

# ***Social Media Gazetteer***

**PUNE MUNICIPAL CORPORATION**

*For period of 3<sup>rd</sup> March- 9<sup>th</sup> 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 RTS Services and Website.***

- RTS services such as online application for birth certificate, Fire NOC and other were promoted along with the website.

## ***Promoting PMC Blog posts***

- Informative blog posts around Local Body Tax, Property Tax were promoted for citizen awareness.

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

- In this period, the FMC has received about **538** grievances through all channels.
- Out of these, **332 grievances** were resolved.

## ***Promoting Initiatives by SWM Dept.***

- Promotion of Plastic Bottle Recycling plant.

## ***Promoting Women’s Day Initiative by PMC***

- Promoted Women respect rally by PMC which was undertaken by female PMC employees.

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## Channel wise Grievances Logged

01	Facebook	28	Twitter	164	Complaint Portal
190	PuneConnect App	03	SMS	60	WhatsApp
15	Email	77	Call Center	00	Google+

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## Social Media Showcase: Citizen Feedback on Twitter



SoNu

@LUV\_IMRAINA

Follow

@PMCPune pune connect app is just amazing!! Its another step towards #SmartCity #SmartPune #Punekar #Pune #pmc

2:56 PM - 3 Mar 2017 from Haveli, India



Vivek Mapari

@vivekmaps

Follow

Congratulations @KunalKumarPMC 4 all efforts & great team work being done under your guidance #pune @hashPune @PuneCityPolice @TrendsPune

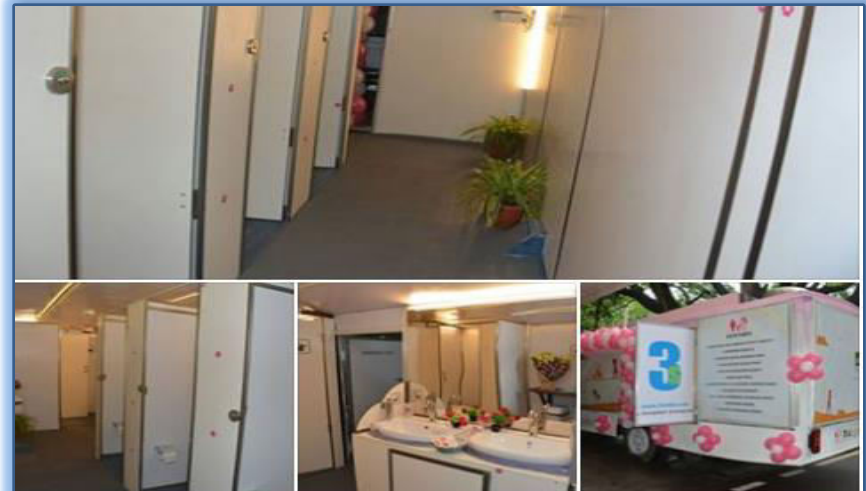
PMC Care @PMCPune

Pune wins Appreciation award for most progressive Smart City in India at Smart Grid Forum Awards 2017  
#pune #pmc #smartcity #awards

1:22 PM - 4 Mar 2017



## Social Media Showcase: Citizen Feedback on Facebook



🔥 **Get more likes, comments and shares**  
This post is performing better than 95% of other posts on your Page. Boost it to get more great results.

168 people reached

Boost post

👍 Like    💬 Comment    ➦ Share

👤 Mayur Kharat, Tejas Mane and 5 others

Chronological

**Mayur Kharat** खूप छान संकल्पना..  
Like · Reply · Message · 1 · 7 mins

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## PMC Social Media Analytics

Twitter	
Tweets	<b>50</b>
Engagement Rate	<b>1.7%</b>
Impressions	<b>69,700</b>
Likes	<b>305</b>
New followers	<b>36</b>

YouTube	
Total Subscribers	<b>252</b>
New Subscribers	<b>4</b>
Watch Time	<b>947 min</b>

PMC Blog	
Total Subscribers	<b>114</b>
New Subscribers	<b>1</b>
Posts	<b>26</b>
New Posts	<b>1</b>

Facebook			
<b><u>Total</u></b>		Impressions	<b>62,363</b>
Likes	<b>8484</b>	Post Engagement	<b>3101</b>
<b><u>Daily Average</u></b>		Page Views	<b>184</b>
New Likes	<b>310</b>	Post Reach	<b>26,189</b>
Total Reach	<b>1,17,530</b>	Engagement Rate	<b>1.94%</b>