

Social Media Gazetteer

PUNE MUNICIPAL CORPORATION

For period of 3rd February- 9th February 2017



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.

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.

Promoting Open Data Portal

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

Feedback & Management Cell (FMC) Updates

- In this period, the FMC has received about **427** grievances through all channels.
- Out of these, **200 grievances** were resolved.

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Channel wise Grievances Logged

02

Facebook

17

Twitter

98

Complaint Portal

113

PuneConnect App

00

SMS

58

WhatsApp

14

Email

125

Call Center

00

Google+

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Social Media Showcase: Citizen Feedback on Twitter

Constance
@constancio0787

Great going @PMCPune @PuneCityPolice

PMC Care @PMCPune
#pune #pmc #smartcity #services

9:44 PM - 3 Feb 2017 from Navi Mumbai, India

Reply to @constancio0787 @PuneCityPolice

Social Media Showcase: Citizen Feedback on Facebook

आपले नाव मतदार यादीत शोधण्यासाठी आजच डाउनलोड करा.

TRUE VOTER APP

डाउनलोड करण्यासाठी कोड स्कॅन करा

Website: pmc.gov.in

2,298 people reached

Like Comment Share

PMC Pune, Ganesh Bhalshankar, Vikram Chavan and 4 others

1 share 1 comment

सत्यशील चांदणे Please share link
Like · Reply · Message · 7 February at 12:54

PMC Pune Please visit this link to download the app:
<https://goo.gl/bbpg7n>

State Election Commission of Maharashtra
True voter

Like · Reply · Remove Preview · Commented on by Pmc Pune [?] · 7 February at 12:55

सत्यशील चांदणे Thanks
Like · Reply · Message · 7 February at 14:41

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PMC Social Media Analytics

Twitter	
Tweets	52
Engagement Rate	1.9%
Impressions	56,000
Likes	201
New followers	45

YouTube	
Total Subscribers	207
New Subscribers	9
Watch Time	956 min

PMC Blog	
Total Subscribers	97
New Subscribers	4
Posts	22
New Posts	2

Facebook			
<u>Total</u>		Impressions	48,924
Likes	7724	Post Engagement	2056
<u>Daily Average</u>		Page Views	220
New Likes	40	Post Reach	14,792
Total Reach	9367	Engagement Rate	1.1%