



Annual Report

County Communications Bureau - Annual Report

July 1, 2022 – June 30, 2023





Public Relations

PR Results

- ~ **506** Stories Released
- 75 News Briefings and 15 Press Conferences
- Editorial Coverage (print/digital)
- Broadcast Coverage (TV/radio)

Source: County Communications





Public Relations

Total Mentions Over Time

- **32,589** total mentions: County of Monterey, July 1, 2022, thru June 30, 2023
- **27,550** total mentions: Pajaro, January 1, 2023, thru June 30, 2023
- Both spiked around 3/15/2023

Source: Cision. Does not include social reporting.





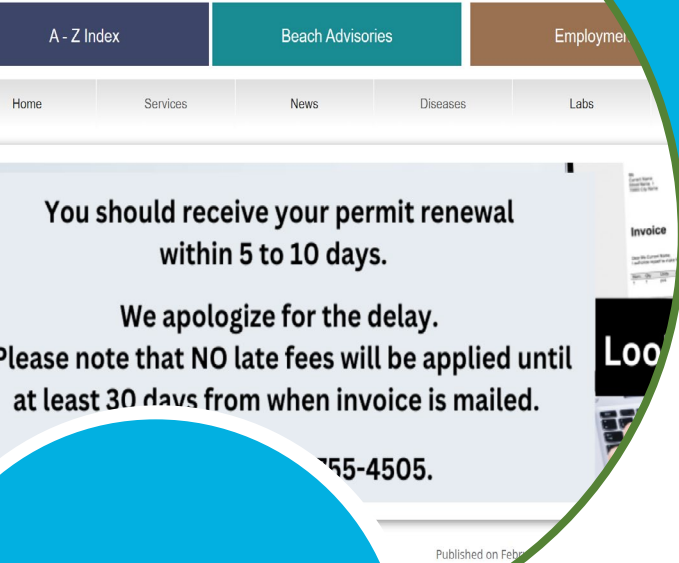
Public Relations

Value Equivalency: **\$3,000,000+**

- **\$2,210,000** online news content
- **\$1,100,000** Television
- **\$525,000** Blogs

Source: Cision. Does not include social reporting.



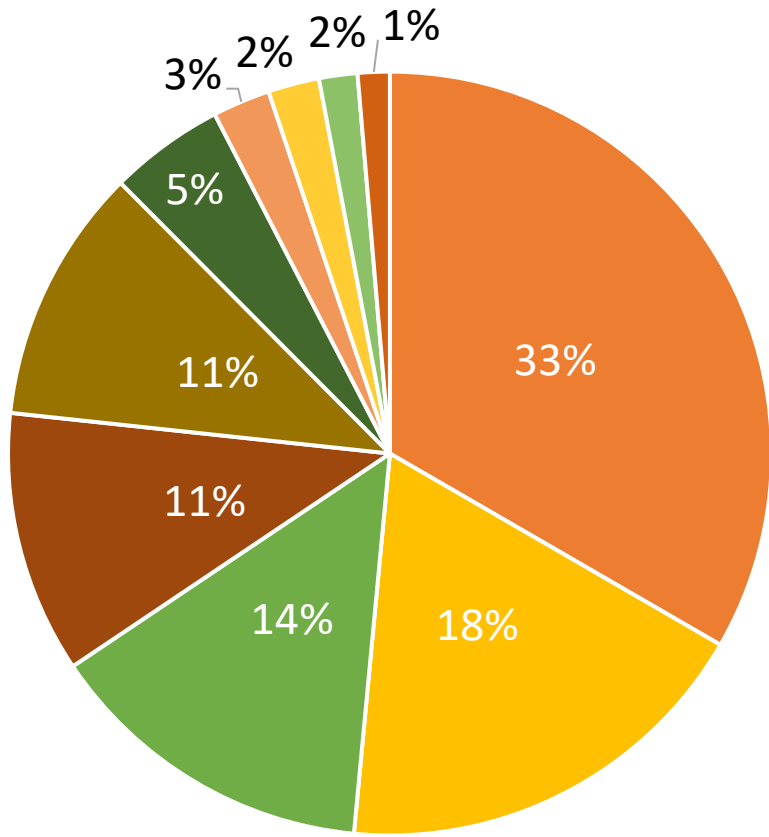


Public Relations

Source: Cision. Does not include social reporting.

