

OCTOBER 1 - DECEMBER 31, 2021

Q4 & 2021 YEAR-END COMMUNICATIONS REPORT

South Fayette Township

Report by:
Andrea Iglar
Director of Communications & Community Development



SOUTH FAYETTE CONNECT

WWW.SOUTHFAYETTEPA.COM/MAGAZINE

REVENUES: SPONSOR INCENTIVE ADVERTISING PROGRAM

Table includes cash sponsorships of \$250 & above whose print and/or digital ad was published in the listed issue*

*Cumulative figures corrected Nov. 2021 due to prior miscalculations

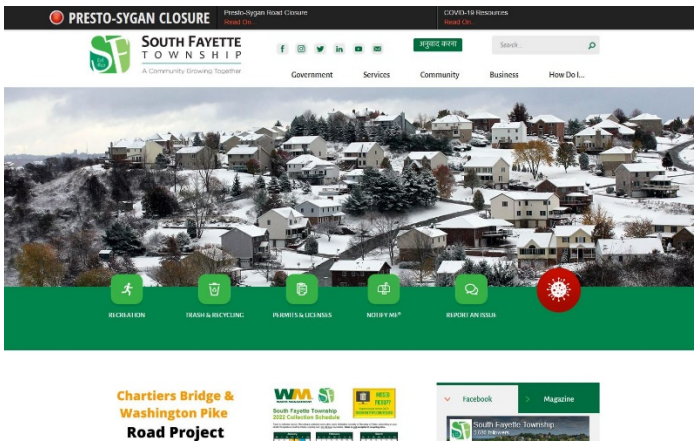
2021 Issue	Winter	Spring	Summer	Fall	2021 Total	Historical Year-End
Number of ads published	12	6	11	10	39	Yearly totals 2021 = 39 (COVID) 2020 = 30
Revenue per issue	\$6,750	\$3,500	6,500	4,750	21,500	Average revenue per issue: \$5,375 (2021)
Cumulative Annual Revenue	\$6,750	\$10,250	16,750	21,500	21,500	Yearly totals 2021 = \$21,500 (COVID) 2020 = 21,500 (COVID) 2019 = 34,250 2018 = 33,750 2017 = 26,500 2016 = 5,500
Total revenue since program launch	\$128,250	\$131,750	138,250	143,000	143,000	Cumulative total at each year-end since program launch 2021 = \$143,000 2020 = 121,500 2019 = 100,000 2018 = 65,750 2017 = 32,000 2016 = 5,500

DIGITAL READS

Issuu.com

Including Full Publications, Article Stories & Visual Stories

2021	Q1	Q2	Q3	Q4	2021 Total	Historical Year-End
Digital reads of all issues	4,395	2,294	2,598	4,489		Average reads per quarter 2021 - 3,444 2020 - 1,365 2019 - 413
Cumulative Annual Reads	4,395	6,689	9,287	13,776	13,776	2021 - 13,776 2020 - 5,462 2019 - 1,651



WEBSITE

WWW.SOUTHFAYETTEPA.COM

WEBSITE USER ACCESS: QUARTERLY

Equipment Used

- 45% Desktop
- 50% Smartphone
- 3% Tablet

Access method

- 70% Direct entry (typed-in web address)
- 26% Search engine
- 4% Linked from other websites

Peak Use Times (in order from top)

- 2 p.m.
- 3 p.m.
- 1 p.m.

Referrers

- 698 website visits were referred from Facebook (92% of all social media references)

WEBSITE VISITS

2021	Q1	Q2	Q3	Q4	2021 Total	Historical Year End
Visits per quarter	62,116	62,355	74,722	54,028	253,221	2021 = 253,221 2020 total = 238,147 2019 total = 150,280 2018 total = 119,750 2017 total = 121,138 2016 total = 125,891
Total visits since site launch	938,985	1,001,340	1,076,062	1,130,090		

AVERAGE NUMBER OF WEBSITE VISITS PER DAY

Q1	Q2	Q3	Q4	2021 Average	Historical Year End
690	685	812	587	694	Year-End Averages 2021 - 694 2020 - 652 2019 - 412 2018 - 328 2017 - 332 2016 - 345

