



5 Social Media Highlights

Third Quarter 2020
(July, August, September)



1 Town Social Stats

Facebook Reach: 569,871 (avg. 2,456 Per Post)
Facebook Video Views: 103,602 (avg. 1,345 Per Post)
Twitter: 430.6K Impressions
Instagram: 10,559 Followers, 467,236 Total Impressions
Website: 330,549 Unique Pageviews
NextDoor: 14,465 Members, 517 New Members

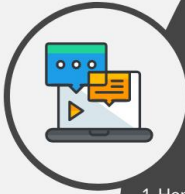
Most Engaging Posts

Facebook: Throwback Thursday Ocotillo & Ellsworth intersection & the businesses alongside it (29,085 Reach; 9,797 engagements)
Twitter: Governor Ducey executive order for restaurants 50% capacity (71.6K Impressions)
Instagram: HPEC Trails Video of ribbon cutting (10,925 Impressions, 817 Engagements)
NextDoor: Meet Peaches & Maybelle on the trail with Chief Brice & Jon Wooten (2,637 Impressions)
Video: Rittenhouse open with new bridge of the QC Wash (7,518 Unique Viewers)



3 Social Media Spotlights

Battle of the Badge looked a little different this year, however community interest was still peaked by our virtual Battle of the Badge competition. A special thanks to both QCFMD and MCSO - District 6 for participating and giving our community something to look forward to.
(40,072 Impressions across the various platforms)



4 Top 10 Webpages

	Unique Pageviews
1. Home	47,920
2. Pay Your Bill	25,805
3. Bulk Trash Collection	9,436
4. Mansel Carter Oasis Park	8,917
5. Utilities	8,048
6. Welcome to QC Parks & Recreation	6,732
7. Search	5,738
8. Bids & RFQs	5,644
9. News Releases	5,348
10. Trash & Recycling	5,238

A Look Ahead 5

The Communications and Marketing Team is looking forward to the celebrating Trunk or Treat through virtual celebrations throughout the month of October. Watch social media platforms to see Hay QC, house decorating contest (#HouseGhouls), Costume Contest, Pet Costume Contest, and Mikey's Adventures.



6 TEXT QC Metrics

Overall Interactions: **758 Communications**
Residents Engaged: **398 Unique Individuals Using TEXT QC**
Questions: **67 Questions**
Service Requests: **157 Service Requests**
Messages: **77 Messages Received**
Most Popular Questions:

- Are parks open in QC?
- How do I apply for a business license in QC?
- Are the splash pads open?
- When will the QC Library open?
- When is the Hampton Inn Hotel opening?

* Please note, since the TEXT QC platform launched in August. Q3 metric for this year will reflect August and September.