

The Numbers Tell the Story

What, Why & How We Track
Social Media Engagement

What We Track

- Engagement Rates
- Relevant Data
 - Likes, shares, comments, etc.
- Same Data, Different Formulas




Why We Track

- Creates Detailed Record of Content Performance
- Guides Decisions for Future Content

Medium Matters

 1.3%

 10.6%



— DEADLINE EXTENDED! —

COVID-19 RELIEF FUNDS LIMITED TIME TO APPLY!

SA

Liked by iman_jaber1 and 7 others

pwcsa The application deadline for customers with unpaid water bills due to the impacts of COVID-19 has been extended to Wednesday, February 10, at 5 p.m. Funds are limited so please visit www.pwcsa.org/relief-funds to learn more and apply. #utilitybills#covid19impacts#financialassistance#relieffund#hretohelp#pwcsa

Post Insights

Messaging-related insights, such as shares and replies, may be lower than expected due to new privacy rules in Europe. [Learn More](#)

8	0	0	1
1	134		
Profile Visits	Reach		

Discovery ⓘ

134
Accounts reached
7% weren't following pwcsa

Follows	N/A
Reach	134
Impressions	151
From Home	134
From Profile	11
From Hashtags	3
From Other	3


Analytics Home Tweets More

Prince William County Service Authority @PWCSA · Jan 22	323	0	0.0%
Water service has been restored on Lafayette Avenue in Manassas.			
Prince William County Service Authority @PWCSA · Jan 22	306	1	0.3%
Water main break, 9727 Lafayette Ave., cross street Strasburg Street, Manassas. 1.31 p.m. For more			

Tweet activity


Impressions	328
Total engagements	26
Media engagements	9
Link clicks	8
Detail expands	8
Retweets	1

Facebook

 **Prince William County Service Authority** Published by Kipp Hanley [?] · January 25 · 🌐

Since joining the Service Authority in 2015, Utility Worker Dwight Green has made some unexpected findings while helping to maintain the sanitary sewer system. Last spring, he extracted a 35-pound dumbbell from an 8-inch sewer pipe. "I never thought I would see something like that," said Dwight.

When he's not performing video inspections of sewer pipes or installing flow meters in manholes, Green is often planning his next family getaway. "We love to travel. It is an amazing experience, especially for our kids because they learn about different cultures, eat different foods and visit landmarks."



Performance for Your Post

352 People Reached

23 Reactions, Comments & Shares 📊

18 👍 Like	18 On Post	0 On Shares
2 ❤️ Love	2 On Post	0 On Shares
2 Comments	2 On Post	0 On Shares
1 Shares	1 On Post	0 On Shares

8 Post Clicks

1 Photo Views	0 Link Clicks 📊	7 Other Clicks 📊
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NEGATIVE FEEDBACK

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


Reported stats may be delayed from what appears on posts


Twitter








X Tweet Analytics	
 Prince William County Service Authority  @PWCSA You don't need a lasso of truth to know that #tapwater is better than bottled water. #WonderWoman #WonderWoman1984 #hydration pic.twitter.com/84jlUfP4Gv	
Impressions times people saw this Tweet on Twitter	478
Total engagements times people interacted with this Tweet	33
Media engagements number of clicks on your media counted across videos, vines, gifs, and images	24
Likes times people liked this Tweet	5
Detail expands times people viewed the details about this Tweet	3
Retweets times people retweeted this Tweet	1

Instagram

 pwcsa ⋮



 Liked by gravys_mom and 24 others

pwcsa Our #water towers never rest no matter the time of day. #twilight #pwcsa #waterislife

Post Insights

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 25  0  1  0

1
Profile Visits

187
Reach

Discovery ⓘ

187
Accounts reached
4% weren't following pwcsa

Follows	N/A
Reach	187
Impressions	218
From Home	196
From Profile	20
From Other	2

LinkedIn

 Prince William County Service Authority
1,207 followers
1 mo · 🌐

Acting Laboratory Supervisor [Christine Smith](#) is an inspirational [#rolemodel](#) for young women considering or pursuing careers in science, technology, engineering and mathematics (STEM). She has represented the Service Authority as a judge at three Prince William-Manassas Regional Science Fair events – each one on a Saturday morning. We salute Christine and [#womeninstem](#) throughout the world on this International Day of Women & Girls in Science! [#womeninscience](#) [#sciencecareers](#) [#sciencerocks](#)



