



## **Social Media Management and Consulting for the City of Carson Executive Summary**

The City of Carson's social media accounts experienced explosive growth during its contract with Trusted Messenger Marketing. Trusted Messenger Marketing assumed control of the City of Carson's social media accounts on July 1, 2018. Since that time, Trusted Messenger Marketing has sent out 235 messages on Facebook, Twitter and Instagram. These social media messages have been seen by 2.5 million people.

Following are a list of the key metrics used to gauge the success of the program, as well as definitions.

### **ACCOUNT SIZE** (the amount of fans/followers)

#### **FACEBOOK FANS**

June, 2018 (Prior to Trusted Messenger Marketing contract): **1418**  
November, 2018 (Post Trusted Messenger Marketing contract): **3,608**  
**GAINED: 2,460**

#### **TWITTER FOLLOWERS**

June, 2018 (Prior to Trusted Messenger Marketing contract): **854**  
November, 2018 (Post Trusted Messenger Marketing contract): **1,401**  
**GAINED: 547**

#### **INSTAGRAM FOLLOWERS**

June, 2018 (Prior to Trusted Messenger Marketing contract): **178**  
November, 2018 (Post Trusted Messenger Marketing contract): **1,128**  
**GAINED: 950**

### **VIEWS** (amount of people who have seen City of Carson's social media messages)

February - June, 2018 (Prior to Trusted Messenger Marketing contract): **1.2 million views**  
July - November, 2018 (Trusted Messenger Marketing contract): **2.6 million views**  
**GAINED: 1.4 million views**

### **INTERACTIONS/ENGAGEMENT** (the amount of people who Liked, Commented or Shared a social media post)

February - June, 2018 (Prior to Trusted Messenger Marketing contract): **1,123**  
July - November, 2018 (Trusted Messenger Marketing contract): **7,491**  
**GAINED: 6368 interactions/engagements**