TOP WEBSITE URLS, ALL - QUARTERLY

- | | | |
|------------------------------|---------------------------|--------------|
| 1. Home | 5. Jobs | 9. Bids |
| 2. Waste Collection Schedule | 6. Agenda Center | 10. Calendar |
| 3. Trash & Recycling | 7. Facilities / Pavilions | 11. Police |
| 4. Real Estate Taxes | 8. Building & Code | 12. Voting |

YEAR-END: TOP WEBSITE URLS, ALL

- | | | |
|------------------------------|--------------------------|---------------------|
| 1. Home | 5. Real Estate Taxes | 9. Bids |
| 2. Waste Collection Schedule | 6. Mayview/Boyce Rd News | 10. Roads & Traffic |
| 3. Trash & Recycling | 7. Building & Code | 11. Fireworks |
| 4. Facilities | 8. Agenda Center | 12. Jobs |

TOP WEBPAGES, MAIN PAGES ONLY - QUARTERLY

- | | | |
|------------------------------|----------------------|-----------------------|
| 1. Home | 5. Trash & Recycling | 9. Bid Postings |
| 2. Calendar | 6. Agendas & Minutes | 10. Police Department |
| 3. Newsflash | 7. Jobs | 11. Notify Me |
| 4. Waste Collection Schedule | 8. Real Estate Taxes | 12. Facilities |

YEAR-END: TOP WEBPAGES, MAIN PAGES ONLY

- | | | |
|------------------------------|----------------------|-----------------------|
| 1. Home | 5. Trash & Recycling | 9. Building & Code |
| 2. Newsflash | 6. Real Estate Taxes | 10. Roads & Traffic |
| 3. Calendar | 7. Agendas & Minutes | 11. Alert Center |
| 4. Waste Collection Schedule | 8. Facilities | 12. Police Department |

TOP SITE SEARCH TERMS WITHIN WEBSITE

1,136 TOTAL SEARCHES

YEAR-END TOTAL: 5,834 SEARCHES

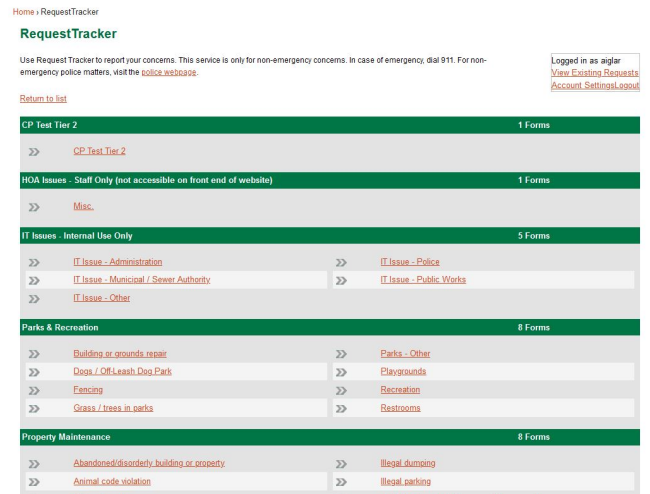
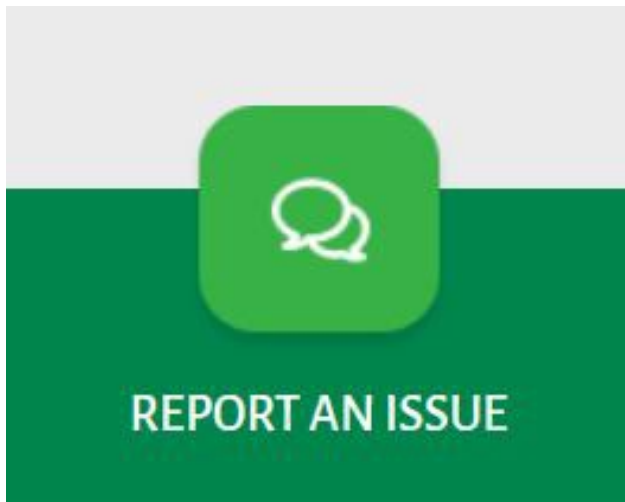
- | | | |
|-----------------------------|------------------------|----------------------|
| 1. Jobs/Employment/Careers | 5. Minutes | 9. Joy-Thru Fairview |
| 2. Halloween/Trick-or-Treat | 6. Dye Test | 10. School Tax |
| 3. Glass Recycling | 7. Taxes | 11. Tax Collector |
| 4. Leaf Collections | 8. Zoning/District/Map | 12. Calendar |

