



# Hurricane Irma

# Social Media Report

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# Table of Contents

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Social Media Definitions .....	3
Review Parameters .....	5
St. Johns County Social Media Review .....	6
Emergency Operations Center Social Media Review .....	10
St. Johns County Sheriff's Office Social Media Review .....	14
St. Johns Fire Rescue Social Media Review .....	18

# Social Media Definitions

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These definitions pertain to Facebook as their analytics and processes can be confusing and misleading. If you have further questions as to how to understand the break downs, please don't hesitate to contact me for a more detailed explanation.

**Likes:** People who are on Facebook have the option to "like" a Facebook page. This allows them to get a pages posts directly to their news feed, the page will be listed in their 'liked' directory, they will have the ability to 'favorite' the page for quick access, and let's their friends know about the page as it will show up in their feed as well.

**Follow:** Facebook users have the option to follow a page without liking the page. This allows the person to get the updates but not 'like' the page. This option was set up for people who didn't necessarily want to befriend the page but still wanted to see the posts.

**Reactions:** Facebook reactions are the like button you see at the bottom of a post, and the host of other options that come with it. You can choose the heart (love,) the laughing face (haha,) the shocked face (wow,) the crying face (sad,) or the angry face (mad.) An example is shown to the right.



**Engagement:** Engagement is the measurement of the shares, reactions, and comments on a post. Total engagement is all of those numbers added up over a period of time. For example: total engagement for the day would be all of the shares, reactions and comments added up from the posts of the day. Total engagement for the month would be all of that added up for the month.

**Share:** A share is when a Facebook user takes your post and puts it on their page for their friends to see. There is a button at the bottom of the post that allows the user to share it in its entirety. It will share the photo, video, and text.

**Post Clicks:** Post clicks is the total number of clicks on your posts, not including likes, comments or shares, which are broken out separately.

## Social Media Definitions Continued

**Post Reach:** Post reach is the number of people that have seen an unique individuals that have seen a post. For example: When a post has a 4,000 Post Reach, that means 4,000 different people have seen that post.

**Total Reach:** Total reach is the number of unique people who have seen any content associated with the page specifically. This is different from the post reach.

This is an example of Post Reach and Total Reach:

Say you have 4 people; A, B, C, and D, and you post three things:

Post 1 is seen by A, B, and C

Post 2 is seen by B, C, and D

Post 3 is seen by A, C, and D

Then you have a Total Reach of 4, but you have a Post Reach of 9.

**Video Views:** Video Views are the people who have viewed a video posted on your page for at least 5 seconds. This includes those who watch the recorded video of previously recorded Facebook Live broadcast that is now a video.

**Live Views:** Live views are the people who have viewed a live broadcast from a Facebook Live feed for at least 5 seconds.

**News Feed:** A News Feed is where you will see posts from the people and the pages you follow on Facebook.

**Timeline:** Your timeline is where you will find the posts that you post on your own Facebook page.

# Social Media Review Parameters

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While all four agencies involved have multiple social media outlets, the main focus of this review is on Facebook, with a secondary and lesser focus on Twitter.

Facebook is the largest social media networking site in the world, with 1.15 billion monthly active users, while Twitter is only 240 million monthly active users (Business Insider). That's a fact for St. Johns County as well; our age demographic fits for Facebook. Media outlets, however, are more involved on Twitter.

However it is Facebook that our county turns to when they are in need of information.

While we do have a young audience and two of our agencies have Instagram accounts (150 million monthly active users, Business Insider) it's not the right platform to be announcing the emergency information we were sharing during Hurricane Irma.

In the following, I have given an overview of the audience for each agency on both Facebook and Twitter then discussed how said pages did during the messaging period for Hurricane Irma. There was a 10 day messaging period for Facebook, and an 8 day messaging period for Twitter. I also went over the top five Facebook posts for each agency, with the breakdown of engagement, post reach, post clicks, and video/live views if applicable.

Post Reach is the value used to rate success of a post in the top posts section of the review.

