

SOCIAL MEDIA ANALYTICS

2023 recap

Presented for Information
Edmonton Police Commission

February 8, 2024
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Jeff Awid

EDMONTON
POLICE
SERVICE

Contents

- Terms & Definitions
- The numbers
- When things spike
- Target comparables

TERMS & DEFINITIONS

Data collected between Jan. 1 to Dec. 31, 2023.

Includes: EPS Facebook, Twitter, Instagram, LinkedIn, and YouTube.

Excludes: EPS Threads, JoinEPS accounts, and any other secondary brand accounts.

Impressions

The number of times content was seen, including multiple views from individual users. **Tracking the total number of times content was displayed across a platform.**

Engagements

Interactions with social media content. For example, likes, comments, shares, and retweets. **This is the bread and butter of social media marketing.**

Engagement Rate

The average number of interactions social media content receives per follower. **Between 1% and 3.5% is average/good.**

HOW WE USE OUR SOCIAL MEDIA PLATFORMS

FACEBOOK

TWITTER

INSTAGRAM

LINKEDIN

YOUTUBE

STORYTELLING

NEWS FEED

WHO WE ARE

COMPANY CULTURE

6 PM NEWSCAST

AUDIENCE & GROWTH

Twitter 197,100

Facebook 123,000

Instagram 45,800

LinkedIn 10,600

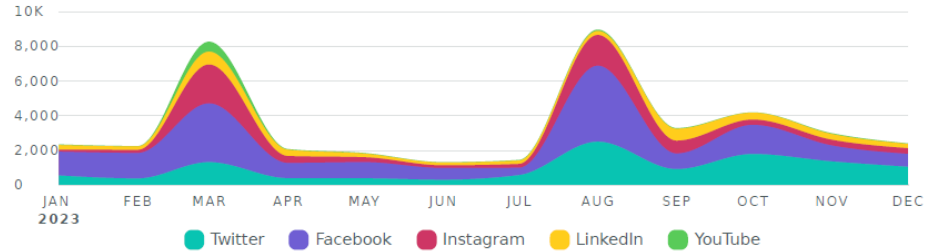
YouTube 3,430

Total Audience: 382,112 or 388,360
(with the manual add of Threads)

Audience Growth

See how your audience grew during the reporting period.

Net Audience Growth, by Month



Audience Metrics

Total Audience

Totals % Change

382,122 ↗ 11.9%

Total Net Audience Growth

41,117 ↗ 71.4%

Twitter Net Follower Growth

11,260 ↗ 11.7%

Facebook Net Follower Growth

17,763 ↗ 68.3%

Instagram Net Follower Growth

7,081 ↗ 515.7%

LinkedIn Net Follower Growth

4,024 ↗ 106%

YouTube Net Subscriber Growth

989 ↗ 300.4%

BIG NUMBERS

Impressions **58,983,304**

Engagements **5,849,873**

Post Link Clicks **737,605**

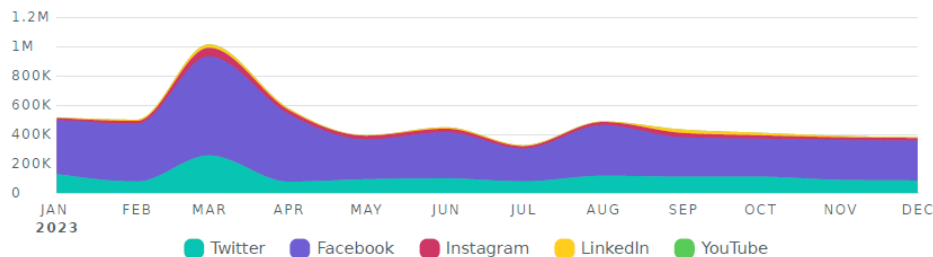
Engagement Rate **9.9%**

Facebook is our most engaged platform

Engagement

See how people are engaging with your posts during the reporting period.

Engagements, by Month



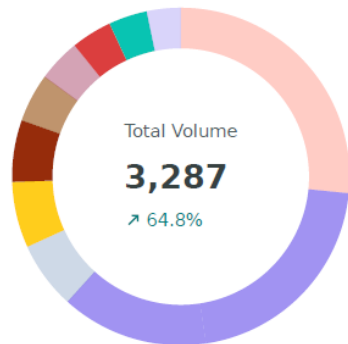
Engagement Metrics	Totals	% Change
Total Engagements	5,849,889	↗ 9.1%
Twitter Engagements	1,305,271	↘ 14.7%
Facebook Engagements	4,119,810	↗ 11%
Instagram Engagements	299,196	↗ 240.1%
LinkedIn Engagements	120,757	↗ 297.7%
YouTube Engagements	4,855	↗ 188.6%

BREAKDOWN BY TOPIC

Volume Breakdown - Outbound

View a breakdown of applied tags on published posts and sent messages during the publishing period.