🔒 with Andrew Bender and 2 others

🗨️ 26 · 2 comments

 Celebrate  Comment  Share  Send

Organic stats

Targeted to: All followers

Employees notified

623

Impressions

26

Reactions

3.05%

Click-through
rate

2

Comments

1

Share

19

Clicks


7.7%

Engagement rate

Rate vs. Reach

SA Prince William County Service Authority
Published by Kipp Hanley [?] · February 2 · 🌐

Water bears have no reason to fear a little extra cold weather! A healthy population of these hardworking microorganisms ensures that the wastewater treated at the Service Authority's H.L. Mooney Advanced Water Reclamation Facility every day contains lots of oxygen and very little nitrogen before being returned to the environment. #groundhogday #pwcsa



Performance for Your Post

2,518 People Reached

54 Reactions, Comments & Shares

27 Like	7 On Post	20 On Shares
2 Love	0 On Post	2 On Shares
17 Haha	5 On Post	12 On Shares
0 Comments	0 On Post	0 On Shares
9 Shares	7 On Post	2 On Shares
20 Post Clicks		
1 Photo Views	0 Link Clicks	19 Other Clicks

NEGATIVE FEEDBACK

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

Reported stats may be delayed from what appears on posts

How We Track

A	B	C	D	E	F	G	H	I
Post	Date	Boosted?	CTAs	Post Type/Category	Date, Day of the Week, Time Posted	Impressions/Views	Engagements	Engagement Rate
WMB Lake Ridge update 2	1/26/2021	no		PWCSA	Tuesday	751	10	1.30%
WMB Lake Ridge update 3	1/26/2021	no		PWCSA	Tuesday	454	2	0.40%
H2GO Kids prezzy teaser	1/27/2021	no		PWCSA	Wednesday	197	3	1.50%
WMB Manassas	1/27/2021	no		PWCSA	Wednesday	260	5	1.90%
WMB Manassas update	1/27/2021	no		PWCSA	Wednesday	266	4	1.50%
Hydrant snow removal message	1/28/2021	no		PWCSA	Thursday	328	20	6.10%
JANUARY TOTALS						239	6	2.80%
Drake hydration meme	2/1/2021	no		PWCSA	Monday	278	5	1.80%
Water bear/Groundhog Day meme	2/2/2021	no		PWCSA	Tuesdau	308	20	6.49%
NHL ice rnk/water fact	2/3/2021	no		PWCSA	Wednesday	280	5	1.79%
WAI reminder	2/4/2021	no		PWCSA	Thursday	517	7	1.35%
WMB Yorkshire	2/4/2021	no		PWCSA	Thursday	175	10	5.71%
WMB Yorkshire update	2/4/2021	no		PWCSA	Thursday	175	0	0.00%
Nature pic/get outside	2/5/2021	no		Retweet	Friday	268	2	0.75%
Last chance COVID Relief app	2/8/2021	no		PWCSA	Monday	239	28	11.72%
Road salt article	2/9/2021	no		Retweet	Tuesday	354	5	1.41%
H2Go Kids Word Search	2/10/2021	no		PWCSA	Wednesday	448	10	2.23%
STEM/Women in Science post	2/11/2021	no		PWCSA	Thursday	288	12	4.17%
Thermostat advice/winterizing	2/17/2021	no		PWCSA	Wednesday	247	9	3.64%
Friday flow/Outfall video	2/19/2021	no		PWCSA	Friday	170	23	13.53%
Snoopy water cycle GIF	2/22/2021	no		PWCSA	Monday	217	7	3.23%
Elephant video/drink water	2/25/2021	no		Shared video	Thursday	280	5	1.79%
STEAM event	2/26/2021	no		PWCSA	Friday	233	10	4.29%
FEBRUARY TOTALS						280	10	3.99%

One Piece of the Pie

Prince William County Service Authority

PBAC 50

Benchmarking For Performance Excellence

As of June 2020

Legend			
Fully Compliant	●	Nearly Compliant	●
Favorable	↑	Stable	→
		Unfavorable	↓