Department Mentions by %

- Health
- Housing
- OES/DEM
- Parks
- DA
- Library
- Ag Comm
- Elections
- Probation
- Communications



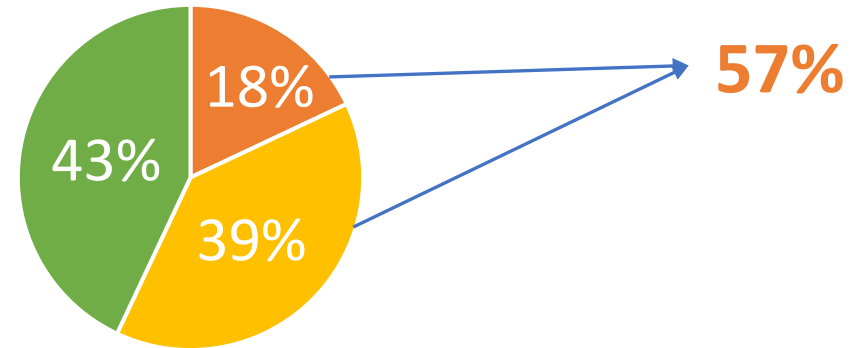


Public Relations

Sentiment

The sentiment graph shows the breakdown of Positive, Neutral, and Negative sentiments from the coverage obtained through the selected media monitoring search. The sentiment for each article is determined by a Natural Language Processing (NLP) tool that analyzes the key themes and subjects to assign sentiment. Essentially NLP uses artificial intelligence to subjectively analyze the reporters use of words to determine the sentiment of a news report. Negative sentiment takes into consideration editorial opinion.

- Positive
- Neutral
- Negative



Source: Cision. Does not include social reporting.





Social Media Growth **+58%**

- **18,649 Facebook** followers as compared to past year 6,578
- **5,042 Instagram** followers as compared to past year 3,126
- **742 YouTube** followers as compared to past year 601
- **24,433 All Platform** as compared to past year 10,305

Source: Meta

Note-Twitter Data not available following the release of Twitter API v2.02 analytic





Social Media Results

- **3,042** Published Posts/Stories to IG/FB
- **5,070,719** Likes (impressions are how many times people liked content)
- **5,623,465** Facebook/Instagram Reach (the number of times a unique account saw any content from or about our Page)
- **33,435** Comments

Source: Meta

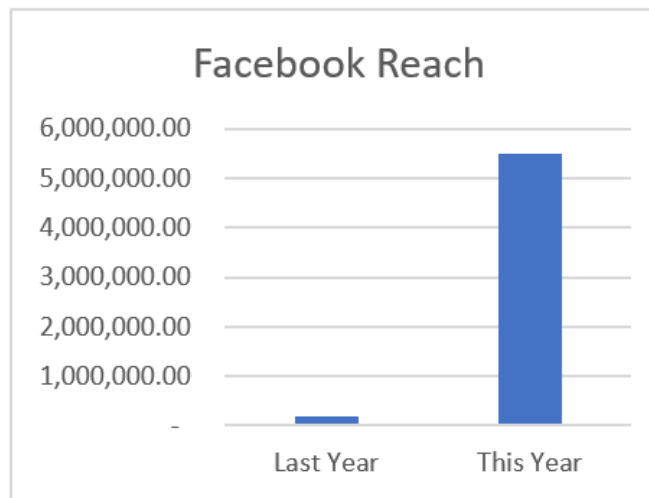




Social Media & Web

Social Media Results

FaceBook			
Previous Year		Current Year	
Posts:	600.00	Posts:	1,925.00
Reach:	189,568.00	Reach:	5,497,940.00



