



WILDWOOD

WILDWOOD CELEBRATION COMMISSION

April 6, 2022

MEMORANDUM

To: Wildwood Celebration Commission Members

From: Department of Planning and Parks

Re: **Discussion of Facebook/Instagram/Twitter Followers - City of Wildwood Media Outlets**
(Wards – All)

Cc: The Honorable James R. Bowlin, Mayor
Steve Cross, City Administrator
Melanie Rippetoe, Assistant Director of Planning and Parks
Travis Newberry, Senior Planner
Kristin Naeger, Recreation Specialist

PRESENTATION OF SOCIAL MEDIA INFORMATION>>> As the Commission Members are aware, the Department of Planning and Parks has utilized its various media outlets (i.e., social media platforms, E-Newsletter, website, etc.) to assist in the promotion of the Celebrate Wildwood Event, as well as the Art Festival, when it was a standalone event. At the March meeting of the Commission, additional information was requested regarding the reach/impressions¹ each social media post may get, compared to the number of followers associated with each platform.

Identified at last month’s meeting, the City has a number of social media platforms it utilizes, including Facebook, Instagram, and Twitter. The table below summarizes the number of individuals who follow the City of Wildwood on each of these platforms.

Platform	Number of Followers
Facebook	7,481
Instagram	2,147
Twitter	1,973

¹ Generally, these terms mean the number of unique accounts that have seen a post or ad at least once.

The Commission requested information to better understand how each individual post may perform, again, in relation to the number of followers subscribed to each platform. The Department has compiled the table below, which summarizes the various promotional posts that were made in the month leading up to the 2021 Celebrate Wildwood Event. It is important to note that each of these posts were not paid, "boosted" posts.

Topic of Post	Reach ¹ per Platform		
	Facebook	Instagram	Twitter
Celebrate Wildwood Facebook Event	16,514	N/A	N/A
Announcing Event and Information in Gazette	1,345	507	N/A
Announcement of Parade	4,597	807	572
Highlighting the Schedule of Events	4,664	883	654
Highlighting the Kids Activities	863	392	534
Highlighting Historic Preservation Commission Booth	1,283	379	321
Reminder & Highlighting the Schedule of Events	2,392	951	807

A third topic of discussion among Commission Members at the March 2022 meeting was the consideration of paid, "boosted," posts. The Department has invited the owner of Silver Tablet Marketing, Debbie Ward, who consults the City on social media marketing, to attend tonight's meeting to discuss this consideration in more detail.

Along with Ms. Ward's insights, the Department has compiled a list of previous paid, "boosted," posts it has completed, the amount of money budgeted for such, and the ultimate reach¹ of the post. The Department hopes this information will assist the Commission in understanding the potential benefits of taking this approach, if that is the direction that is made. The Department would note, the paid, "boosted," posts only apply to Facebook, in the examples provided.

Topic of the Facebook Paid, "Boosted," Post	Amount Budgeted (\$)	Reach ¹
Village Green Public Input – Round #2	\$50.00	5,472
Village Green Public Input – Round #3	\$60.00	6,840
2022 Holiday Tree Lighting Event	\$50.00	5,856
Virtual Trivia Night	\$50.00	6,004
2019 Art Festival – Standalone Event	\$200.00	13,372

DISCUSSION & CONTACT INFORMATION >>> The Department will provide a presentation regarding this information at tonight's meeting and will be available for discussion. Additionally, as noted, Silver Tablet Marketing will also be in attendance for the discussion and any questions the Commission Members might have on these topics.

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If any of the Commission Members should have questions or comments before tonight's meeting regarding this information, please feel free to contact the Department of Planning at (636) 458-0440. A presentation is planned on this matter at tonight's meeting. Thank you for your review of this information and input on the same.

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