

Social Media Gazetteer

PUNE MUNICIPAL CORPORATION

For period of 24th February- 2nd March 2017



Promoting PMC Mobile App “PuneConnect”

- Promotion of Emergency Message, Property tax payment features of the app across all social media channels of PMC.

Promoting RTS Services and Website.

- RTS services such as online application for birth certificate, Fire NOC and other were promoted along with the website.

Promoting PMC Blog posts

- Informative blog posts around Local Body Tax, Property Tax were promoted for citizen awareness.

Feedback & Management Cell (FMC) Updates

- In this period, the FMC has received about **435** grievances through all channels.
- Out of these, **220 grievances** were resolved.

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Channel wise Grievances Logged

02

Facebook

22

Twitter

110

Complaint Portal

119

PuneConnect App

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SMS

70

WhatsApp

13

Email

99

Call Center

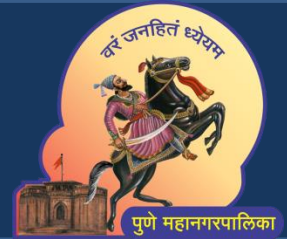
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Google+

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Social Media Showcase: Citizen Feedback on Twitter

3:31 PM - 28 Feb 2017

1 2 9

Reply to @PMCPune

Constance @constancio0787 · 17h
@PMCPune thanks for the English content. Maharati is great.it's easier for people like me in English. Proud #PuneKar #Indian #Mypune.

1 2

Social Media Showcase: Citizen Feedback on Facebook

Pratibha Bharadwaj commented on your photo.

PMC Pune
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

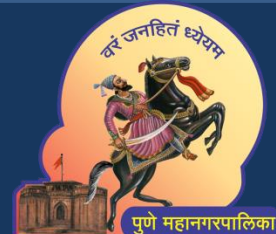
Unlike · Reply · Message · 1 · Just now

Write a comment...

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PMC Social Media Analytics

Twitter	
Tweets	85
Engagement Rate	1.7%
Impressions	97,500
Likes	331
New followers	58

YouTube	
Total Subscribers	247
New Subscribers	4
Watch Time	761 min

PMC Blog	
Total Subscribers	113
New Subscribers	1
Posts	25
New Posts	0

	Facebook		
<u>Total</u>		Impressions	74,971
Likes	8484	Post Engagement	2243
<u>Daily Average</u>		Page Views	253
New Likes	139	Post Reach	21,652
Total Reach	2,92,804	Engagement Rate	1.6%