\*\* all overview numbers are as of 9/20/17 \*\*

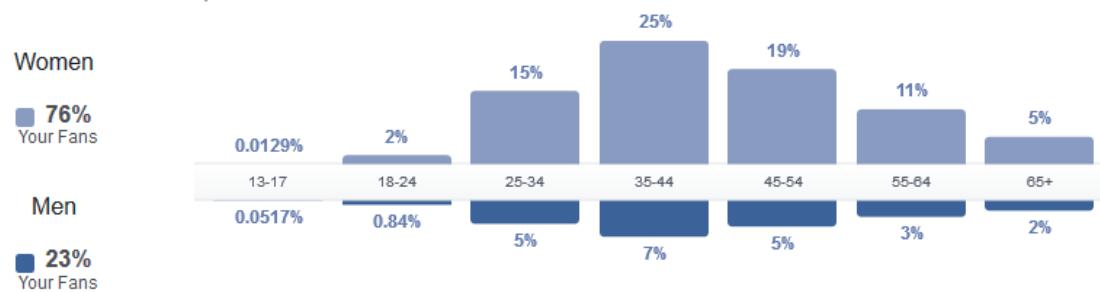
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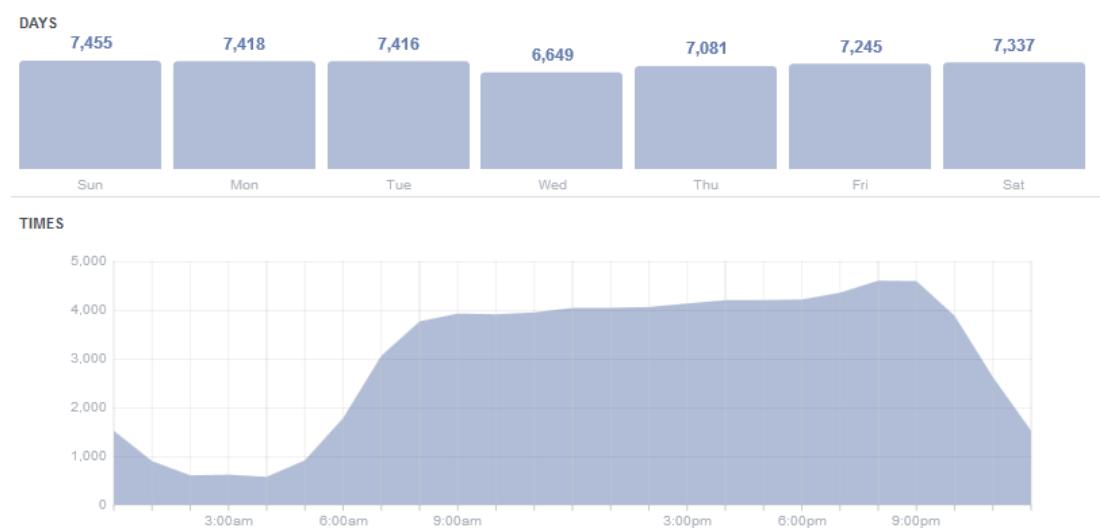
# St. Johns County Government Social Media

## Social Media Overview

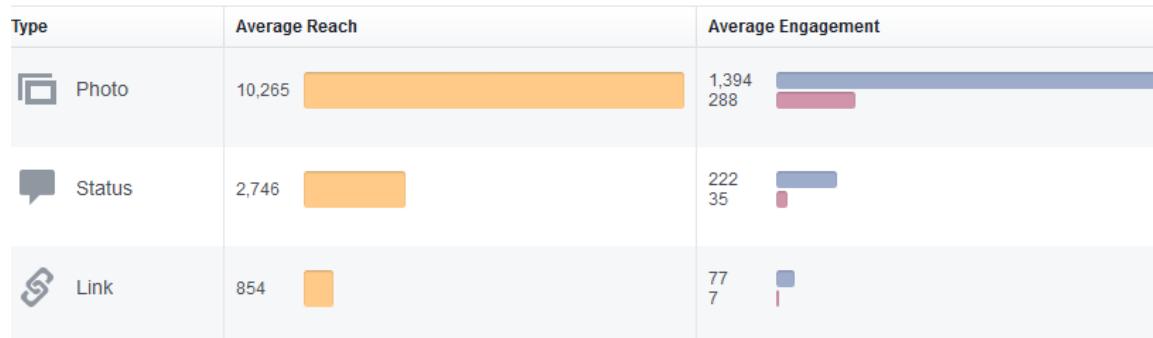
The St. Johns County Government Facebook page currently has 7,746 likes and 8,138 follows with the majority being women (76%) living in St. Augustine and speaking English. The top age demographic is 35-44, second being 45-54.