Tagged Published Post Volume

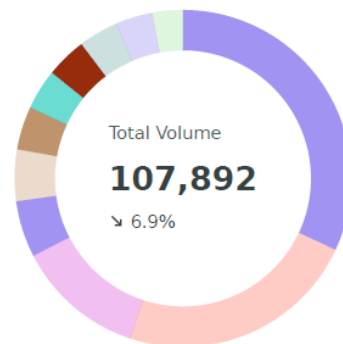


News Releases	26.6%
Community Events & Holidays	14.1%
Public Safety Campaign	6.5%
Traffic Advisory	6.3%
Crime Highlights	5.9%
Good News Stories	4.7%
Missing Person	4.1%
Units and Programs	3.9%
(EPF) Edmonton Police Foundation	3.7%
Memorial & End of Watch	3.3%
All Other Tags	21%

Volume Breakdown - Inbound

View a breakdown of applied tags on received messages during the publishing period.

Tagged Received Message Volume



News Releases	23.1%
Line of Duty Death(s)	12.3%
Community Events & Holidays	5.4%
Public Conversation	5%
Good News Stories	4.1%
Downtown, Transit, Encampments	3.9%
Crime Highlights	3.9%
Profanity	3.8%
Memorial & End of Watch	3.6%
Political Conversation	2.9%
All Other Tags	32%

TOP POSTS ACROSS ALL PLATFORMS



Edmonton Police Service
Thu 3/16/2023 10:24 am MDT

Two EPS officers killed in Line of Duty; one male suspect deceased: The Edmonton Police Service is mourning the deaths of...



Total Engagements	197,709
Reactions	53,827
Comments	8,593
Shares	5,576
Post Link Clicks	5,455
Other Post Clicks	124,258



Edmonton Police Service
Fri 2/3/2023 8:21 am MST

Meet EPS Canine's newest recruit PPSD Thor. He's a nine-week-old Belgian Malinois. He'll start his training to become...



Total Engagements	133,037
Reactions	52,400
Comments	1,795
Shares	2,156
Post Link Clicks	41
Other Post Clicks	76,645



Edmonton Police Service
Mon 8/21/2023 8:56 pm MDT

UPDATE: Tonight, Monday, August 21, 2023, at approximately 7:40 p.m., police responded to the report of a shooting at...

Tonight, Monday, August 21, 2023, at approximately 7:40 p.m., police responded to the report of a shooting at West Edmonton Mall. Upon arrival, three males were located with gunshot wounds; all males were transported to hospital by paramedics with serious but non-life-threatening injuries.

As a result of the shooting, a lockdown of the mall was initiated to ensure the safety of the patrons and staff. Members of the EPS Tactical Unit responded and systematically cleared facility to ensure it was safe prior to the lockdown being lifted. Police officers remain on site as patrons and staff exit the mall.

Preliminary investigations give police reason to believe that this incident was a targeted event and the parties are known to each other. We do not believe there to be any further risk to the area at this time.

As this investigation is in its infancy, this is all the information that we can provide at this time. We are hoping to provide further updates in the upcoming days as this investigation

Total Engagements	104,782
Reactions	8,748
Comments	4,300
Shares	6,007
Post Link Clicks	6
Other Post Clicks	85,721



