

February 2021 Winter Weather Event Crisis Response

February 2021's historic winter weather event presented an array of communications challenges during the crisis response. In the seven days of the event, City Utilities' social media activity on Facebook, Instagram and Twitter exceeded that of the activity totals of the entirety of the previous year. It is clear the community turned to social media as a primary source for information during this crisis.

The crisis response utilized all aspects of each platform's features including posts, live streamed video, tweets, replies and stories to fully communicate essential information to the public and news media.

The campaign graphic design was published across platforms for a consistent, visual cue utilizing both color and words to make graphics accessible to all. By utilizing all facets of each platform's functionality, we captured a variety of audiences with the same message and help the public navigate the event.

Through the crisis event, the community got a transparent view of the crisis as well as of the utility. The primary message of conserving energy remained front and center while other aspects of the utility found a place to be recognized for their efforts in the crisis.

Analytics from February 13-20, 2021

Total Activity Across Platforms Utilized

- Total Response Impressions: 1,450,677
- Total Engagements: 206,981
- Engagement Rate per Impression: 14%
- Private Messages Received & Replied: 7,323 messages
- Average Reply Time: 22 minutes

Facebook

- Impressions: 1,027,304
- Total Engagements: 182,452
- Video Views: 50,164 views
- Audience Growth: 3,805 (Total Page Likes: 15,402)
- Total Published Posts: 31

Twitter

- Total Impressions: 414,878
- Total Engagements: 24,092
- Audience Growth: 477 (Total Twitter Followers: 4,627)
- Total Published Posts: 169

Instagram

- Impressions: 8,495
- Engagement: 437
- Audience Growth: 110 (Total Followers: 1,673)
- Total Published Posts & Stories: 20