The most active days for the page is Sunday through Tuesday, with Wednesday being the least active day – based on the past week. The peak time people are online and seeing your posts is at night, however anytime between 8 a. m. and 9 p. m. is perfect for posting.



Posts with photos do best on the page, with an average reach almost 3 times as much as status posts and link posts.



## **During Hurricane Irma**

During Hurricane Irma, St. Johns County Government Facebook saw a 10- day increase of 2,096 likes with the largest increase happening on Monday at 392 likes. Below is the breakdown:

Tuesday, September 5 –	5620
Wednesday, September 6 –	6,063
Thursday, September 7 –	6,497
Friday, September 8 –	6,651
Saturday, September 9 –	6,752
Sunday, September 10 –	6,823
Monday, September 11 –	6,966
Tuesday, September 12 –	7,358
Wednesday, September 13 –	7,540
Thursday, September 14 –	7,634
Friday, September 15 –	7,716

**The top 5 Facebook posts during Hurricane Irma are as follows:**

Garbage, Recycling, and Yard Debris Collection Schedules

\*\*this has a paid boost behind it and I am unable to tell what engagement is from the boost and what engagement is organic\*\*

Reactions: 2,087	Post Clicks: 22,387
Comments: 763	ORGANIC Reach: 94,659
Shares: 1,845	PAID Reach: 43,911

St Johns County issues Mandatory Evacuation

Reactions: 671	Post Clicks: 14,748
Comments: 773	Post Reach: 61,703
Shares: 495	

Hurricane Irma Press Conference #1 Live Stream

Reactions: 314	Post Reach: 29,792	Video Views: 15,339
Comments: 243	Post Clicks: 5,212	
Shares: 155	Live Views: 164	

Hurricane Irma Press Conference #5 Live Stream

Reactions: 147	Post Clicks: 4,127	Video Views: 13,038
Comments: 102	Post Reach: 21,712	
Shares: 43	Live Views: 286	

Curfew Instituted Beginning Sunday

Reactions: 153	Post Clicks: 1,342
Comments: 19	Post Reach: 14,240
Shares: 132	

Posts that continued to do well were posts that had some kind of photo or graphic attached to them. Users also appreciated the response to questions that they had, whether they had already been answered previously or not. Many of the lower reach posts are on posts that were either just a status update (words only) or when there was a link attached.

## A Brief Look at Twitter

The St Johns County Government Twitter page saw an 8-day increase of 526 followers with the highest increase on Monday at 221 followers. Below is the breakdown:

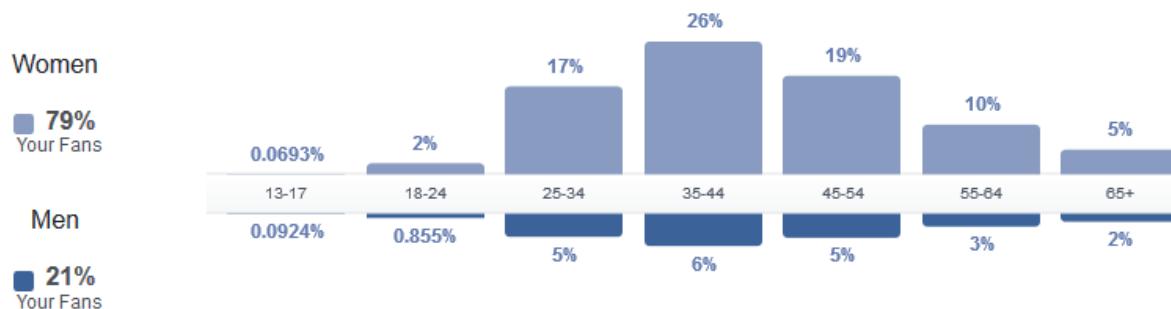
Friday, September 8 –	5,334
Saturday, September 9 –	5,396
Sunday, September 10 –	5,450
Monday, September 11 –	5,545
Tuesday, September 12 –	5,766
Wednesday, September 13 –	5,811
Thursday, September 14 –	5,856
Friday, September 15 –	5,860