TOP OUTLINKS CLICKED FROM WEBSITE - QUARTERLY

3,457 TOTAL LINKS TO EXTERNAL SITES

YEAR-END TOTAL: 15,212 OUTLINKS

- | | |
|---|--|
| 1. CivicRec (Parks & Recreation Registration) | 7. Google Translate |
| 2. Allegheny County | 8. Survey Monkey - Community Center Survey |
| 3. PA Turnpike - Southern Beltway | 9. PA Voter Services |
| 4. Joy-Thru Fairview tickets on Eventbrite | 10. YouTube / Southern Beltway Videos |
| 5. Issuu.com (digital magazine) | 11. Allegheny County Real Estate Search |
| 6. eCode 360 (Township Code) | 12. PennDOT District 11 |



CITIZEN REQUEST TRACKER

SYSTEM INCLUDES LONG-TERM AND SHORT-TERM ISSUES.

2021	Q1	Q2	Q3	Q4	2021 Total	Historical Year-End
Submitted or Entered	127	213	213	106	659	2021 - 659 2020 - 520 2019 - 683 2018 - 516 2017 - 537 2016 - 733
Closed	138	190	229	107	664	2021 - 664 2020 - 458 2019 - 608 2018 - 548 2017 - 533 2016 - 655
Avg. Requests per day	1.4	2.3	2.3	1.2	1.8	2021 - 1.8 2020 - 1.4 2019 - 1.7 2018 - 1.4 2017 - 1.5 2016 - 2
Request Tracker Webpage Views	597	893	1,384	696	2,646	2021 - 2,646

SUBMISSION CATEGORIES

2021	Q1	Q2	Q3	Q4	2021 Total	Historical Year-End
Parks & Recreation	0	4	0	0	4	2021 - 4 2020 - 4
Property Maintenance	6	34	30	8	78	2021 - 78 2020 - 38
Roads	20	19	21	10	70	2021 - 70 2020 - 92
Speeding	3	4	2	2	11	2021 - 11 2020 - 7
Stormwater/Environmental	1	6	2	2	11	2021 - 11 2020 - 13
Street Lights	0	2	5	1	8	2021 - 8 2020 - 5
Trash & Recycling	96	141	152	82	471	2021 - 471 2020 - 327
Internal Only	1	3	1	1	6	2021 - 6 2020 - 34

South Fayette CitizenLink



Free
Download!



Mobile App

MOBILE APP

APPLE: APP STORE - QUARTERLY

- 2.44 sessions per active device (weekly average)
 - Year End: 2.05%
- 19.2% conversion rate (people who saw the app in the App Store and downloaded it)
 - Year End: 39.5%
- Main Source: 76.7% Search App Store
 - Year End: 63.3%
- Main Device: 86% iPhone
 - Year End: 92.8%

DOWNLOADS

2021	Q1	Q2	Q3	Q4	2021 Total	Historical Year-End
Apple Store Downloads	460	31	24	43	558	2021 - 558
Google Play/Android Downloads	135	*	*	*	135 +	2021 - 135 +
Total downloads per quarter	595	31	24	43	693	2021 - 693
<i>Cumulative downloads since launch</i>	595	626	650	693	693	

*No data available



FACEBOOK

@SOUTHFAYETTETOWNSHIP

2021	Q1	Q2	Q3	Q4	2021 Total	Historical Year End
New Page Likes <i>(Net total end of quarter)</i>	39 <i>(4,267)</i>	47 <i>(4,314)</i>	N/A	N/A	"Likes" metric changed to "followers"	2020 - 111 2019 - 613 2018 - 747 2017 - 670
New Page Followers <i>(Net total end of quarter)</i>	166 <i>(5,148)</i>	119 <i>(5,267)</i>	264 <i>(5,531)</i>	149 <i>(5,680)</i>	698	2021 - 698 2020 - 438 2019 - 963
Facebook Page Reach <i>(Number of accounts who saw content)</i>	78,937	45,442	73,129	42,791	240,299	2021 - 240,299 2020 - 154,856
Private message responses to citizens	12	22	17	16	67	2021 - 67 2020 - 105 2019 - 112

