

# ***Social Media Gazetteer***

**PUNE MUNICIPAL CORPORATION**

*For period of 10<sup>th</sup> March- 16<sup>th</sup> 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 **419** grievances through all channels.
- Out of these, **251 grievances** were resolved.

## ***Promoting various PMC Dept. Website pages***

- Promotion of Health, Garden, Social Development department pages of official website.

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## Channel wise Grievances Logged

01	Facebook	17	Twitter	157	Complaint Portal
140	PuneConnect App	02	SMS	62	WhatsApp
20	Email	20	Call Center	00	Google+

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## Social Media Showcase: Citizen Feedback on Twitter

**rushik**  
@rushik9

Follow

@PMCPune Happy to inform complain no. T1271 is resolved to expectation. Thank you for the work done it will save some small accidents.



LIKE

1



2:04 PM - 14 Mar 2017



## Social Media Showcase: Citizen Feedback on Facebook



**PMC Pune**

Published by Buffer [?] - 10 March at 13:30 · 🌐

#pune #pmc #health #services



### Shahari Garib Yojana



#### Dialysis Treatment in Kamala Nehru Hospital

Low charges applicable for a Dialysis Treatment

Dialysis Treatment	Rs. 400/-	50% Discount on this
Consumable for 6 times use	RS 950/-	Dialyser and BTS
Consumables required for every dialysis	Rs.450/-	

2,627 people reached

Boost post

👍 Like    💬 Comment    ➦ Share

👤 Santosh Katewal, Pankaj Nikalje and 2 others

Chronological

2 shares

1 comment



**Gurudatta Wagh** उत्तम

Like · Reply · Message · 10 March at 18:50

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## PMC Social Media Analytics

Twitter	
Tweets	<b>100</b>
Engagement Rate	<b>2.2%</b>
Impressions	<b>59,900</b>
Likes	<b>304</b>
New followers	<b>53</b>

YouTube	
Total Subscribers	<b>252</b>
New Subscribers	<b>1</b>
Watch Time	<b>494 min</b>

PMC Blog	
Total Subscribers	<b>120</b>
New Subscribers	<b>6</b>
Posts	<b>26</b>
New Posts	<b>0</b>

Facebook			
<b><u>Total</u></b>		Impressions	<b>90,052</b>
Likes	<b>8484</b>	Post Engagement	<b>2343</b>
<b><u>Daily Average</u></b>		Page Views	<b>165</b>
New Likes	<b>48</b>	Post Reach	<b>25,195</b>
Total Reach	<b>1,17,530</b>	Engagement Rate	<b>1.61%</b>