# Emergency Operations Center Social Media

## Social Media Overview

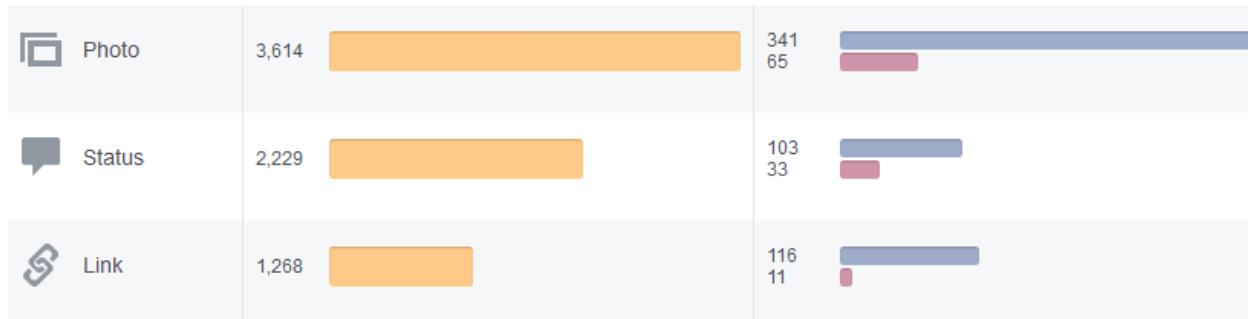
The Emergency Operations Center Facebook page currently has 4,340 likes and 4,984 follows with the majority being women (79%) living in St. Augustine and speaking English. The top age demographic is 35-44, second being 45-54.



The most active day for the page is Sunday, with Wednesday being the least active day – based on the past week. The peak time people are online and seeing your posts is at night, however anytime between 8 a. m. and 9 p. m. is perfect for posting.



Posts with photos do best on the page, although status updates are strong as well. Posts with just a link do not do well on the page.



## During Hurricane Irma

During Hurricane Irma, Emergency Operations Center Facebook saw a 10- day increase of 3,177 likes with the largest increase happening on Thursday at 451 likes. Below is the breakdown:

Tuesday, September 5 –	1,141
Wednesday, September 6 –	2,161
Thursday, September 7 –	2,797
Friday, September 8 –	3,248
Saturday, September 9 –	3,554
Sunday, September 10 –	3,817
Monday, September 11 –	4,084
Tuesday, September 12 –	4,239
Wednesday, September 13 –	4,288
Thursday, September 14 –	4,304
Friday, September 15 –	4,318

**The top 5 Facebook posts during Hurricane Irma are as follows:**

**Mandatory Evacuation Issued and Emergency Shelters Opened**

Reactions: 748	Post Clicks: 7,150
Comments: 566	Post Reach: 51,877
Shares: 570	

**Hurricane Irma Press Conference #1 Live Stream**

Reactions: 402	Post Clicks: 5,919	Video Views: 18,093
Comments: 249	Post Reach: 39,457	
Shares: 250	Live Views: 229	

**Hurricane Irma Press Conference #3 Live Stream**

Reactions: 96	Post Clicks: 2,006	Video Views: 7,412
Comments: 48	People Reached: 18,844	
Shares: 34	Live Views: 151	

**Hurricane Irma Press Conference #4 Live Stream**

Reactions: 275	Post Clicks: 1,973	Video Views: 7,439
Comments: 54	People Reached: 15,645	
Shares: 42	Live Views: 177	

**Hurricane Irma Press Conference #2 Live Stream**

Reactions: 149	Post Clicks: 2,411	Video Views: 7,779
Comments: 47	Post Reach: 15,284	
Shares: 54	Live Views: 184	

Posts on the EOC page did well through the storm, with a huge jump in followers. They had the largest Facebook increase of followers across all four agencies. Many of the posts not on the top five had reach in the thousand ranges so the engagement is there. In order to keep it going, I suggest continuing to post daily, possibly two to three times a day with information that is current with the time and helpful. Let's keep the momentum going in the right direction.

