

# OVERVIEW

City of Yakima Communications in 2019

Annual report: City of Yakima Community Relations Office

Vol. 01

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Y-PAC  
by the  
numbers  
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"Snowmageddon"  
tops the charts

Page 5





## SUMMARY

### Y-PAC in 2019 by the numbers

#### Programming

334

programs produced by Y-PAC in 2019. Total includes City Council meetings, City commission meetings, CityCast, Yakima On-Target, Video Voters Pamphlet, news conferences, Yakima Minute and Yakima Tourism Today.

#### City Council

314

references to the Yakima City Council in 2019 through City social media posts, Y-PAC programs, newsletters, news releases.

#### Site improvements

4

projects in 2019 involving Y-PAC's physical office space. They included a new green wall, studio expansion, new virtual set designs and outside landscaping.





## Social Media - 2019 OVERVIEW

# City of Yakima social media

Combined totals for City Facebook, Twitter, Instagram accounts

37,521

▲ 3%

Engagement

128,101

▲ 15%

Clicks

1,323

▲ 18%

Fans/Followers  
gained in 2019

1,968

▲ 11%

Posts

Social media "clicks" on City of Yakima website links rose from 21,478 in 2018 to 37,854 in 2019, a gain of 75 percent.

### HIGHLIGHTS

#### Instagram bounce-back

The number of new City of Yakima Instagram followers leveled off over the second half of 2018. In response, we took a more deliberate approach to our Instagram posts in 2019 and saw a gain of 221 followers.

Percentages compared to 2018 social media totals.



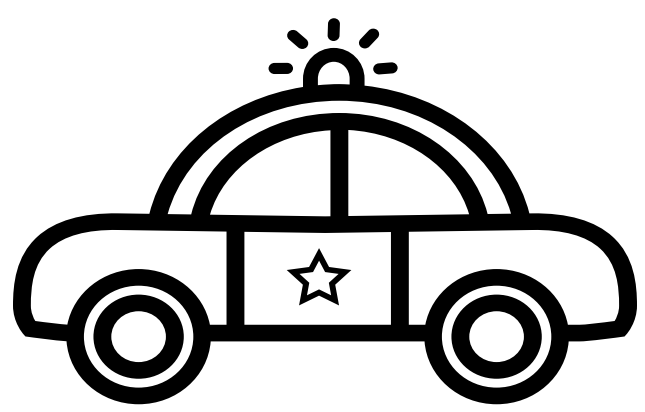


Outreach by subject matter - 2019 OVERVIEW

# Community Relations Office

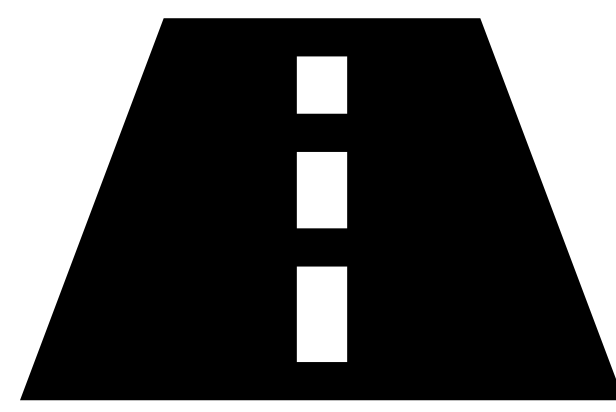
## \*outreach in 2019 included...

719



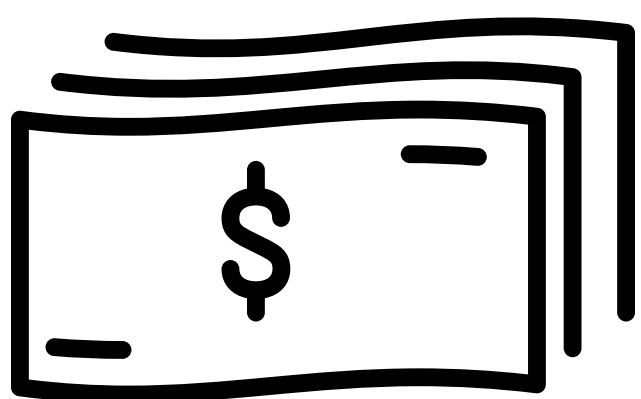
**Fire/Police  
Public Safety**

406



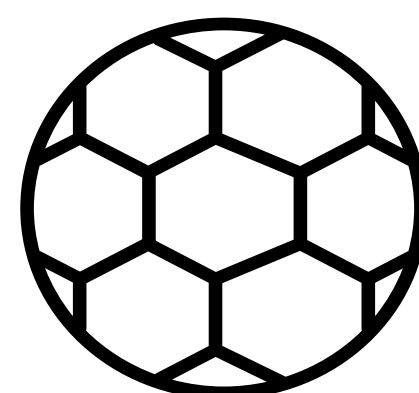
**Transportation  
and Roads**

333



**Economic  
Development**

389



**Parks & Rec  
Activities**

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\*Points of contact:  
videos, photos,  
social media,  
newsletter, Y-PAC  
coverage, bulletins,  
web content and  
news releases.