Source: Meta

96.55% increase

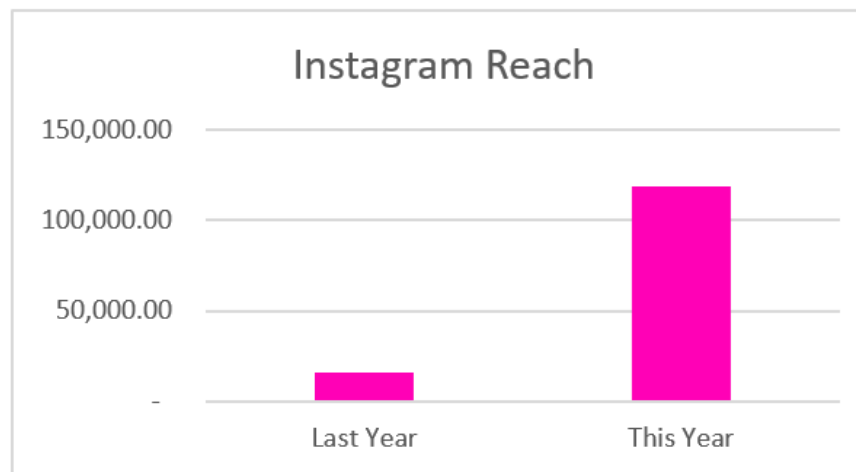




Social Media Results

Instagram			
	Previous Year		Current Year
Posts:	192.00	Posts:	1,047.00
Reach:	15,432.00	Reach:	119,116.00

Reach



87.04% increase

Source: Meta



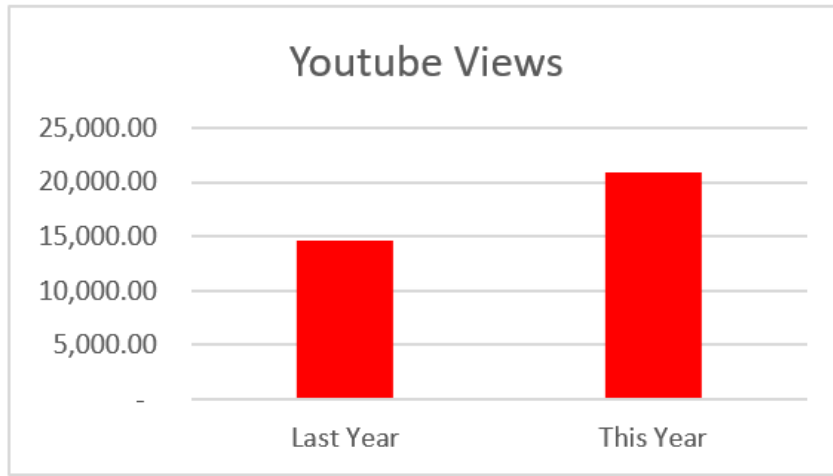


Social Media & Web

Source: Google Analytics

Social Media Results

Youtube			
	Previous Year		Current Year
Videos:	36.00	Videos:	70.00
Views:	14,700.00	Views:	20,900.00



29.67% increase



Top FB/IG Social Post



County of Monterey,
California

18K followers • 41 following



Photo

Social Media &
Web

County of Monterey, California
Published by Maia Carroll Liddle · July 7, 2022

The ladies bathroom at the Harris Creek launch ramp at Lake San Antonio is closed for repairs for the time being. Last night, a curious but uninvited 250 pound wild pig was able to push open the bathroom door which closed behind it. The result: three sinks and two toilets destroyed. A good example of why we recommend people give these animals wide berth, they are extremely powerful.



County of Monterey, California
Published by Maia Carroll Liddle · March 1

Here is a look behind those road closure signs at low river crossings in Monterey County. The Salinas River is going over the bridge at Davis Road, same situation at other low crossings in the County. Be sure to heed those closure signs - they are for your safety.

County of Monterey, California
Published by Nicholas Pasculli · January 14

Caltrans Update 1/14/2023 1:30 pm. Read the press release and check out the Caltrans quick map for information.
<https://quickmap.dot.ca.gov/>

State of California • Department of Transportation

News Release

Date: Saturday, January 14, 2023, at 12:30 p.m.
District: 05 - Santa Barbara, San Luis Obispo, Monterey, San Benito, and Santa Cruz Counties
Contact: Kevin Drabinski or Alexa Bertola
Phone: (805) 549-3138 or (805) 549-3237

FOR IMMEDIATE RELEASE

HIGHWAY 68 AND HIGHWAY 1 REMAIN OPEN UNDER CONTINUOUS MONITORING DURING HIGH FLOW EVENT

MONTEREY COUNTY – Highway 68 near Spreckels in Monterey County is open and is expected to stay open during the current high flow event. Crews this morning have inspected the bridges and roadway that could potentially have been affected by the high flow event in the Salinas River. They have determined that there is little risk that Highway 68 will flood.