## A Brief Look at Twitter

The Emergency Operations Center Twitter page saw an 8-day increase of 536 followers with the highest increase on Monday at 123 followers. Below is the breakdown:

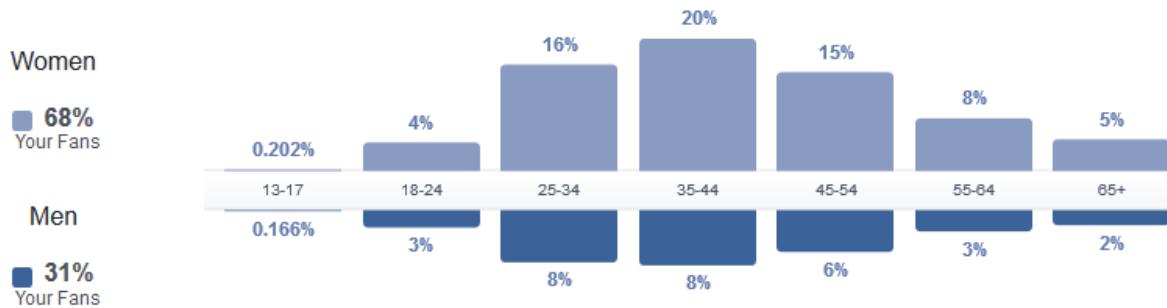
Friday, September 8 –	3,292
Saturday, September 9 –	3,406
Sunday, September 10 –	3,510
Monday, September 11 –	3,625
Tuesday, September 12 –	3,748
Wednesday, September 13 –	3,807
Thursday, September 14 –	3,822
Friday, September 15 –	3,828



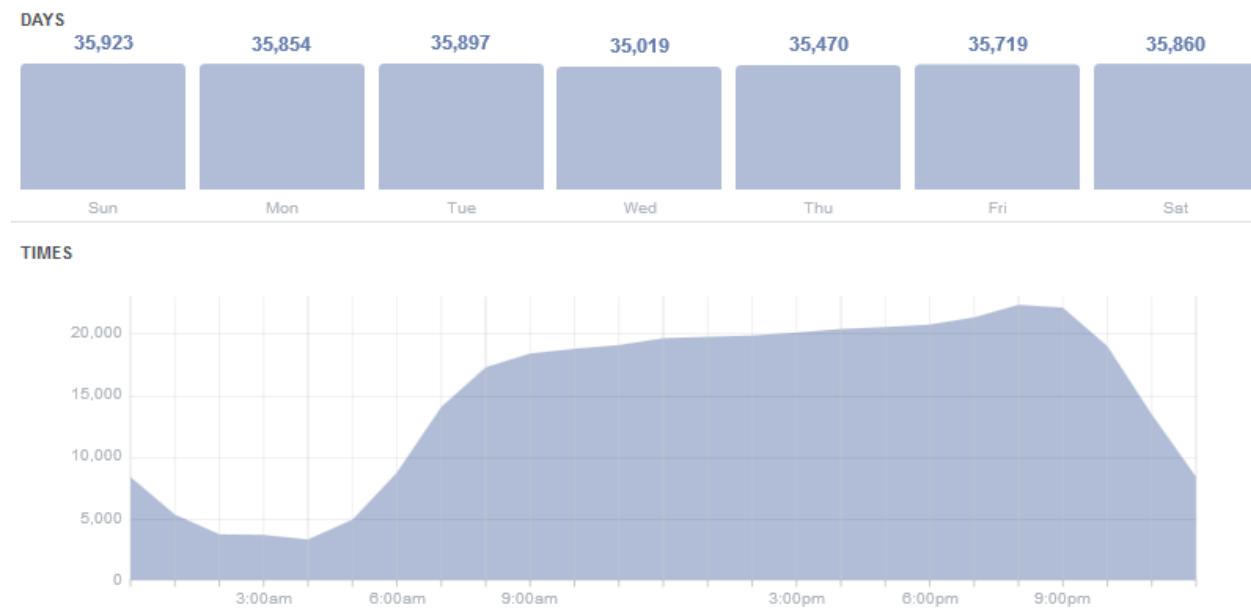
## St. Johns County Sheriff's Office Social Media

