

Social Media Gazetteer

PUNE MUNICIPAL CORPORATION

For period of 17th February-23rd February 2017



Promoting PMC Elections 2017.

- There were regular tweets on Tweeter and posts on Facebook & Google Plus account to create awareness about upcoming PMC elections. Various types of media, including video, informative posts were shared to encourage citizen participation in elections. True Voter App and Citizen On Patrol (COP) app were promoted.
- Live coverage of voting day and election results day on Facebook, Twitter and Google+ channels
- Different citizen centric informative pages of Election Department page of official PMC website were shared to create citizen awareness.

Promoting Open Data Portal

- Promoting datasets of different departments to citizens.

Promoting PMC Mobile App “PuneConnect”

- Voter Search feature integrated within the app was promoted to encourage more downloads and usage of the app.

Feedback & Management Cell (FMC) Updates

- In this period, the FMC has received about **304** grievances through all channels.
- Out of these, **143 grievances** were resolved.

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Channel wise Grievances Logged

04

Facebook

21

Twitter

77

Complaint Portal

77

PuneConnect App

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SMS

45

WhatsApp

13

Email

67

Call Center

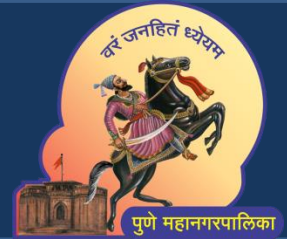
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Google+

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Social Media Showcase: Citizen Feedback on Twitter

Alok S. Redkar
@asredkar

Follow

@PMCPune thank you for such active participation in encouraging citizens to vote..

11:54 PM - 21 Feb 2017

Reply to @asredkar

Social Media Showcase: Citizen Feedback on Facebook

Pratibha Bharadwaj commented on your photo.

PMCPune
Published by Pmc Pune (?) · 3 mins ·

Go out and vote now!
#pune #pmc #PMCElection #pmce2017 #iVote4Pune #smartcity

पुणे महानगरपालिका सार्वत्रिक निवडणूक २०१७

Drop the remote go ahead and vote!

21st Feb 2017 is voting day
Don't forget to vote
#PMCE2017

Boost post

Like Comment Share

Chronological

Pratibha Bharadwaj It was very good experience , only 10 minutes to cast vote , thanks to whole team

Unlike · Reply · Message · 1 · Just now

Write a comment...

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PMC Social Media Analytics

Twitter	
Tweets	381
Engagement Rate	1.9%
Impressions	7,73,000
Likes	1200
New followers	66

YouTube	
Total Subscribers	241
New Subscribers	28
Watch Time	10,640 min

PMC Blog	
Total Subscribers	112
New Subscribers	11
Posts	25
New Posts	1

Facebook			
<u>Total</u>		Impressions	4,64,000
Likes	8445	Post Engagement	37244
<u>Daily Average</u>		Page Views	5868
New Likes	662	Post Reach	43,962
Total Reach	2,92,804	Engagement Rate	10.1%