



# Social Media Report

## Q1 2016



2,900

followers added

353 tweets shared



650

new likes

91 posts shared



13,000

video plays

134 videos shared



2,600

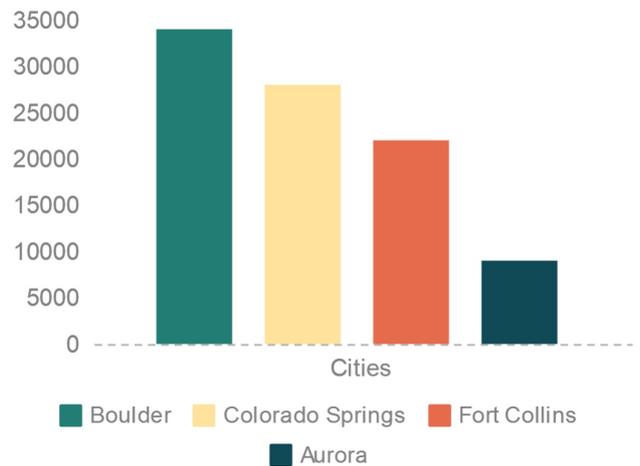
new city users

117 posts and replies

### Q1 Innovations

- Launching city Nextdoor and Instagram accounts
- Beginning to live tweet city council meetings and study sessions
- Reconvening the city social media team
- Launching a pilot social media content calendar for the city
- Outreach to community social media partners: CU Boulder

### Top Colorado Cities on Twitter



1,200,000

Times People Saw City Tweets in Q1

538,000

Times People Saw City Facebook Posts in Q1



City Social Networks