### Social Media Overview

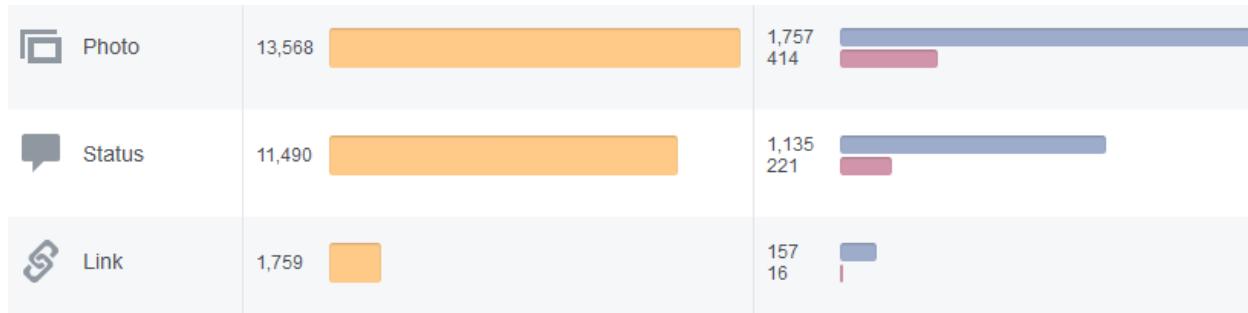
The St. Johns County Sheriff's Office Facebook page currently has 39,084 likes and 39,453 follows with the majority being women (68%) living in St. Augustine and speaking English. The top age demographic is 35-44, second being 25-34.



The most active day for the page is Sunday, with Wednesday being the least active day – based on the past week. The peak time people are online and seeing your posts is at night, however anytime between 8 a. m. and 9 p. m. is perfect for posting.



Posts with photos do best on the page, although status updates are strong as well. Posts with just a link do not do well on the page.



## During Hurricane Irma

During Hurricane Irma, St. Johns County Sheriff's Office Facebook saw a 10- day increase of 2,999 likes with the largest increase happening on Saturday at 1,475 likes. Below is the breakdown:

Tuesday, September 5 –	36,009
Wednesday, September 6 –	36,214
Thursday, September 7 –	36,387
Friday, September 8 –	36,515
Saturday, September 9 –	36,598
Sunday, September 10 –	38,073
Monday, September 11 –	38,073
Tuesday, September 12 –	38,892
Wednesday, September 13 –	38,949
Thursday, September 14 –	38,979
Friday, September 15 –	39,006

**The top 5 Facebook posts during Hurricane Irma are as follows:**

Photos of Downtown St. Augustine flooding

Reactions: 21,463	Post Clicks: 380,667
Comments: 6,130	Post Reach: 1,136,085
Shares: 8,561	

Sandbags are now available

Reactions: 1,418	Post Clicks: 10,914
Comments: 1,302	Post Reach: 124,631
Shares: 1,603	

Mandatory Evacuation Issued and Emergency Shelters Opened

Reactions: 888	Post Clicks: 9,671
Comments: 611	Post Reach: 71,596
Shares: 861	

Bridges will Open No Later Than 12 Noon Tuesday

Reactions: 386	Post Clicks: 5,472
Comments: 253	Post Reach: 57,653
Shares: 475	

Deputies and Firefighters are working on clearing the roads

Reactions: 657	Post Clicks: 8,589
Comments: 69	Post Reach: 56,117
Shares: 205	

## A Brief Look at Twitter

The St. Johns County Sheriff's Office Twitter page saw an 8-day increase of 426 followers with the highest increase on Monday at 176 followers. Below is the breakdown:

