

# Social Media Gazetteer

PUNE MUNICIPAL CORPORATION

For period of 31<sup>st</sup> March – 6<sup>th</sup> April 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 TRAFI App.**

- Promotion of TRAFI app which, in collaboration with PMPML, created a real time app for tracking buses .

## **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.

## **Coverage of PMC Employee Felicitation Program**

- The monthly PMC employee felicitation program was covered across different social media channels of the PMC.

## **Promoting SWM Dept. initiatives**

- Promotion of cleanliness activities undertaken by solid waste management department including swachhata abhiyan drive across Pune city.
- Raids by PMC plastic squad in various places across Pune was also highlighted to create an awareness about not using plastic.

## **Feedback & Management Cell (FMC) Updates**

Feedback Monitoring Cell (FMC) received a total of **603** complaints out of which **365** were resolved.

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## Channel wise Grievances Logged

02	Facebook	26	Twitter	159	Complaint Portal
175	PuneConnect App	00	SMS	130	WhatsApp
44	Email	67	Call Center	00	Google+

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## Social Media Showcase: Citizen Feedback on Twitter

**Amit Golwalkar** @amit\_gpn · Apr 3  
@PMCPune pls chk narayan peth omkarshwar rd some thing is badly rotten in kachrakundi @KunalKumarPMC

**PMC Care** @PMCPune · Apr 4  
Your grievance No. T1373 is logged on our system.  
You can also track the status on: [complaint.punecorporation.org](http://complaint.punecorporation.org)

**Amit Golwalkar** @amit\_gpn  
Following

Replying to @PMCPune @KunalKumarPMC

### Tks grievance solved

RETWEET	LIKES
1	2

9:04 PM · 4 Apr 2017

## Social Media Showcase: Citizen Feedback on Facebook

Vaibhav Kadlakh, शिवभक्त तुषार सोनावणे देशमुख and 57 others · Chronological

**Vaibhav Kadlakh** Thanks a lot  
Like · Reply · 1 · 2 April at 22:46  
2 Replies

**Sunil Ghorpade** Sir, Congratulations  
Like · Reply · 2 · 2 April at 23:33

**Deepak Phanse** Sir congratulations  
Like · Reply · 2 · 3 April at 00:34

**Pradeep Tapase** Sir parti to banta hai centrepark  
Like · Reply · 2 · 3 April at 14:44

**Gajanan Kadak** Abhinandan to all.  
Like · Reply · 2 · 3 April at 15:11

**Rupali Bhansali** Hearty CONGRATULATIONS... 😊  
Like · Reply · 2 · 3 April at 16:10

**Vaibhav Kadlakh** Thanks a lot to All Dears  
Like · Reply · 1 · 3 April at 21:04

**Jayendra Ghodke** अभिनंदन  
Like · Reply · 2 · 4 April at 20:42  
1 Reply

Write a comment...

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## PMC Social Media Analytics

Twitter	
Tweets	104
Engagement Rate	2.2%
Impressions	53,900
Likes	268
New followers	51

YouTube	
Total Subscribers	256
New Subscribers	0
Watch Time	535 min

PMC Blog	
Total Subscribers	127
New Subscribers	5
Posts	26
New Posts	0

Facebook			
<b><u>Total</u></b>		Impressions	1,31,994
Likes	8,948	Post Engagement	726
<b><u>Daily Average</u></b>		Page Views	147
New Likes	35	Post Reach	17,611
Total Reach	17,878	Engagement Rate	1.48%