



CITY OF CONCORD

New Hampshire's Capital City

REPORT TO THE MAYOR AND CITY COUNCIL

FROM: Stefanie Breton, Public Information Officer
DATE: September 15, 2020
SUBJECT: City of Concord Social Media & Outreach Update

Recommendation

Accept the report.

Social Media & Outreach Update

Sharing information became critical when the coronavirus pandemic reached New Hampshire earlier this year. Since mid-March, the City has maintained a coronavirus web page with important updates, information, and resources. This city-wide effort was initiated by the Concord Fire Department when information first became available. The information was, and continues to be, refreshed constantly as things are changing almost daily.

While the pandemic diverted some plans for events and other outreach, City staff has continued to partner with Concord TV on public service announcements, informational videos, and podcasts.

Here are some videos from 2020:

- [A Tour of Old North Cemetery](#)
- [Thank You Concord](#)
- [Parks & Rec Summer Brochure 2020](#)
- [Concord PD COVID-19 PSA](#)
- [Doing Business with City Hall & Code Administration](#)
- [Doing Business with Concord General Services](#)
- [Proper Use of PPE](#)
- [2019 CFD Awards Ceremony](#)
- [City of Concord Online Services](#)
- [Water Safety Press Conference](#)

- [Stay Safe on the Water \(CFD PSA\)](#)
- [Knowlton Forest](#)
- [Thank you Liam, from CPD](#)
- [Because Your Life Depends On It \(CFD PSA\)](#)

See the chart below for some additional social media statistics:

Page	Increase in Facebook Likes since Sept. 2019	Increase in Facebook Follows since Sept. 2019	Total Instagram Followers (as of 9/1/2020)
City of Concord NH	625	860	1,857
Concord Parks & Rec	453	509	1,147
Concord General Services	347	368	772
Concord Police Dept.	1,629	1,852	1,543
Concord Fire Dept.	420	561	1,265
Concord Public Library	259	15	1,243
Beaver Meadow Golf Course	128	137	571
Liberty, Concord PD Comfort Dog	511	530	1,070
Everett Arena	148	156	N/A

SOCIAL MEDIA STATS

For City of Concord accounts (9/1/19-9/1/20)



+860 new followers; **3,993 total**
+625 new likes; **3,640 total**



+204 new followers
1,041 total followers



10K video views
65 new subscribers; *122 total*



+464 new followers
1,857 total followers



657 total City Manager's
Newsletter subscribers



10 podcasts recorded
1,661 listens