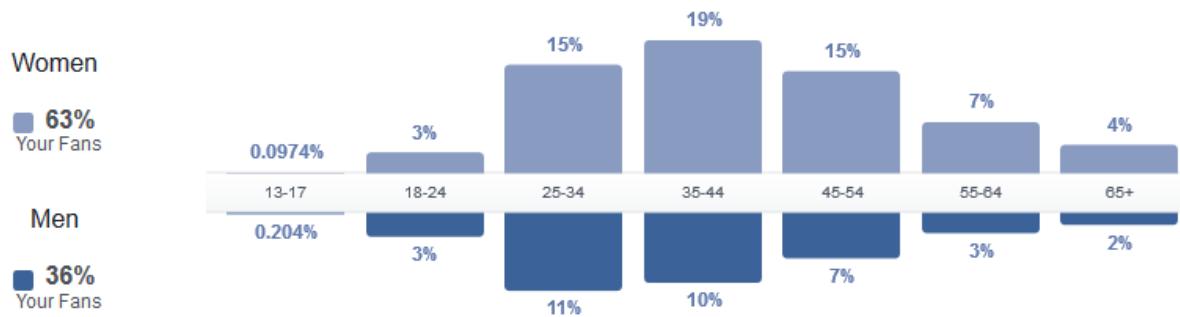
Friday, September 8 –	5,439
Saturday, September 9 –	5,464
Sunday, September 10 –	5,515
Monday, September 11 –	5,623
Tuesday, September 12 –	5,799
Wednesday, September 13 –	5,835
Thursday, September 14 –	5,857
Friday, September 15 –	5,865



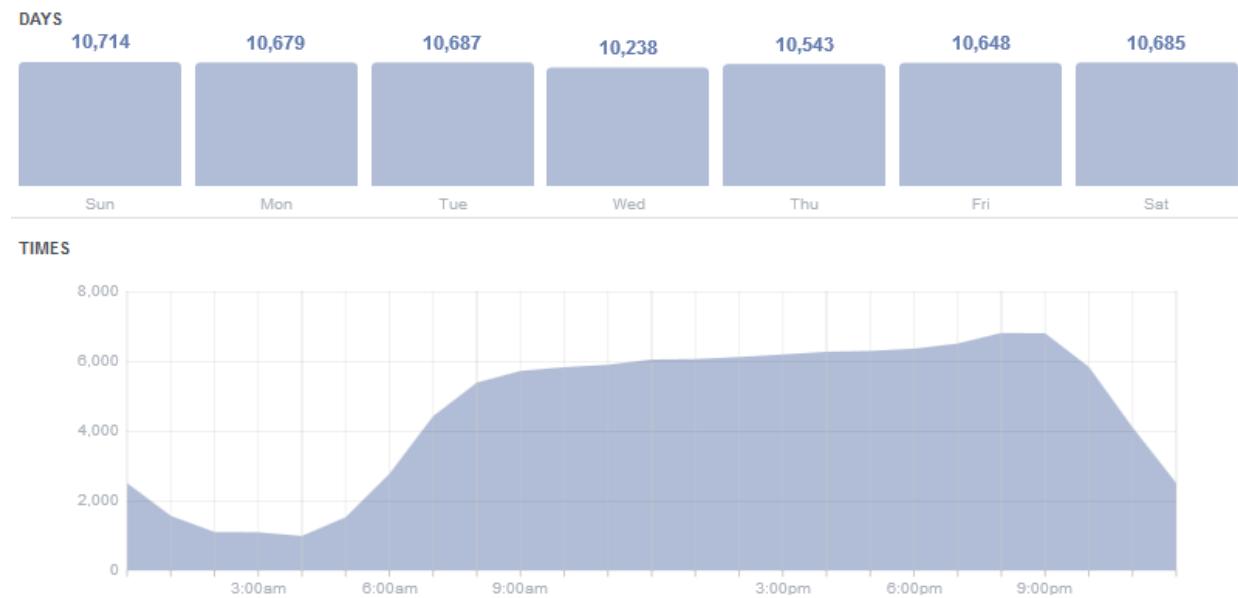
# St. Johns County Fire Rescue Social Media