Areas of Excellence (AOE)	Reporting Division or Department	Strategic Objective Section	FY'19 YTD (June)	FY'20 YTD	Benchmark	Status (FY'20 vs. Benchmark)	Trend (FY'20 vs. FY'19)
Customer Satisfaction (AOE 1)							
1	Abandoned Call Rate (Abandoned Calls/Total Calls Received)	CS	1.1	2.8%	1.5%	3.0%	● ↑
2	Customer Service Overall Satisfaction (10 Pt. Scale)	CS	1.1	9.2	9.2	8.5	● →
3	Developer Satisfaction Score (10 Pt. Scale)	ENG	1.1	9.2	9.3	8.5	● →
4	Customer Complaints (per 1,000 Customers)	ALL	1.1	0	0.4	0.2	● ↓
5	Technical Service Complaints (per 1,000 Customers)	ALL	1.1	New Measure	4.6	4.7	●
6	Customer Accounts per Employee (Water & Sewer per FTE)	ALL	Qualserve	275	279	300	● ↑
7a	Social Media Engagement Rate - Facebook	COMM	1.2	5.78%	5.60%	0.13%	● →
7b	Social Media Engagement Rate - Twitter	COMM	1.2	1.08%	1.45%	0.06%	● ↑
7c	Social Media Engagement Rate - LinkedIn	COMM	1.2	5.93%	6.85%	2.00%	● ↑
7d	Social Media Engagement Rate - Instagram	COMM	1.2	3.79%	4.23%	2.40%	● ↑
8	Service Reliability	O&M/CS	3.1	99.999390%	99.9997%	99.999%	● →
Workforce Excellence (AOE 2)							

Find Your Flow

- See What Is Trending
- Hash Out the Right Time
- Know When to Throw in the Towel
- Stay Consistent
- Tap into Your Creativity



