



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