Highway 1 between Marina and Castrolite remains open. Based on current information, it is unlikely that a closure on Highway 1 will be needed.

However, due to the uncertainty of the peak flow, the current rain event, tides, and the behavior of local drainage patterns, Caltrans crews will be actively monitoring Highway 1 with staff in the field.

Updates on these highways will be provided as additional information becomes available.

In order to keep up to date about state highways that may be affected by weather conditions, the Caltrans' QuickMap mobile app and website provides travelers with continuous updates on lane and road closures, construction and maintenance activities, and emergency incidents: <https://quickmap.dot.ca.gov/>

Road information and updates can also be found on Caltrans District 5 Social Media platforms: Twitter at: @CaltransD5, Facebook at: Caltrans Central Coast (District 5) and Instagram at: Caltrans_D5.

Our crews deserve to get home safely too.
Drive slowly and carefully in work zones.

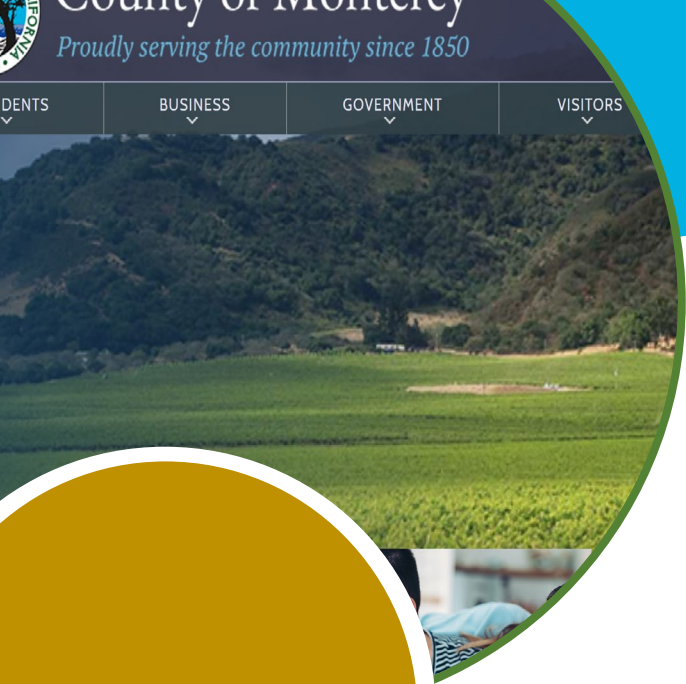
CHP Traffic Incident Information Page: <http://cad.chp.ca.gov/>
Traveler information at: <https://quickmap.dot.ca.gov/>

| #BeWorkZoneAlert | Twitter | Facebook | YouTube

853,607 Post Reach with just these 3 posts.