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### HIGHLIGHTS

#### **Police/Fire communications**

In 2019, the City's Community Relations Office began providing communications outreach for the Yakima Police Department and Yakima Fire Department.

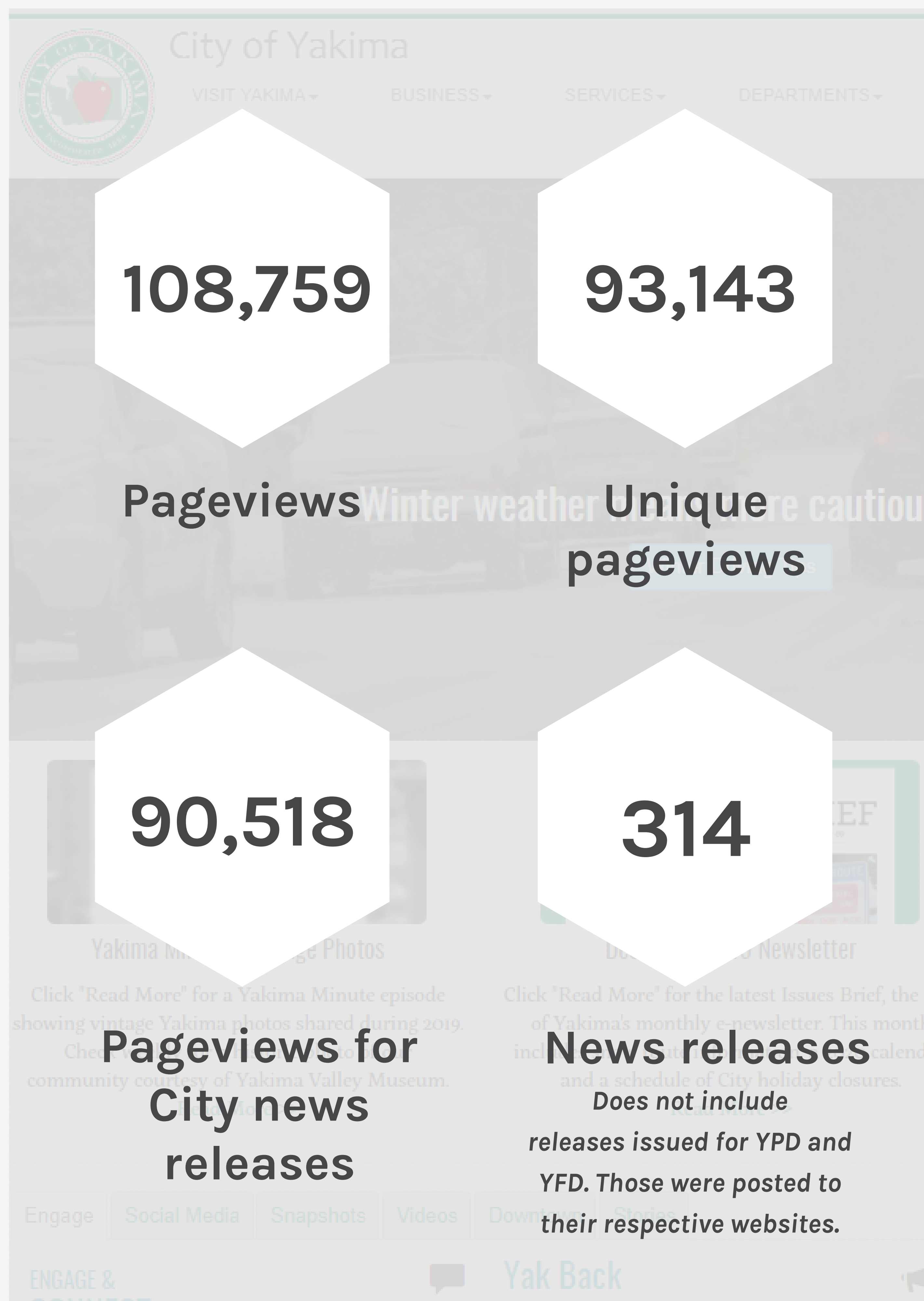




## Website content - 2019 OVERVIEW

# Community Relations Office

## \*web content by the numbers...



Data per Google Analytics

\*2019 totals for City website content created by the Community Relations Office.

### HIGHLIGHTS

#### "Snowmageddon" tops the charts

The Community Relations Office's top web content draw in 2019 was a news release about the winter storm in February. The news release - [/city-declares-state-of-emergency-due-to-severe-winter-weather/](#) - had 9,779 pageviews. That is an all-time record for Community Relations Office web content.





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city of Yakima Communications in 2019

## Questions about 2019?

## Suggestions for 2020?

Randy Beehler  
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