

Social Media Gazetteer

PUNE MUNICIPAL CORPORATION

For period of 24th March-30th 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 Various property tax payment mode.

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.

Promoting SWM Dept. initiatives

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

Promoting Health and Water Related Citizen centric information:

- Promotion of summer tips and water conservation tips.

Promoting Pune Budget 2017-18

- Promoting website page link of PMC budget for 2017-18 along with images

Feedback & Management Cell (FMC) Updates

Feedback Monitoring Cell (FMC) received a total of **593** complaints out of which **454** were resolved.

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Channel wise Grievances Logged

01	Facebook	37	Twitter	147	Complaint Portal
192	PuneConnect App	00	SMS	99	WhatsApp
27	Email	90	Call Center	00	Google+

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Social Media Showcase: Citizen Feedback on Twitter

Prayag
@prayagb

Follow

@PMCPune want to acknowledge the good work you are doing via the app...always responsive, no wonder you got reelected.

3:44 AM - 24 Mar 2017

Social Media Showcase: Citizen Feedback on Facebook

Siraj Dokadia
View Profile

Actions

In past 2.5 months water came only one day that was 1 mar, after that I'm chasing Ganesh (valve man) and he is giving fake promises that water will come today or tomorrow but water doesn't come.

I need schedule of water timings.

135/34, Pune Nagar Rd, Shree Park, Pune International Airport Area, Kharadi, Pune, Maharashtra 411014, India

THURS 13:23

Thanks for sharing your concern .We have taken cognizance of the of this issue .Your token number is F73 .Please track the same at <http://complaint.punecorporation.org/>

Sent by Rahul Tathawade [?]

THURS 16:50

This is resolved

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PMC Social Media Analytics

Twitter	
Tweets	101
Engagement Rate	2.2%
Impressions	59,300
Likes	278
New followers	76

YouTube	
Total Subscribers	256
New Subscribers	2
Watch Time	468 min

PMC Blog	
Total Subscribers	120
New Subscribers	0
Posts	27
New Posts	1

Facebook			
<u>Total</u>		Impressions	1,09,518
Likes	8,913	Post Engagement	2343
<u>Daily Average</u>		Page Views	190
New Likes	43	Post Reach	19,584
Total Reach	19,868	Engagement Rate	3.71%