TOP POSTS: FACEBOOK



f Edmonton Police Serv...
Thu 3/16/2023 10:24 am MDT

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Comments 8,593

Shares 5,576

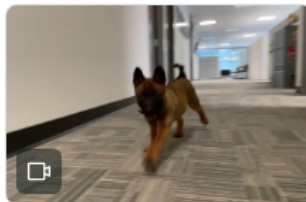
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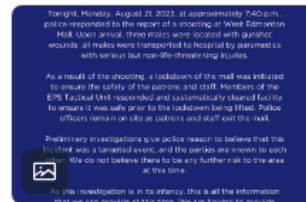
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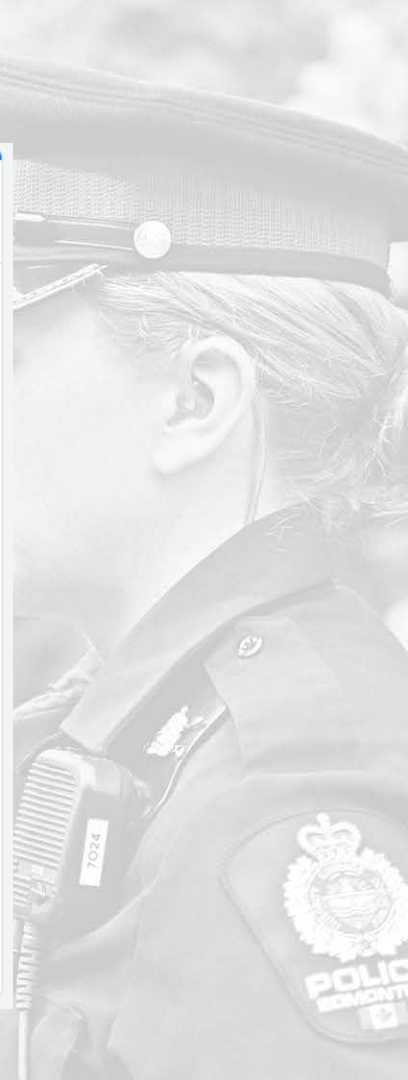
Reactions 8,748

Comments 4,300


Shares 6,007

Post Link Clicks 6


Other Post Clicks 85,721





TOP POSTS: TWITTER (X)

 [@edmontonpolice](#)
Wed 3/22/2023 2:09 pm MDT

It is with profound sadness, the Edmonton Police Service (EPS) announces the passing of Constable...




<u>Total Engagements</u>	72,785
<u>Likes</u>	2,757
<u>@Replies</u>	255
<u>Retweets</u>	240
<u>Post Link Clicks</u>	394
<u>Other Post Clicks</u>	69,131
<u>Other Engagements</u>	8


...  

 [@edmontonpolice](#)
Thu 3/16/2023 10:24 am MDT

Two EPS officers killed in Line of Duty; one male suspect deceased: The Edmonton Police Service is mourning the deaths of two of its members, who

<u>Total Engagements</u>	29,180
<u>Likes</u>	2,483
<u>@Replies</u>	534
<u>Retweets</u>	476
<u>Post Link Clicks</u>	12,856
<u>Other Post Clicks</u>	12,825
<u>Other Engagements</u>	6

...  

 [@edmontonpolice](#)
Mon 8/21/2023 8:56 pm MDT



EPS are immediately requesting that all pedestrians and motorists stay away from West Edmonton Mall an...

IN PROGRESS


EPS are immediately requesting that all pedestrians and motorists stay away from West Edmonton Mall and the immediate area as police respond to multiple reports of a shooting.

There are concerns for public safety and the Mall is currently on lockdown.

<u>Total Engagements</u>	21,559
<u>Likes</u>	1,070
<u>@Replies</u>	31
<u>Retweets</u>	957
<u>Post Link Clicks</u>	217
<u>Other Post Clicks</u>	19,186
<u>Other Engagements</u>	98

...  

TOP POSTS: INSTAGRAM

E  edmontonpoliceservice
Thu 3/16/2023 1:16 pm MDT

The Edmonton Police Service is mourning the deaths of two of our members, who were killed in the lin...



Total Engagements 23,770

Likes 15,733

Comments 415

Shares 7,234

Saves 388



E  edmontonpoliceservice
Wed 3/22/2023 2:06 pm MDT

With profound sadness, the EPS announces the passing of Constable Corinne Kline due to a medical...



Total Engagements 4,660

Likes 3,977

Comments 184

Shares 438

Saves 61



E  edmontonpoliceservice
Wed 8/2/2023 3:23 pm MDT

On Sunday, July 23, 2023, at approximately 7:25 p.m., Air1 assisted the Westlock RCMP in locating an...



Total Engagements 4,232

Likes 3,594


Comments 78

Shares 404


Saves 156





TOP POSTS: LINKEDIN


 **Edmonton Police Serv...**
Tue 9/19/2023 10:46 am MDT

Happy Retirement! One of our favourite crime-fighting duos is hanging up the leash after seven...




<u>Total Engagements</u>	12,584
<u>Reactions</u>	3,579
<u>Comments</u>	102
<u>Shares</u>	28
<u>Post Clicks (All)</u>	8,875



...  

 **Edmonton Police Serv...**
Fri 10/27/2023 2:45 pm MDT

Today the Edmonton Police Service celebrates the graduation of 35 new constables! Officers of this class...



<u>Total Engagements</u>	8,095
<u>Reactions</u>	763
<u>Comments</u>	24
<u>Shares</u>	11
<u>Post Clicks (All)</u>	7,297

...  

