

| City of Pasadena Human Relations Commission Social Media Survey 2021 | | | | |
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| Timestamp | 1/7/2022 12:41:15 | 1/17/2022 20:15:56 | 1/18/2022 12:20:47 | 2/23/2022 15:38:23 |
| District Number | 1 | 5 | 4 | 6 |
| Contact Person (who is managing social media for the Council Member) | Me | Councilmember & Field Representative | Noreen Sullivan | Taka Suzuki |
| Contact Email and/or Phone | Me | jerivas@cityofpasadena.net | nsullivan@cityofpasadena.net | tsuzuki@cityofpasadena.net |
| Which social media platforms does the Council Member utilize? (Check all that apply.) | Facebook, Twitter, Instagram | Facebook, Twitter, Instagram | I don't know | Facebook, Newsletter |
| Please provide links to social media accounts in the space below: | @tyronhampton | All are @pasadenaD5 | N/A | Provide your email to get on the newsletter mailing list. |
| How frequently does the Council Member post to social media? | Rarely | Weekly | I don't know | Weekly |
| On average, how many posts is the Council Member making per month on each platform? [Facebook] | 1-2 | 1-2 | | 5-6 |
| On average, how many posts is the Council Member making per month on each platform? [Twitter] | 1-2 | 6-8 | | |
| On average, how many posts is the Council Member making per month on each platform? [Instagram] | 1-2 | 3-4 | | |
| On average, how many posts is the Council Member making per month on each platform? [Nextdoor] | 1-2 | | | |
| On average, how many posts is the Council Member making per month on each platform? [LinkedIn] | 0 (do not use platform) | | | |
| On average, how many posts is the Council Member making per month on each platform? [Snapchat] | 0 (do not use platform) | | | |
| On average, how many posts is the Council Member making per month on each platform? [TikTok] | 0 (do not use platform) | | | |
| On average, how many posts is the Council Member making per month on each platform? [Other Platform] | 0 (do not use platform) | | | 5-6 Newsletter |
| If post on "Other Platform" was noted above, please specify the platform(s) below: | | | | |
| Approximately how many followers (friends, connections, subscribers) does the Council Member have on each platform? [Facebook] | | 101-200 | | |
| Approximately how many followers (friends, connections, subscribers) does the Council Member have on each platform? [Twitter] | | 500+ | | |
| Approximately how many followers (friends, connections, subscribers) does the Council Member have on each platform? [Instagram] | | 101-200 | | |
| Approximately how many followers (friends, connections, subscribers) does the Council Member have on each platform? [Nextdoor] | | | | |
| Approximately how many followers (friends, connections, subscribers) does the Council Member have on each platform? [LinkedIn] | | | | |
| Approximately how many followers (friends, connections, subscribers) does the Council Member have on each platform? [Snapchat] | | | | |
| Approximately how many followers (friends, connections, subscribers) does the Council Member have on each platform? [TikTok] | | | | |
| Approximately how many followers (friends, connections, subscribers) does the Council Member have on each platform? [Other Platform] | | | | |
| If followers (friends, connections, subscribers) on "Other Platform" were noted above, please specify the platform(s) below: | | | | |
| Approximately how many likes (shares, reposts, retweets) does the Council Member receive on each post? Please specify by platform. [Facebook] | | 10 or fewer | | |
| Approximately how many likes (shares, reposts, retweets) does the Council Member receive on each post? Please specify by platform. [Twitter] | | 10 or fewer | | |
| Approximately how many likes (shares, reposts, retweets) does the Council Member receive on each post? Please specify by platform. [Instagram] | | 10-25 | | |
| Approximately how many likes (shares, reposts, retweets) does the Council Member receive on each post? Please specify by platform. [Nextdoor] | | | | |
| Approximately how many likes (shares, reposts, retweets) does the Council Member receive on each post? Please specify by platform. [LinkedIn] | | | | |
| Approximately how many likes (shares, reposts, retweets) does the Council Member receive on each post? Please specify by platform. [Snapchat] | | | | |
| Approximately how many likes (shares, reposts, retweets) does the Council Member receive on each post? Please specify by platform. [TikTok] | | | | |