Source: Meta





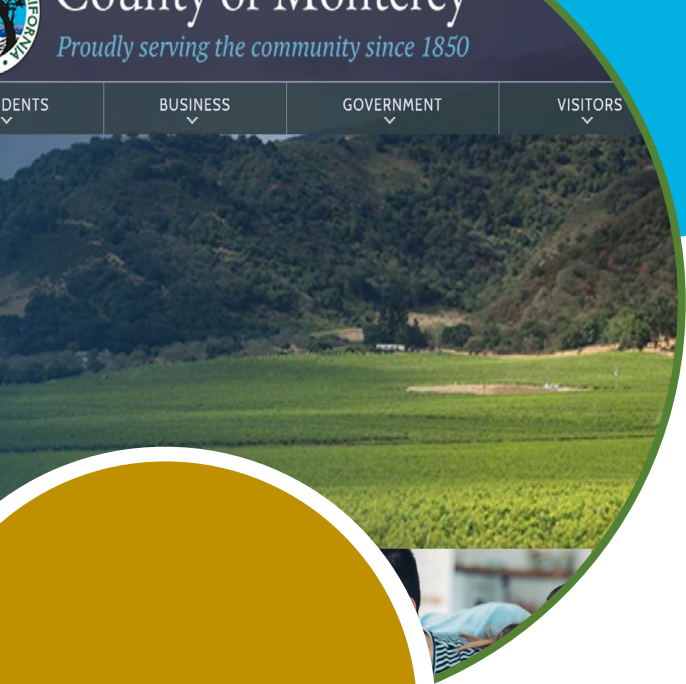
Social Media &
Web

Website Results

- **6,963,695** co.Monterey.ca.us sessions
 - Top visited pages
 - Laguna Seca/WeatherTech-Raceway
 - Library
 - Health
 - Public Works
 - Winter Storms
 - Top referral sources: **1. Google, 2. FB, 3. SLO Co Water, 4. KSBW, 5. our old server**

Source: Google Analytics





Social Media &
Web

Website Results

- **218,900** Spanish page results
- Top visited pages opened using a device set to Spanish
 - Behavioral Health
 - Library
 - Health
 - Ag Commissioner
- Top referral sources: **1. Google, 2. Facebook**

Source: Google Analytics





Paid & PSA
Placement

Ad (PSA) Impressions: 10 Million +

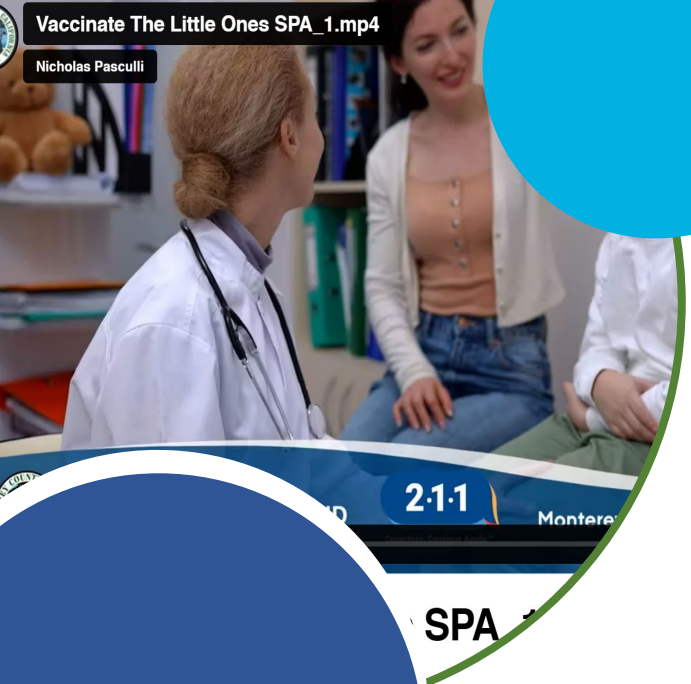
Advertising impressions are the number of times people saw content.

- Includes PSA (ads) created in Spanish, English and in many cases Indigenous language (when at all possible and within budget and time constraints)

- Print 256,506
- Television 5,085,670
- Digital 27,894
- Radio 5,493,601

Source: Nielson Data and Tapscan



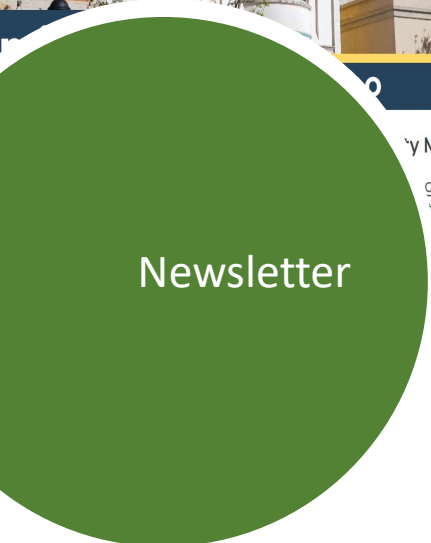


Paid & PSA
Placement

Highlights

- COVID -19 (4 spots produced)
- Disaster Service Workers post disaster (2 spot produced)
- County Day-use Parks (1 spot produced)
 - Total spots **8,770**
 - Fully half were no charge

