

Social Media Gazetteer

PUNE MUNICIPAL CORPORATION

For period of 7th April-13th 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 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.

Promoting SWM Dept. initiatives

- Promotion of cleanliness activities undertaken by solid waste management department.

Promoting PMPML Initiatives and services

- Promotion of Pune Darshan Tour, various passes offered by PMPML.

Promoting Health Dept. Initiatives.

- Promotion of Health related initiatives for Pune Citizens on account of World Health Day.

Feedback & Management Cell (FMC) Updates

- In this period, the FMC has received about **597** grievances through all channels.
- Out of these, **290 grievances** were resolved.

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Channel wise Grievances Logged

06

Facebook

32

Twitter

190

Complaint Portal

164

PuneConnect App

00

SMS

110

WhatsApp

27

Email

68

Call Center

00

Google+

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Social Media Showcase: Citizen Feedback on Twitter

Akshar A Jamgaonkar @Akshaarr Follow

great initiative.

PMC Care @PMCPune
PMC recently conducted Swachata Abhiyan drive at Tilak road.
#pune #pmc #wastemanagement #SwachhBharat #smartcity

12:13 PM - 7 Apr 2017

ramesh pattnaik @rameshpattnaik Follow

grt ..

Shahar Garbh Yojana
Affordable dialysis treatment scheme by PMC
#pune #pmc #smartcity #healthcare #services

3:32 PM - 11 Apr 2017

Social Media Showcase: Citizen Feedback on Facebook

1,349 people reached Boost post

Like Comment Share

Pankaj Shere, तुकाराम शिंगडे and 33 others Chronological

Raj Harale Please give contact no for Lullanagar area
Like · Reply · Message · 12 April at 13:07
2 Replies

Raj Harale Bcos in Lullanagar area opp bharat petrol pump, shops are selling things in plastic bags
Like · Reply · Message · 12 April at 13:08

Raj Harale Banned Thin plastic bags
Like · Reply · Message · 12 April at 13:08

Er Anand Ganpat Ighe Great work Do it daily.
Like · Reply · Message · 1 · 12 April at 13:41
1 Reply

Siddhesh Bandabe ह्यापेक्षा प्लास्टिक पिशव्या तयार करणाऱ्या कंपन्यांवर कारवाई का करत नाही
Like · Reply · Message · 12 April at 15:08

Kunal Naidu keep it up PMC....because of you pune will be Plastic Free....waiting for your next Raids post....
Like · Reply · Message · 13 April at 15:43

Write a comment...

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PMC Social Media Analytics

Twitter	
Tweets	123
Engagement Rate	2.3%
Impressions	64,800
Likes	310
New followers	38

YouTube	
Total Subscribers	255
New Subscribers	1
Watch Time	471 min

PMC Blog	
Total Subscribers	120
New Subscribers	0
Posts	26
New Posts	0

Facebook			
<u>Total</u>		Impressions	1,44,850
Likes	8,975	Post Engagement	2239
<u>Daily Average</u>		Page Views	151
New Likes	24	Post Reach	19,825
Total Reach	20,441	Engagement Rate	1.61%