

Social Media Gazetteer

PUNE MUNICIPAL CORPORATION

For period of 10th February- 16th February 2017



Promoting PMC Elections 2017.

- There were regular tweets on Tweeter and posts on Facebook & Google Plus account to create awareness about upcoming PMC elections. Various types of media, including video, informative posts were shared to encourage citizen participation in elections.
- Video on voting using Electronic Voting Machine (EVM) promoting to create awareness on voting process of upcoming PMC elections 2017.
- True Voter App and Citizen On Patrol (COP) app were promoted.
- Different citizen centric informative pages of Election Department page of official PMC website were shared to create citizen awareness.

Promoting Open Data Portal

- Promoting datasets of different departments to citizens.
- Coverage of Open Data utilization by citizen case study.

Promoting PMC Mobile App “PuneConnect”

- There were regular tweets on Tweeter and posts on Facebook & Google Plus account promoting various new features of the app. World Council City Data (WCCD) Platinum Certificate achievement was also promoted.

Feedback & Management Cell (FMC) Updates

- In this period, the FMC has received about **446** grievances through all channels.
- Out of these, **130 grievances** were resolved.

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Channel wise Grievances Logged

01	Facebook	19	Twitter	126	Complaint Portal
84	PuneConnect App	01	SMS	78	WhatsApp
20	Email	117	Call Center	00	Google+

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Social Media Showcase: Citizen Feedback on Twitter

PMC Care @PMCPune · 3h
Pune Restaurant And Hotel Association (PRAHA) to promote PMC Elections 2017. Will give 1 free desert per person who votes in the elections.

6 replies · 6 retweets · 17 likes

Piyussh Kashyap @TheRSS_Piyussh
Follow

@PMCPune a very good initiative 🙌 feeling proud 🙌

5:41 PM - 15 Feb 2017

Reply to @TheRSS_Piyussh

Social Media Showcase: Citizen Feedback on Facebook

मॅचमधली एक धाव तुम्हाला मॅच जिंकवते...!

लोकशाही मधलं तुमचं एक मत

तुमचे मत, तुमची ताकद!

मतदान करायला विसरू नका !

मतदान : २९ फेब्रुवारी २०१७

अधिक माहितीसाठी आमच्या सोशल मिडिया माध्यमांशी कनेक्ट रहा.

@pmcpune f g+ /pmcfmc pmc.gov.in

2,480 people reached

Boost post

Like Comment Share

Kalpesh Seta, Tejaswini Yadav and 9 others

Chronological

2 shares 1 comment

Raju Paigude Yes
Like · Reply · Message · 14 February at 13:04

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PMC Social Media Analytics

Twitter	
Tweets	52
Engagement Rate	2.2%
Impressions	78,300
Likes	341
New followers	66

YouTube	
Total Subscribers	213
New Subscribers	6
Watch Time	1,847 min

PMC Blog	
Total Subscribers	101
New Subscribers	4
Posts	24
New Posts	2

Facebook			
<u>Total</u>		Impressions	48,924
Likes	7783	Post Engagement	5394
<u>Daily Average</u>		Page Views	251
New Likes	59	Post Reach	13,326
Total Reach	28,410	Engagement Rate	2.1%