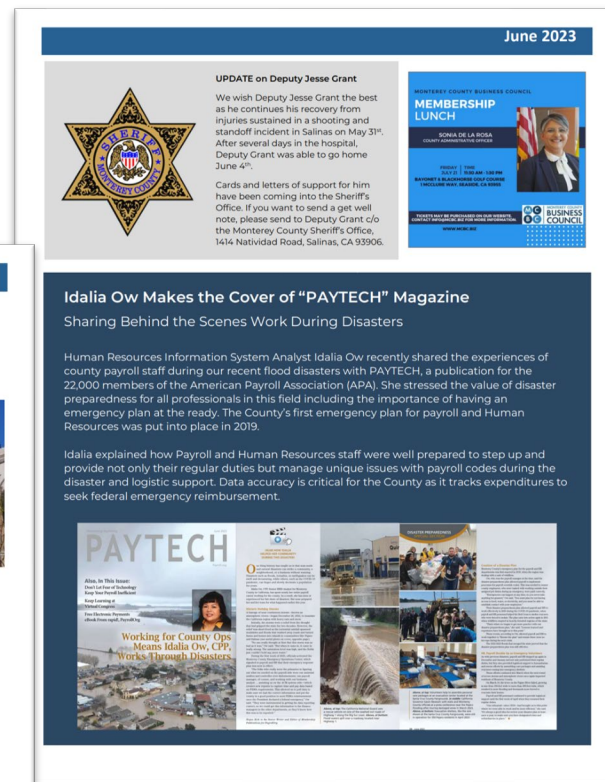
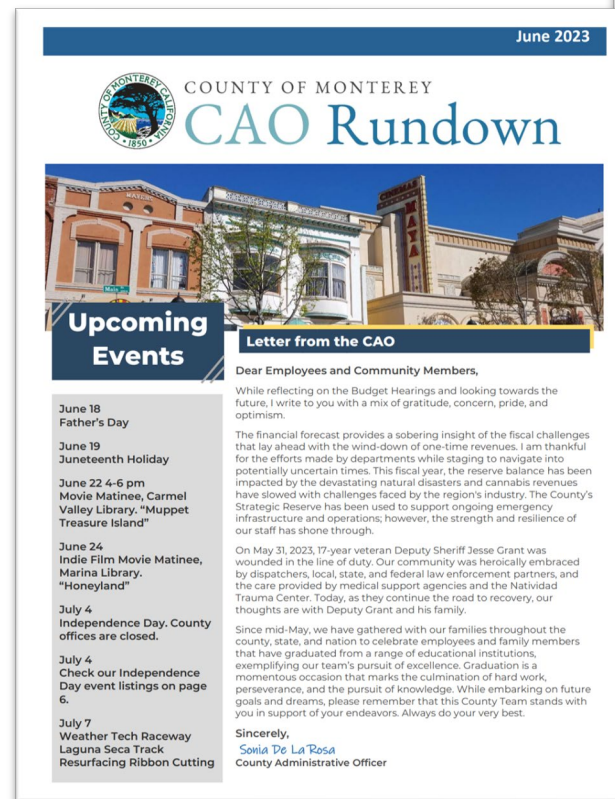




CAO Rundown

- 12 monthly issues published
- 12 CAO messages and over 75 articles or news topics
- Total impression in 12 months: 65,700

Source: County Communications





Outreach

Community Relations Reach

Partial listing of events and outreach. More than 50 events attended.

- Carnegie Hero's Awards (lead for Natividad)
- Pajaro Job Fair
- Pajaro Town Hall meetings (3)
- 2023 Wildfire Season Meeting
- San Lucas Groundbreaking
- MCBC Elected Leaders Luncheons
- Laguna Seca Season Kick-off
- CAPIO & CSAC Annual Conf
- Mural Ribbon Cutting

Source: County Communications





THANK YOU for your Commitment to County Communications

July 1, 2022 – June 30, 2023, Annual Report

