

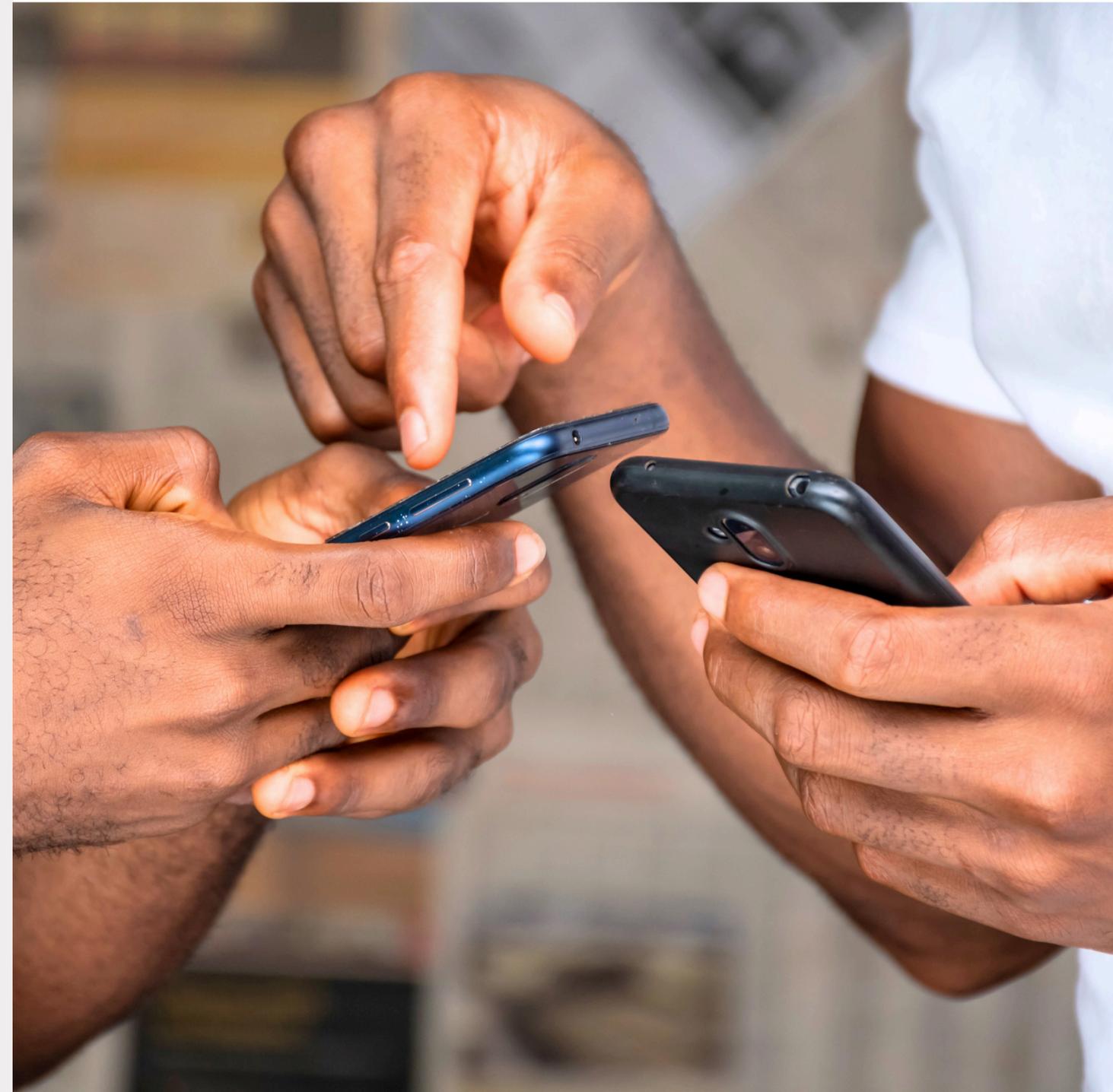
COMMUNICATIONS

ANALYTICS

2025



PREPARED JAN 2026





TABLE

OF

CONTENTS

This report provides an overview of the City's outreach efforts, including social media, media coverage, and key projects to help inform future strategies.