| Approximately how many likes (shares, reposts, retweets) does the Council Member receive on each post? Please specify by platform. [Other Platform] | | | | |
| If likes (shares, reposts, retweets) on "Other Platform" were noted above, please specify the platform(s) below: | | | | |
| Which of the following topics are featured in the Council Member's posts? | Community/District Events, Town Halls or Meet + Greets (announcement, flyer), City Council Accomplishments (e.g. resolutions passed, initiatives enacted), Other | Citywide Events, Local News, Local Issues, Community/District Events, Town Halls or Meet + Greets (announcement, flyer), City Council Accomplishments (e.g. resolutions passed, initiatives enacted), Re-posts from other accounts (e.g. local organizations), Information about local resources, services | | Citywide Events, Local Issues, Community/District Events, Town Halls or Meet + Greets (announcement, flyer), Re-posts from other accounts (e.g. local organizations), Information about local resources, services |
| Looking back at the past 1-2 months, approximately what percentage of posts (across all platforms) are focused on each topic? [0-10%] | | City Council Accomplishments (e.g. resolutions passed, initiatives enacted) | | Community/District Events |
| Looking back at the past 1-2 months, approximately what percentage of posts (across all platforms) are focused on each topic? [11-20%] | | Town Halls/Meet + Greets (announcement, flyer) | | Citywide Events |
| Looking back at the past 1-2 months, approximately what percentage of posts (across all platforms) are focused on each topic? [21-30%] | | Local News | | Town Halls/Meet + Greets (announcement, flyer) |
| Looking back at the past 1-2 months, approximately what percentage of posts (across all platforms) are focused on each topic? [31-40%] | | Community/District Events | | Local Issues |
| Looking back at the past 1-2 months, approximately what percentage of posts (across all platforms) are focused on each topic? [41-50%] | | Local Issues | | |
| Looking back at the past 1-2 months, approximately what percentage of posts (across all platforms) are focused on each topic? [51-60%] | | Citywide Events | | |
| Looking back at the past 1-2 months, approximately what percentage of posts (across all platforms) are focused on each topic? [61-70%] | | | | |
| Looking back at the past 1-2 months, approximately what percentage of posts (across all platforms) are focused on each topic? [71-80%] | | | | |
| Looking back at the past 1-2 months, approximately what percentage of posts (across all platforms) are focused on each topic? [More than 80%] | | | | |
| By your observation, which topics or issues receive the MOST engagement (likes, shares, reposts, retweets, comments)? | | Haven't noticed a strong trend. | | |
| By your observation, which topics or issues receive the LEAST engagement (likes, shares, reposts, retweets, comments)? | City stuff | Haven't noticed a strong trend. | | |
| Based on your observations, how effective is the Council Member's social media in distributing information to the District? | 2 | 2 | | 5 |
| Feel free to share your observations/insights below. | | I don't think it reaches very many D5 residents (compared to our e-mail list or doing mailers). | I'm sorry, I do not know some of the answers. | |
| Based on your observations, how effective is the Council Member's social media in engaging their District (e.g. increasing attendance at events, collecting information about issues in the community)? | 3 | 2 | | 5 |
| Feel free to share your observations/insights below. | Not the only communication | I don't think it reaches very many D5 residents (compared to our e-mail list or doing mailers). | | |
| Based on your observations, how significant is the role of social media in the Council Member's overall communication with their District? | 1 | 2 | | 5 |
| What do you believe are the Council Member's main concerns around the use, reach, or effectiveness of their social media presence? | | If I had more time to create original content, I think I would get more engagement, but not necessarily from D5 residents. | | Spread information |
| What information (data) or resources do you believe would help the Council Member improve social media interaction with their district? | | More time. | | |