

Metro Vancouver's Social Media Presence in a Post-Truth World

I. Introduction

Metro Vancouver's participation in the regional facts infrastructure is an essential aspect of providing services and solutions for a livable region. Within the communications program, measuring the impact of social media efforts that support the goals of the Board's Strategic Plan is a significant challenge.

In partnership with the UBC Sustainability Scholars Program, External Relations conducted research to examine how well social media content is received by the public in the post-truth context.

II. Questions

- 1 How can Metro Vancouver's social media program be measured?
- 2 Do social media audiences trust Metro Vancouver's content?

III. Methodology

review literature*

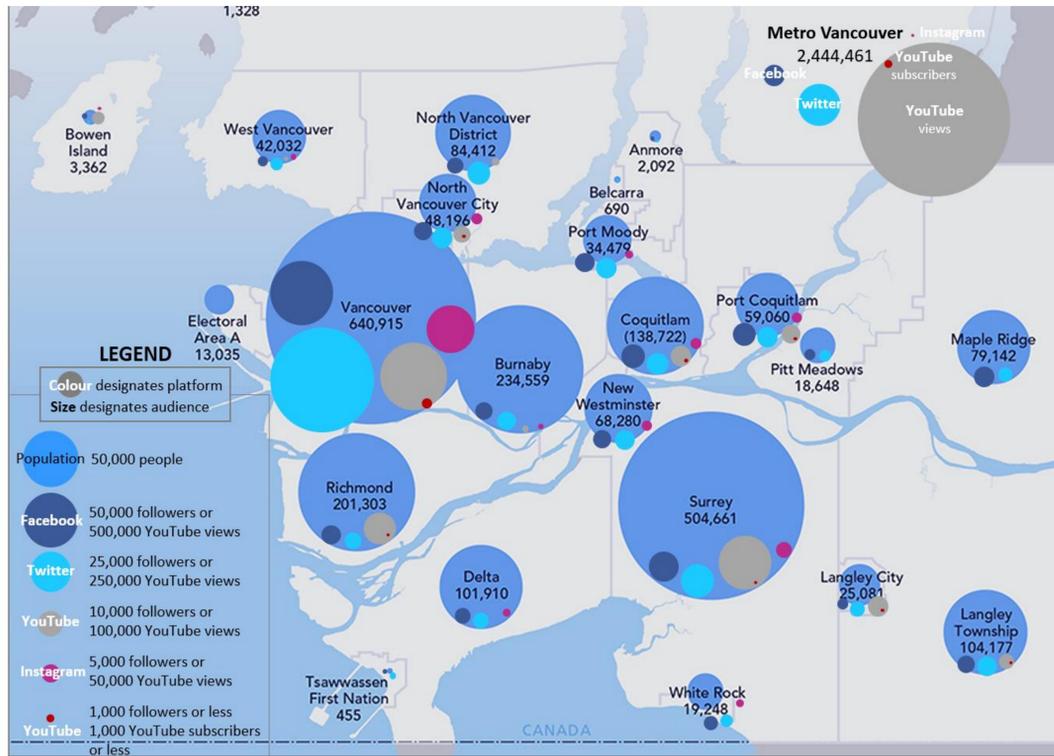
collect account data

develop visualization

identify platform metrics

analyze three campaigns

IV. Findings



Visualization

Tracking followers, subscribers, and views, this context map demonstrates that Metro Vancouver has one of the largest local government presences in the region.



The Unflushables

Message: Stop flushing materials that damage sewer systems. **Response:** High. Women demonstrate pro-social responses while calling out family members and friends as culprits.



Smart Drive Challenge

Message: Drive better to save fuel and money. **Response:** Low. Comments focus on pet peeves like transit, driving conditions, and parking rather than on campaign content.



We Love Water!

Message: Reduce water consumption. **Response:** High. Led by male trolls, 57% of comments are negative: 25% disagree with goals; 18% are sarcastic; 14% are hostile.

Campaign	Posts	Impressions	Shares	Likes	Clicks	Comments	Positive
Unflushables	53 paid	6.28 million	2.4k	3k	10k	236	82%
Smart Drive	22 paid	5 million	43	188	9.3k	72+	8%
We Love Water!	40 paid	<1 million	?	1.2k	16K	165+	27%

V. Discussion

Audiences

In terms of audiences, Metro Vancouver:

- has a significant regional presence;
- has much greater reach in paid campaigns over organic; and
- has higher engagement from organic followers and subscribers over paid.

Metrics

Social media engagement results:

- depend on metrics used to gauge users' capacities as consumers;
- are measured in numerous ways;
- offer conflicting results (e.g. many likes and numerous negative comments);
- indicate messages are well-received, but as more significant changes are suggested, resistance increases; and
- indicate more moderation of comments and more responses are needed.

VI. Recommendations

- 1 Define a common set of metrics and collect weekly;
- 2 Continue monitoring interactions and contributing comments but engage earlier/more frequently;
- 3 Focus on building community as well as reach; and
- 4 Continue to support the regional facts infrastructure through joint campaigns with Members.

UBC sustainability