Catch the Wave

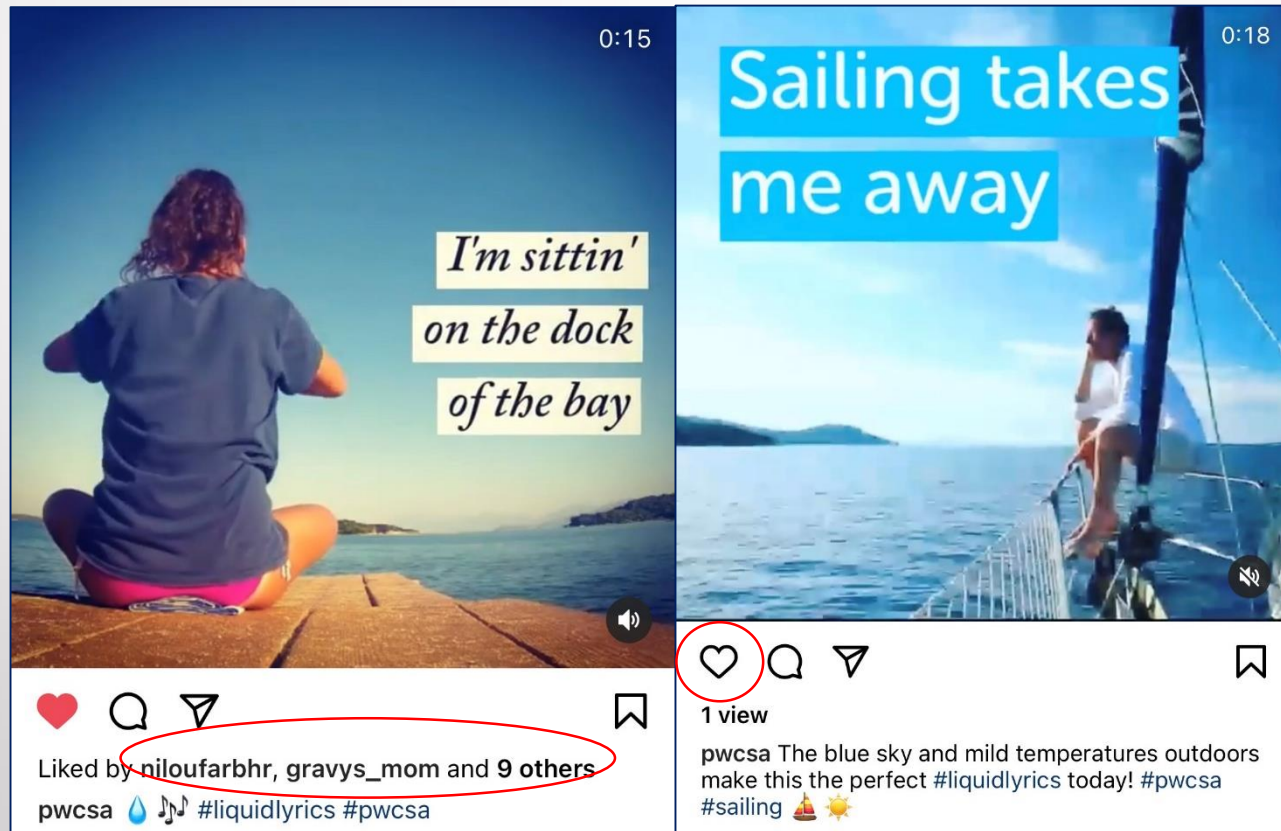
 See What's Trending



 Hash Out the Right Time



Know When to Throw in the Towel

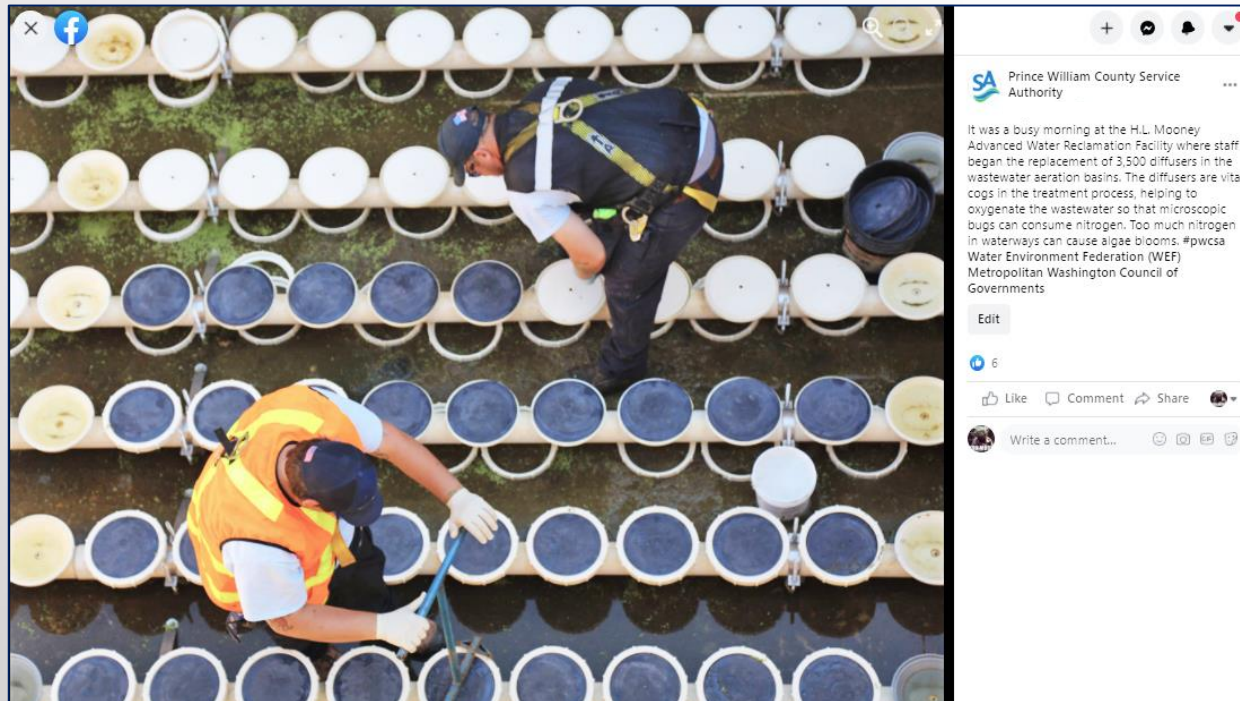


Be Consistent



Be Creative

Striking photos and playful images can make dull/routine or complex/unrelatable posts more engaging.





Questions?

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