* BRIEF OVERVIEW

* SOCIAL MEDIA ANALYTICS

* SOCIAL MEDIA OBSERVATIONS

* EMAIL

* AUDIENCE

SOCIAL MEDIA

HIGHLIGHTS

What's happening

- Massive year-over-year growth across follows, views, visits, and link clicks
- Video is the dominant growth driver:
- Reels consistently generate the highest views and follower gains
- Each Reel grows followers by ~15 on average
- Collaboration posts meaningfully extend reach beyond existing audiences
- “DYK / Fun Facts” outperform most informational posts for engagement

What this means

- Algorithms are rewarding short, engaging, native video
- Audiences respond best to local pride, behind-the-scenes content, and human moments
- Static or purely informational posts are no longer enough on their own

RANKING OF EFFECTIVE COMMUNICATION CHANNELS



SOCIAL MEDIA OBSERVATIONS



Trends

- Strongest platform for reach and discovery
- Top-performing Reels consistently include:
 - City identity stories (Sign Hill, history, “Did you know?”)
 - Events and culture (Cultura Fest, Concerts in the Park)
 - Safety and preparedness content
 - Human-centered moments (staff, first responders, community)

Opportunity

- Instagram is now your primary audience growth engine
- Reels should be treated as a core product, not a bonus tactic



Trends

- Still effective for:
 - Informational content
 - Older audiences
 - Driving link clicks and event awareness
- Strong performance when content is repurposed from high-performing IG Reels

Opportunity

- Facebook works best as a distribution and amplification channel, not the experimentation space

SOCIAL MEDIA OBSERVATIONS



Trends

- Steady follower growth and strong regional relevance
- Audience is heavily Bay Area-based
- Notable concentration in:
 - Business development
 - Professional and institutional roles

Opportunity

- LinkedIn is ideal for:
 - Economic development
 - Innovation and biotech stories
 - Employer branding and recruitment
 - “City as an organization” storytelling



Trends

- Flat or declining engagement
- Followers are largely inactive or automated accounts

Recommendation

- Treat X as a maintenance channel:
 - Emergency updates
 - Major announcements
- Do not invest creative or growth energy here



SOCIAL

MEDIA

ANALYTICS

OVERVIEW

Follows: The number of people following/subscribed to hearing from us

Reach: The number of people who saw our content at least once (potential impact)

Views: The number of times our content was played or displayed

Visits: The number of times our profile was visited



Follows: 10,059 (+83.7%)

Views: 1.3M (+595%)

Visits: 42.5K (+53.7%)

Link Clicks: 692 (151.6%)



Follows: 8,802 (+54%)

Reach: 154.4K (+11.9%)

Views: 803.5K (+48%)

Visits: 22.3K (+35.6%)



Follows: 3K (+25.9%)

Reach: 54.7K (+8.6%)

Views: 5.2K (-16.8%)

Visits: 5.2K (+100%)



Follows: 5,326 (-.05%)

Reach: 24.3K (-7.3%)

Engagements: 2.3K (+9.4%)

SOCIAL MEDIA ANALYTICS OVERVIEW



Follows: 10,059 (+83.7%)
Views: 1.3M (+595%)
Visits: 42.5K 9(+53.7%)
Link Clicks: 692 (151.6%)



Follows: 8,802 (+54%)
Reach: 154.4K (+11.9%)
Views: 803.5K (+48%)
Visits: 22.3K (+35.6%)



Follows: 4,698 (+3.1%)
Views: 248.1K (+5294%)
Visits: 18.4K (-38.7%)
Link Clicks: 992 (-35%)



Follows: 3,475 (+26.6%)
Reach: 8.6K (+100%)
Views: 404K (+123%)
Visits: 7.4K (+18%)



Follows: 5,858 (+1.8%)
Views: 162K (+733.3%)
Visits: 12.6K 9-22.3%)
Link Clicks: 48 (+200%)