 **Edmonton Police Serv...**
Fri 2/10/2023 3:53 pm MST


Congratulations to Recruit Training Class (RTC) 155! Graduating from RTC 155 are 27 EPS constables, two EPS...




<u>Total Engagements</u>	4,893
<u>Reactions</u>	335
<u>Comments</u>	10
<u>Shares</u>	6
<u>Post Clicks (All)</u>	4,542

...  

TOP POSTS: YOUTUBE

 **Edmonton Police Serv...**
Mon 3/27/2023 4:31 pm MDT

Regimental Funeral for Cst. Travis J...
A regimental funeral honouring the service and sacrifice of Edmonton...



Total Engagements 1,938



Reactions 444


Comments 0

Shares 1,185

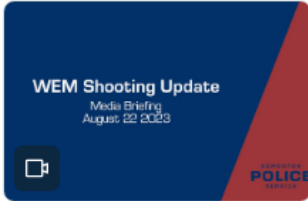
Other Post Clicks 0

Subscribers Gained from Video 309

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 **Edmonton Police Serv...**
Tue 8/22/2023 12:03 pm MDT

WEM Shooting Update



Total Engagements 383



Reactions 52


Comments 0

Shares 276


Other Post Clicks 0

Subscribers Gained from Video 55

...  

 **Edmonton Police Serv...**
Mon 5/8/2023 3:16 pm MDT

Update on Stabbings



Total Engagements 211



Reactions 18

Comments 4

Shares 175

Other Post Clicks 0

Subscribers Gained from Video 14

...  



THE IMPACT OF MARCH AND AUGUST

March 2023

Engagement numbers were through the roof but no one wants to relive this moment ever again.

Emotional toll on the social media team.

An increased number of posts were escalated to Organizational Security.

August 2023

Bill C-18: The Government of Canada suspends advertising on Facebook and Instagram. Meta blocks Canadian news sites from publishing on its platforms.

Media outlets' information is not available on Meta. The audience flockes to EPS social media accounts for updated information.

A shooting takes place outside West Edmonton Mall and 2,000+ people are locked down inside the mall. Rumors swirl of casualties. EPS clarifies misinformation and issues 6 updates in just over 2 hours from start to finish.

EPS received 4,300 comments and 6,000 new followers on Facebook alone because EPS was essentially a media outlet and a source of credible information.

WHAT DID WE LEARN?

March 2023

Social media can take an emotional toll on the people tasked to monitor it.

We learned to remove ourselves from conversations if not productive.

There remains plenty of good in the world. Many people felt and showed their support for EPS.

August 2023

The audience wants information quickly.

If they don't get it from EPS, they'll get it from somewhere else.

Misinformation can spread quickly and cause panic. It's important to address misinformation quickly and EPS did in this situation.

Addressing misinformation is especially important now that Canadian media outlets are absent from Meta platforms.

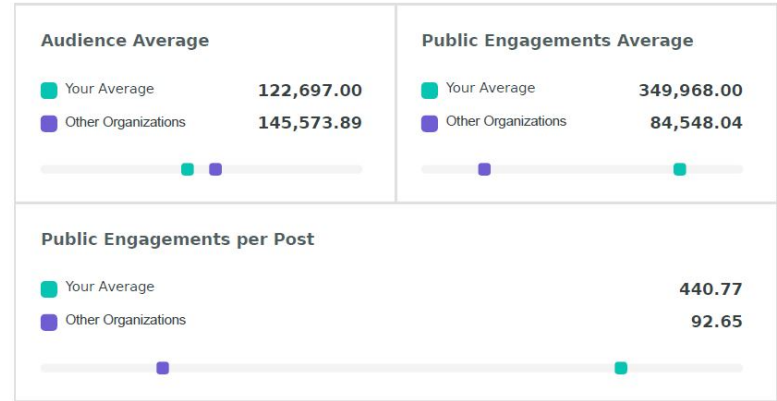
The public trusts EPS in emergency situations.

COMPARING OTHER SERVICES & CITY OF EDMONTON

EPS is middle of the pack in terms of audience size but in some cases almost 4x as engaged as other Services.