## Social Media Overview

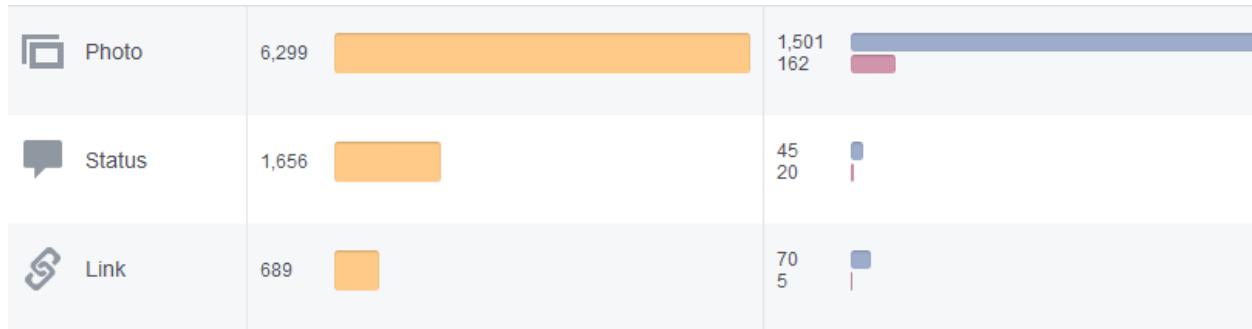
The St. Johns County Fire Rescue Facebook page currently has 11,309 likes and 11,465 follows with the majority being women (63%) living in St. Augustine and speaking English. The top age demographic is 35-44, second being 25-34 and 45-54 as they are both at 15%.



The most active day for the page is Sunday, with Wednesday being the least active day – based on the past week. The peak time people are online and seeing your posts is at night, however anytime between 8 a. m. and 9 p. m. is perfect for posting.



Posts with photos do best on the page, beating both status updates and link updates by almost 5 times over.



## During Hurricane Irma

During Hurricane Irma, St Johns County Fire Rescue Facebook saw a 10- day increase of 1,516 likes with the largest increase happening on Sunday at 1,475 likes. Below is the breakdown:

Tuesday, September 5 –	9,763
Wednesday, September 6 –	9,813
Thursday, September 7 –	9,846
Friday, September 8 –	9,888
Saturday, September 9 –	9,936
Sunday, September 10 –	10,121
Monday, September 11 –	10,935
Tuesday, September 12 –	11,161
Wednesday, September 13 –	11,229
Thursday, September 14 –	11,262
Friday, September 15 –	11,279

**The top 5 Facebook posts during Hurricane Irma are as follows:**

Photos: SJCFR Urban Search and Rescue (First Photos of house on beach)

Reactions: 10,107      Post Clicks: 253,550  
Comments: 1,946      Post Reach: 587,060  
Shares: 3,980

Photos: SJCFR Rapid Damage Assessments in Hastings

Reactions: 780      Post Clicks: 18,540  
Comments: 96      Post Reach: 42,846  
Shares: 353

More Photos of Hastings/Flagler Estates Flooding

Reactions: 536      Post Clicks: 11,402  
Comments: 97      Post Reach: 33,917  
Shares: 215

Photos: Downtown St. Augustine Flooding

Reactions: 472      Post Clicks: 8,683  
Comments: 127      Post Reach: 32,148  
Shares: 248

SJCFR on Scene of a Possible Tornado

Reactions: 151      Post Clicks: 2,487  
Comments: 75      Post Reach: 16,832  
Shares: 93

SJCFR is really good about getting photos from their teams in the field for their social media, and it shows. Their top four posts are related to photos of damage, flooding, and trees down all over the county that Facebook users were asking questions about repeatedly. That kind of cooperation between their PIO's and their teams in the field is what gave them success with these posts.

## A Brief Look at Twitter

The St. Johns County Fire Rescue Twitter page saw an 8-day increase of 775 followers with the highest increase on Friday at 600 followers. Below is the breakdown:

Friday, September 8 –	1,796
Saturday, September 9 –	2,386
Sunday, September 10 –	2,409
Monday, September 11 –	2,480
Tuesday, September 12 –	2,555
Wednesday, September 13 –	2,563
Thursday, September 14 –	2,570
Friday, September 15 –	2,571

A post log of all posts made to Facebook during the 10 day messaging period is available upon request; however there will be a 5 day waiting period to collect the data. It would be sent to the requester via email in an excel spreadsheet.

If there are further questions, or a request for more information, please feel free to contact me.

Thank you,

Jamie L. Johnson  
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