Follows: 440
Reach: 15.3K
Views: 108.1K
Visits: 3.6K



Follows: 17,220 (+10.2%)
Views: 2.3M (+651.3%)
Visits: 104.8K (-2.1%)
Link Clicks: 921 (+608.5%)



Follows: 5969 (+322.4%)
Reach: 195.5K (+179.5%)
Views: 1.7M (+442.8%)
Visits: 41.4K (+41.4%)



Follows: 3,859 (+10.5%)
Views: 57.5K (+180.5%)
Visits: 7.4K (-51.9%)
Link Clicks: 102 (-55.1%)



Follows: 4,102 (+17.1%)
Reach: 31.6K (+33.3%)
Views: 176.8K (+112%)
Visits: 5K (-10%)

SOCIAL MEDIA: FB CONTENT

TOP CONTENT BY VIEWS



This year our very creative and tech sav...
 Sat Nov 29, 11:09am
 117.9K views, 2.4K likes, 84 comments, 815 shares



South San Francisco came together once...
 Tue Nov 25, 1:51pm
 31.3K views, 375 likes, 23 comments, 40 shares



In response to federal government shutdow...
 Wed Nov 5, 11:45am
 30.4K views, 341 likes, 15 comments, 103 shares



There is no ICE activity in South San Francisc...
 Wed Jun 25, 7:13pm
 53.5K views, 399 likes, 107 comments, 112 shares



In 2017, a fifth-grade class at Martin...
 Fri Nov 14, 2:59pm
 27.5K views, 693 likes, 11 comments, 155 shares



In Memory of Sensei Sue Miller: The South...
 Fri Sep 12, 6:01pm
 9.1K views, 109 likes, 13 comments, 11 shares



Our Full of Fun campers enjoying the...
 Tue Jun 3, 1:48pm
 8.2K views, 43 likes, 0 comments, 0 shares



Join the South San Francisco Parks and...
 Fri May 23, 3:59pm
 6.3K views, 8 likes, 0 comments, 1 share



We're only a few days away from...
 Mon Sep 15, 11:35am
 6.3K views, 36 likes, 1 comment, 8 shares



We're hiring! Join the City of South San...
 Tue Aug 26, 12:24pm
 5.2K views, 12 likes, 3 comments, 8 shares



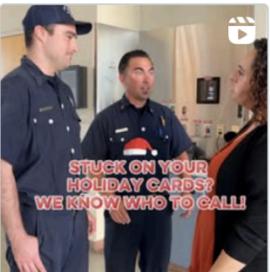
On April 4, South San Francisco officially...
 Mon Apr 7, 3:31pm
 23.5K views, 137 likes, 3 comments, 4 shares



This morning at 9:50 AM, the South San...
 Mon Sep 22, 4:14pm
 27.8K views, 146 likes, 4 comments, 41 shares



Congratulations to our two newest...
 Sat May 17, 7:37pm
 15.6K views, 240 likes, 27 comments, 5 shares



Bring your own camera and capture a festive...
 Mon Nov 10, 1:25pm
 11.8K views, 70 likes, 2 comments, 11 shares



Just before noon, the South San Francisco...
 Wed Jan 8, 2:13pm
 10.1K views, 0 likes, 0 comments, 0 shares



DUI Checkpoint - Fri 8/15, 8PM-2AM ...
 Thu Aug 14, 10:15am
 234.7K views, 214 likes, 40 comments, 161 shares



ARREST - Pimping & Pandering On Octob...
 Fri Oct 17, 2:21pm
 85.6K views, 323 likes, 54 comments, 28 shares



On December 1, 2025, at approximately 4:0...
 Mon Dec 1, 11:34am
 94.4K views, 396 likes, 49 comments, 64 shares



Over the holiday weekend, officers...
 Tue Dec 30, 11:17am
 82.0K views, 531 likes, 90 comments, 19 shares



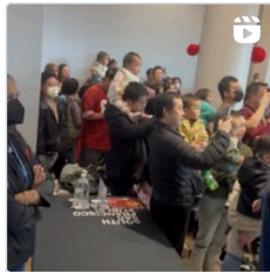
10-8 Solo Officer Alert Please join u...
 Tue Nov 4, 9:05am
 79.5K views, 1.1K likes, 141 comments, 10 shares



