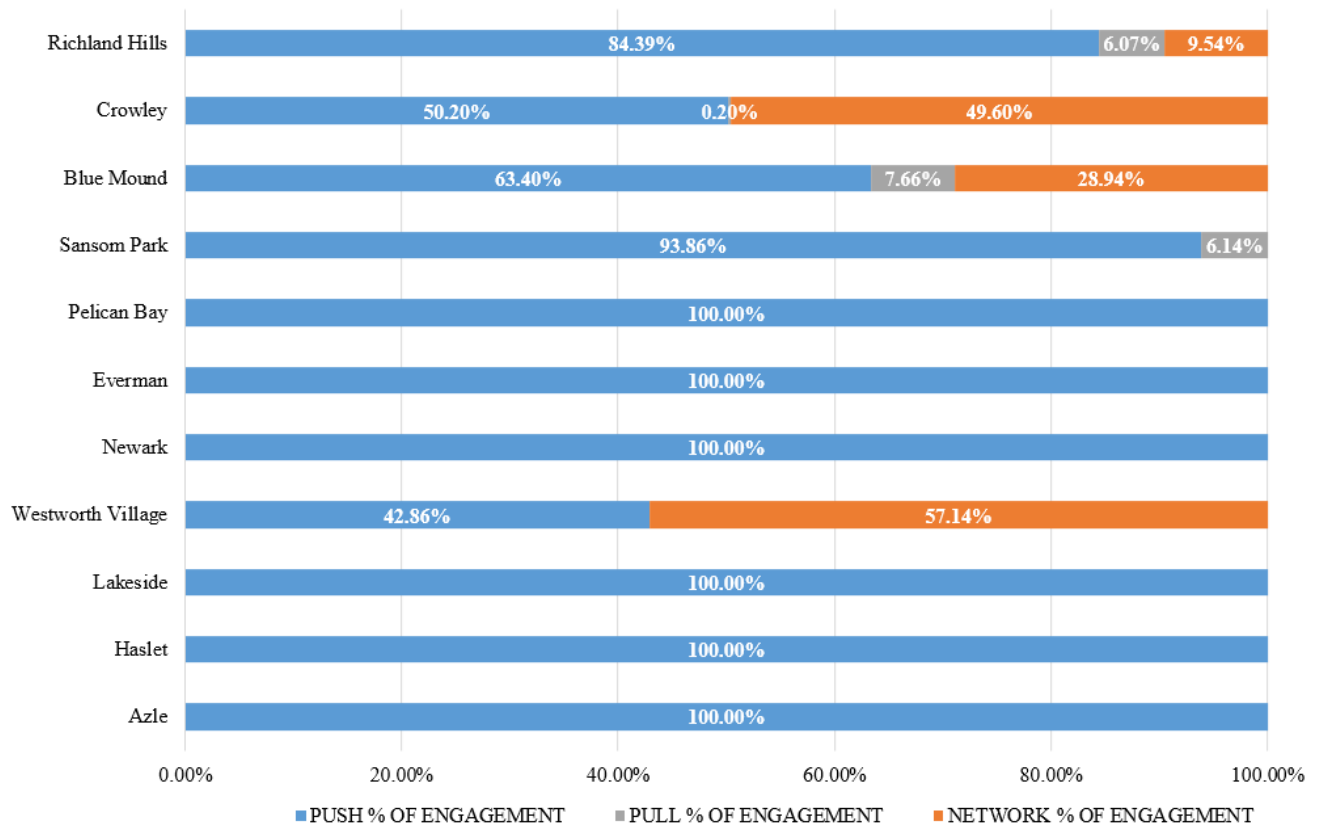
Low-Range Performers

Push, Pull, Networking Percentages of Posts



Push, Pull, Networking: Percentages of Posts by Low-Range Performers (Who Posted During Audit Period)

Push, Pull, Networking Percentages of Engagement



Push, Pull, Networking: Percentages of Engagement by Low-Range Performers (Who Posted During Audit Period)

Appendix G: TSLAC Social Media Records Quick Reference

Are social media posts considered government records?

Yes, they can be. If the information you are posting or receiving on a social media platform documents **unique government business**, the post is likely a government record.

Examples of government business include:

- public service announcements
- changes in office hours
- job announcements
- complaints
- event publicity
- road closures

If the information in a post is not unique, or exists elsewhere (on your website, a share drive, on paper, etc.), or it is not the official record copy, then it may be **duplicate information**, which has no retention requirements.

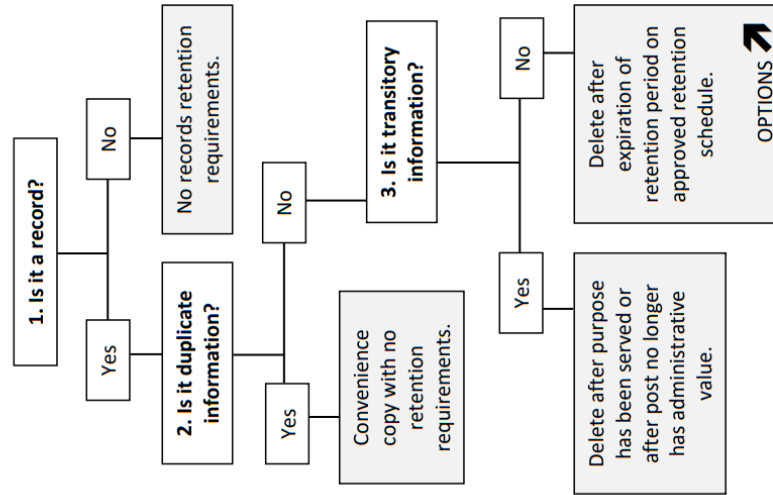
If a post simply points to external resources, it may be **transitory information** (records of temporary usefulness consisting of routine information used for communication) and can be deleted as soon as it is no longer administratively valuable or its purpose has been served.

CAUTION: A government record with an expired retention period may not be destroyed if any litigation, claim, negotiation, audit, public information request, administrative review, or other action involving the record is open. Consult your governmental entity's records management policies and Records Management Officer before destroying any records.



Social Media Records Quick Reference

Three-Step Drill



How long should state and local governments retain social media records?

It depends. Social media records should be classified into records series based on their content and function. They tend to fall under these common records series:

Transitory Information	
Local Governments: GR1000-50	Retention Period: AV
State Agencies: 1.1.057	Retention Period: AC
AC = Purpose of record has been fulfilled.	
Public Relations Records	
Local Governments: GR1000-33	Retention Period: 2 years
State Agencies: 1.1.019	Retention Period: 2 years
Employment Advertisements	
Local Governments: GR1050-13	Retention Period: 2 years
State Agencies: 3.1.012	Retention Period: 2 years
Complaints	
Local Governments: GR1000-24	Retention Period: Resolution + 2 years
State Agencies: 1.1.006	Retention Period: Resolution + 2 years
General Correspondence	
Local Governments: GR1000-26b	Retention Period: 2 years
State Agencies: 1.1.008	Retention Period: 2 years

Contact TSLAC for More Information: <http://www.tsl.texas.gov/slrmm> | slrminfo@tsl.texas.gov | 512-463-7610