MOST SEEN POSTS - QUARTERLY

Title/Topic	Users Reached
Police: Charges pending in theft from cars incidents	7,600
Traffic light outage on Route 50	7,200
Thoms Run Road reopened	6,800
Boyce-Mayview intersection work update	6,700
Millers Run Road landslide update	6,200

MOST SEEN POSTS - YEAR END

Title/Topic	Users Reached
Police: IDs made from Sturgeon surveillance images	41,800
BJ's Wholesale opens sales trailer	18,600
Boyce-Mayview detour	18,300
Alpine Road new traffic lights	15,600
Flood rescue efforts and emergency response	14,800



INSTAGRAM

@SOUTHFAYETTEPA

2021	Q1	Q2	Q3	Q4	2021 Total	Historical Year End
New Page Followers <i>(Net total end of quarter)</i>	41 <i>(1,215)</i>	35 <i>(1,250)</i>	65 <i>(1,315)</i>	42 <i>(1,357)</i>	183	2021 - 183 2020 - 481 May-Dec 2019 - 693
Total Reach <i>(Number of accounts who saw content)</i>	1,108	1,335	1,430	1,305	5,178	2021 - 5,178 2020 - 2,118

MOST SEEN POSTS - QUARTERLY

Title/Topic	Users Reached
Eagle Scouts recognized	766
Parkway West students building lights for Joy-Thru	750
Accessible Hunt photos at Alpine Club	671
Thanks for Giving photos	665
Small Business Saturday	632

MOST SEEN POSTS - YEAR END

Title/Topic	Users Reached
Tropical Smoothie opens	844
Millie's Ice Cream opens	837
Eagle Scout recognized	794
Autism awareness month - SF welcome sign	789
Eagle Scouts recognized	766



TWITTER
@SOUTHFAYETTETWP



2021	Q1	Q2	Q3	Q4	2021 Total	Historical Year End
Tweet Impressions	15,009	12,832	19,570	10,501	57,912	2021 - 57,912 2020 - 100,971 2019 - 128,400 2018 - 118,828
New Followers <i>(Net total end of quarter)</i>	14 <i>(1,120)</i>	7 <i>(1,131)</i>	40 <i>(1,171)</i>	14 <i>(1,185)</i>	75 <i>(1,185)</i>	2021 - 75 2020 - 99 2019 - 192 2018 - 211 2017 - 203 2016 - 392
Link Clicks	58	37	94	69	258	2021 - 258 2020 - 380 2019 - 442
Post Likes	9	37	45	35	126	2021 - 126 2020 - 169 2019 - 238
Post Retweets	1	5	17	9	32	2021 - 32 2020 - 63 2019 - 64
Profile Visits	2,833	3,361	6,029	4,300	16,523	2021 - 16,523 2020 - 3,606

MOST SEEN TWEETS - QUARTERLY

Title/Topic	Impressions	Engagements	Engagement Rate
Community Center survey	2,313	53	2.3%
Boyce-Mayview intersection reopens	1,508	22	1.5%
No-Shave November	773	36	4.7%
Halloween Trick-or-Treat	711	26	3.7%
Job Posting: Police Administrative Assistant	463	16	3.5%

MOST ENGAGING TWEETS - QUARTERLY
RANKED BY ENGAGEMENT RATE OF USERS REACHED (COMMENTS, LIKES/REACTIONS, SHARES, CLICKS)

Title/Topic	Engagement Rate
Joy-Thru Fairview vendor/sponsor opportunities	7.4%
Southern Beltway video - SF to airport	6.7%
Southern Beltway video - I-79 to SF	6.7%
Police chief reminder to lock car doors	6.0%
South Fayette Connect fall issue available	4.9%



LinkedIn
239 followers
(+22 since previous quarter)

Most popular post of 2021:

BJ's Wholesale ribbon cutting

- 4,101 views
- 210 clicks
- 235 reactions
- 11 comments
- 10 shares



YouTube
29 subscribers
(+1 since previous quarter)

Most popular video of 2021:

Southern Beltway, from South Fayette Way to Pittsburgh International Airport

- 818 views
- Most popular video on SF channel