This photo of SSF Grammar School in t...
 Sat Jul 26, 3:52pm
 6.7K views, 45 likes, 1 comment, 8 shares



Happy New Year from SSF Library! We'r...
 Thu Jan 2, 2:42pm
 3.4K views, 39 likes, 1 comment, 4 shares



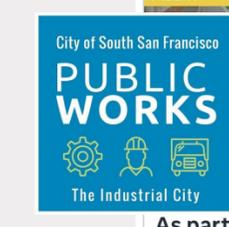
Lunar New Year festivities at SSFPL...
 Thu Jan 16, 7:59pm
 1.1K views, 7 likes, 0 comments, 1 share



While the Learning Wheels truck is being...
 Tue Jul 1, 2:40pm
 3.2K views, 43 likes, 1 comment, 2 shares



Thanks to everyone who joined us at the...
 Tue Oct 28, 12:34pm
 2.9K views, 31 likes, 0 comments, 0 shares



As part of the Junipero Serra Blvd Buffered...
 Tue Sep 16, 6:54pm
 4.1K views, 0 likes, 0 comments, 0 shares



The City of South San Francisco has been...
 Thu Dec 18, 11:08am
 6.7K views, 23 likes, 1 comment, 6 shares



Heads up, South City! Starting Monday...
 Wed Aug 20, 4:40pm
 6.8K views, 23 likes, 0 comments, 15 shares



Pressure washing work is scheduled for the...
 Wed Jun 18, 5:01am
 4.4K views, 14 likes, 0 comments, 0 shares

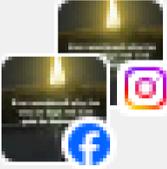


What's going on? This is a school safety...
 Tue Sep 23, 1:47pm
 5.7K views, 24 likes, 1 comment, 14 shares

SOCIAL MEDIA: IG REELS

TOP CONTENT BY VIEWS



 Ever wondered why the tree on Sign Hill is li... Reel • Crossposted •  The City of S...	<input type="button" value="Boost"/> <input type="button" value="⋮"/>	Aug 27, 2025	35,891
 August is Disaster Preparedness Month... Reel • Crossposted •  South San Fr...	<input type="button" value="Boost"/> <input type="button" value="⋮"/>	Aug 4, 2025	30,554
 We're getting ready for this year's State of ... Reel • Crossposted •  The City of S...	<input type="button" value="Boost"/> <input type="button" value="⋮"/>	Oct 31, 2025	21,062
 Cultura Fest in South City was a huge succe... Reel • Crossposted •  The City of S...	<input type="button" value="Boost"/> <input type="button" value="⋮"/>	Aug 23, 2025	19,616
 Cultura Fest is a celebration of our identitie... Reel •  culturafestofficial	<input type="button" value="Boost"/> <input type="button" value="⋮"/>	Jul 21, 2025	18,138

SOCIAL MEDIA: IG REELS

TOP CONTENT BY VIEWS

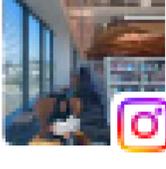


 Our firefighters are tuning up for the holid... Reel • Crossposted • South San Fr...	Boost	...	Nov 19, 2025	13,630
 It's time for Battle of the Badges! On Tuesd... Reel • Crossposted • South San Fr...	Boost	...	Dec 4, 2025	7,807
 It's City Hall Selfie Day, and this is how we "... Reel • cityofsouthsanfrancisco	Boost	...	Aug 12, 2025	7,001
 Holiday Photo Alert! Looking for the perfec... Reel • ssffiredept	Boost	...	Nov 10, 2025	6,477
 South City shows up for one another, and t... Reel • cityofsouthsanfrancisco	Boost	...	Dec 20, 2025	6,240

