

Social Media Gazetteer

PUNE MUNICIPAL CORPORATION

For period of 17th March - 23rd 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 New Property Tax Facilities.

- Promotion of Unified Payment Interface (UPI) service that is now available for citizens to pay property tax.

Promoting PMC RTS website and complaint website

- Promoting RTS website via informative posts along with replying to citizen to help them register their grievances with PMC.

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 SWM Dept. initiatives

- Promotion of cleanliness activities undertaken by solid waste management department.

Promoting PMC Job Fair

- Promotion of job fair organized by PMC for job seekers.

Feedback Monitoring Cell (FMC) received a total of **651** complaints out of which **422** were resolved.

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Channel wise Grievances Logged

| | | | | | |
|-----|-----------------|-----|-------------|-----|------------------|
| 03 | Facebook | 34 | Twitter | 152 | Complaint Portal |
| 179 | PuneConnect App | 00 | SMS | 81 | WhatsApp |
| 21 | Email | 104 | Call Center | 00 | Google+ |

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Social Media Showcase: Citizen Feedback on Twitter

Sohil Salvi @SalviSohil Follow

Great initiative!

PMC Care @PMCPune
PMC to offer free training for MPSC/UPSC. To know more visit: goo.gl/Tss2GK
#pune #pmc #MPSC #education #Training #SmartCity

RETWEET 1

12:00 PM - 17 Mar 2017

Social Media Showcase: Citizen Feedback on Facebook

Gurudatta Wagh commented on a link you shared.

PMC Pune
Published by Rahul Tathawade [?] · 21 March at 13:14 · 🌐

PMC's initiative to save environment from menace of plastic.
#pune #pmc #smartcity #plastic #recycling

Aundh Pet Bottle Recycling Plant by Pune Municipal Corporation
As we move towards making Pune garbage free city, PMC has started a pet bottle recycling plant in Aundh.
YOUTUBE.COM

471 people reached Boost post

Like Comment Share

Somdip Dutta, Amol Shinde and 6 others Chronological

Gurudatta Wagh छान
Like · Reply · Message · 22 March at 21:03

Write a comment...

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PMC Social Media Analytics

| Twitter | |
|-----------------|---------------|
| Tweets | 115 |
| Engagement Rate | 2.1% |
| Impressions | 65,600 |
| Likes | 316 |
| New followers | 39 |

| YouTube | |
|-------------------|----------------|
| Total Subscribers | 254 |
| New Subscribers | 2 |
| Watch Time | 658 min |

| PMC Blog | |
|-------------------|------------|
| Total Subscribers | 120 |
| New Subscribers | 0 |
| Posts | 26 |
| New Posts | 0 |

| Facebook | | | |
|-----------------------------|---------------|-----------------|-----------------|
| <u>Total</u> | | Impressions | 1,44,850 |
| Likes | 8,870 | Post Engagement | 2343 |
| <u>Daily Average</u> | | Page Views | 240 |
| New Likes | 30 | Post Reach | 19,351 |
| Total Reach | 81,506 | Engagement Rate | 1.61% |