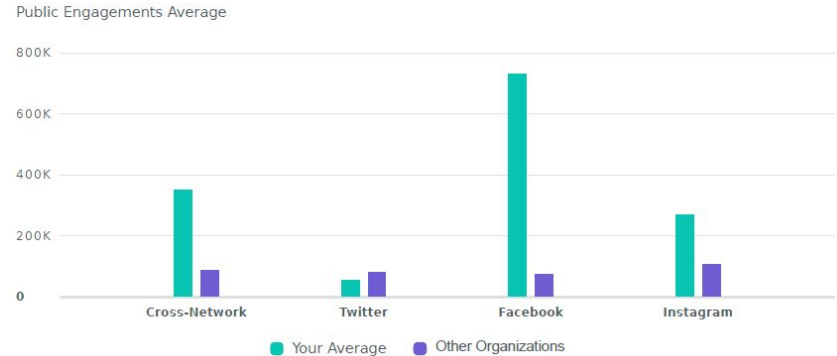
Edmonton is an engaged city!

**data includes City of Edmonton social accounts*



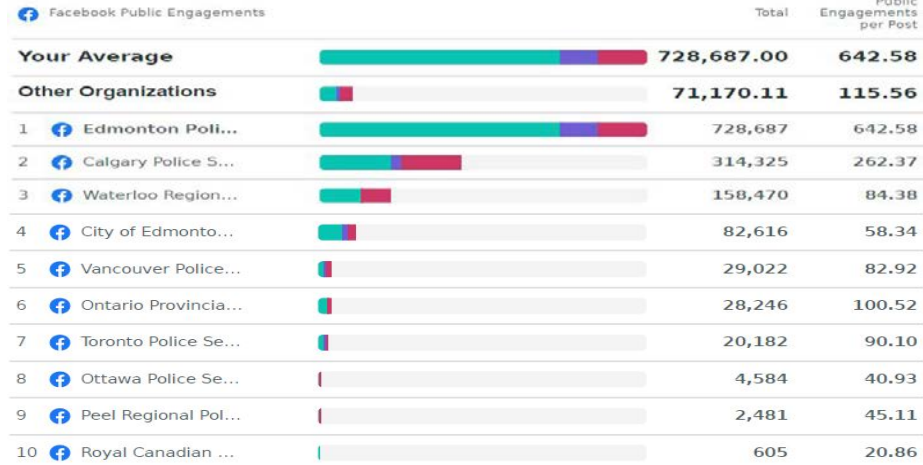
Engagement

Evaluate how people are engaging with posts based on published date.

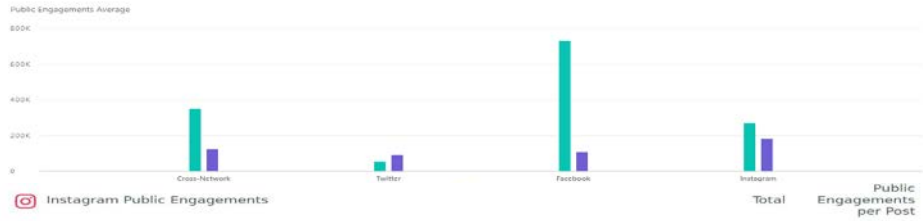


COMPARING OTHER SERVICES & CITY OF EDMONTON

Edmonton is really engaged!



Engagement
Evaluate how people are engaging with posts based on published date.



Likes Comments

COMPARING EPS & CITY OF EDMONTON

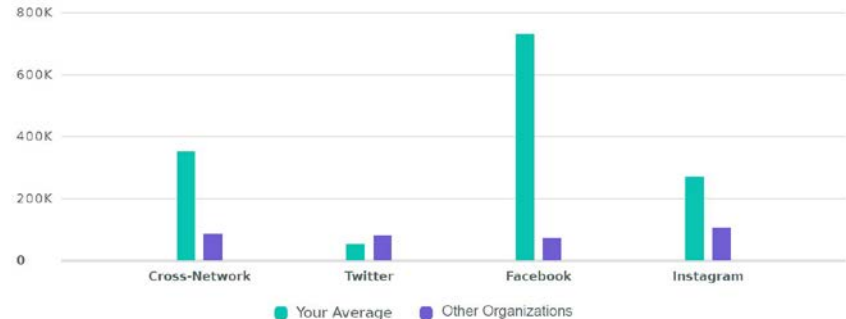
Looking specifically at City of Edmonton social accounts next to EPS.



Engagement

Evaluate how people are engaging with posts based on published date.

Public Engagements Average



WHAT DOES OUR AUDIENCE WANT?

Our audience wants to see EPS doing its job and doing it well.

Our audience want to see EPS getting results.

Our audience wants to see our people and hear their stories.

Our audience want to see EPS involved in community.

Our audience wants to see the heart of EPS.

When events are happening our audience wants information straight from EPS.

QUESTIONS?

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