SOCIAL MEDIA: IG REELS

TOP CONTENT BY VIEWS



   Reel •  tundemodupee	<input type="button" value="Boost"/> <input type="button" value="⋮"/>	May 7, 2025	16,440
    Reel •  Crossposted •  The City of S...	<input type="button" value="Boost"/> <input type="button" value="⋮"/>	Oct 7, 2025	10,333
   Reel •  brainexplorations	<input type="button" value="Boost"/> <input type="button" value="⋮"/>	Dec 21, 2025	10,234
   Reel •  tundemodupee	<input type="button" value="Boost"/> <input type="button" value="⋮"/>	Oct 19, 2025	9,379
   Reel •  ssflibrary	<input type="button" value="Boost"/> <input type="button" value="⋮"/>	Apr 30, 2025	6,743

SOCIAL MEDIA: IG REELS

TOP CONTENT BY VIEWS



 The stage is going up! 🎵 🌟 Tomorrow is C...
Reel • Crossposted •  South San Fr...

Boost ...

Sep 19, 2025

13,334

 Thank you, Bay Area! 🎵 Our team is relivin...
Reel • Crossposted •  South San Fr...

Boost ...

Sep 22, 2025

10,408

 Raul from @ozomatli has a special messag...
Reel •  ssfparksandrec

Boost ...

Sep 17, 2025

9,578

 The day has arrived! Your 🌟 new 🌟 South ...
Reel • Crossposted •  The City of S...

Boost ...

Jun 16, 2025

7,994

 Concert in the Park is happening TO...
Reel •  ssfparksandrec

Boost ...

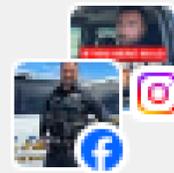
Sep 20, 2025

7,203

SOCIAL MEDIA: IG REELS

TOP CONTENT BY VIEWS



  August is Disaster Preparedness Month... Reel • Crossposted •  South San Fr...	<input type="button" value="Boost"/>	<input type="button" value="..."/>	Aug 4, 2025	30,554
  As part of our continued efforts to innovate... Reel • Crossposted •  South San Fr...	<input type="button" value="Boost"/>	<input type="button" value="..."/>	May 28, 2025	17,642
  There's Wonder Woman, and then there's o... Reel • Crossposted •  South San Fr...	<input type="button" value="Boost"/>	<input type="button" value="..."/>	Sep 12, 2025	17,371
  @ssffiredept says they're keeping the Gold... Reel • Crossposted •  South San Fr...	<input type="button" value="Boost"/>	<input type="button" value="..."/>	Dec 5, 2025	12,768
    Yesterday our officers responded ... Reel • Crossposted •  South San Fr...	<input type="button" value="Boost"/>	<input type="button" value="..."/>	Apr 17, 2025	12,148

EMAIL

COMMUNICATIONS

TRENDS

Open Rate: 46%

- vs. 2024: +4%
- vs. industry average: +6%

Click Rate: 1%

- vs. 2024: 0%
- vs. Industry average: 0%

New subscribers: 1,279

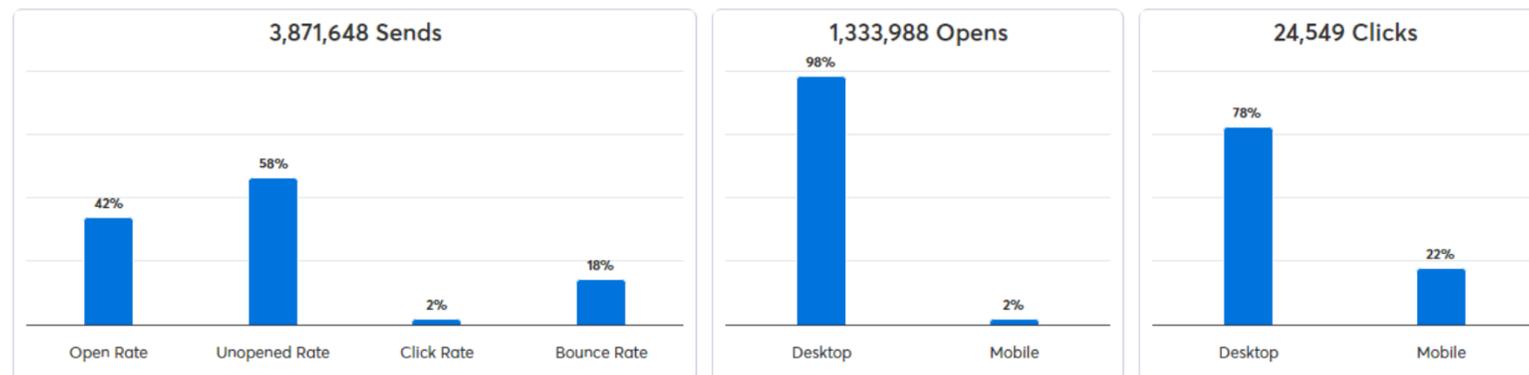
Unsubscribes: 1,065

HIGHLIGHTS

- Most opened content: Message from Mayor Eddie (2/1: Immigration)
- Most clicked content: 1/10 Newsletter with Lunar New Year Info
- In Mayor's Newsletter: Items clicked the most were DYK / Fun Facts, and calendar events
- Readers transitioned from desktop to mobile in 2025

Current total contacts: 34,604 (-1.6%)

2024



2025





OUR

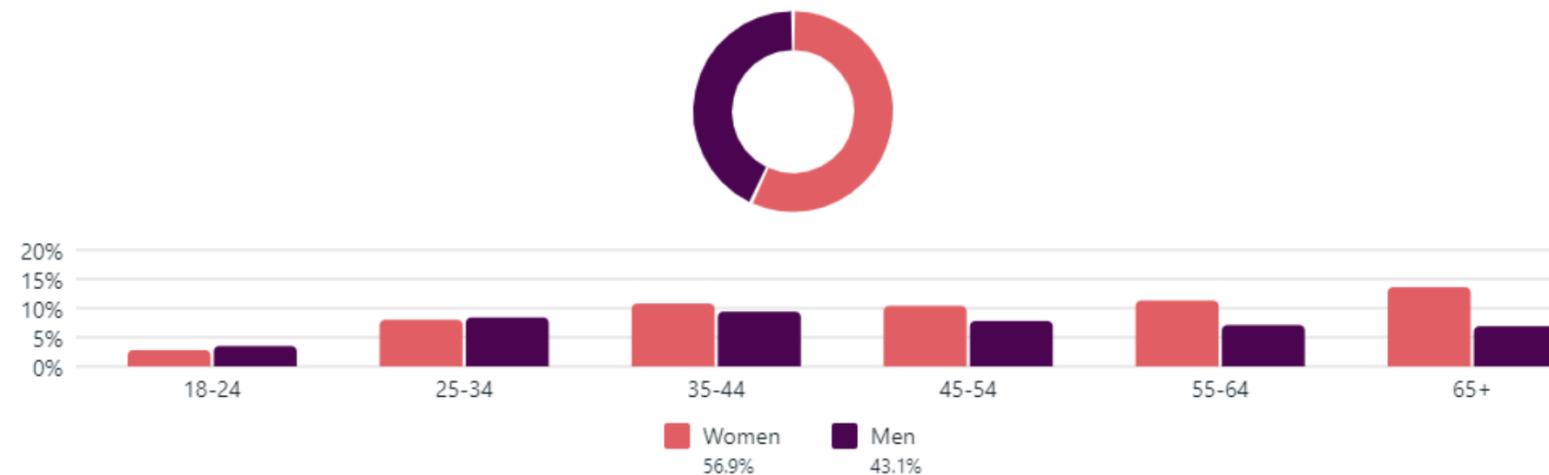
AUDIENCE

TRENDS

- Instagram is more effective than Facebook for increasing our reach on social media. Growth comes with reels and collab posts.
- Followers on X are primarily bots or users who still have accounts but are not engaging.
- LinkedIn primarily attracts visits from the SF Bay Area (68.3%) with 4.9% from the LA Metropolitan area.
 - 10.4% Job function: Business Development

FACEBOOK **potential audience*

Age & gender



INSTAGRAM

Age & gender

