



## MRA Communications Update

February 13, 2023

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### **Public outreach:** Since November 15, 2022

- Quieter in the winter months. We're starting to schedule summer outreach events in neighborhoods and at local events.
- MRA staff have attended 1 public workshop
  - Midtown Master Planning workshop. Around 175 community members attended, and MRA staff talked to around 35 of those people.
- Attended the City/County Incident Command training, and will be available to help with future emergency needs of MRA and the City.

### **Justice, Equity, Diversity and Inclusion (JEDI) work:**

- Working in the Outreach and Community Involvement subcommittee. Topics we've been working are land acknowledgements, a cultural calendar for the staff and the public, and creating a JEDI webpage on the City website.

### **Digital communication:**

- Website
  - Continuing to provide News Flash updates on the City website for re-caps of MRA Board Meetings and other MRA news. All people can sign up for the updates through [Notify Me](#) on the City website.
- Working with other departments to create media and outreach opportunities
- Photo library – Still a work in progress! Getting outside to take photos as the weather warms back up.
- Social media: In Past 90 days –
  - Continue to see engagement through Facebook and Instagram. Instagram is more engaged than Facebook, however, I've been trying to time postings when the public is more active, i.e. when they're finished with work for the day.

#### Highest reactions on a post ⓘ



Facebook post

The Wren Hotel and two commercial businesses are now open at the former Days Inn location on east Main...

Dec 19, 2022, 4:27 PM

This post received **1,500%** more reactions (16 reactions) than your median post (1 reaction) on Facebook.

#### Highest comments on a post ⓘ



Facebook post

What was Missoula like 100 years ago?! If you were lucky enough to stay at the Palace Hotel, it may have been a...

Jan 12, 2023, 6:00 PM

This post received 2 comments compared to your median post (0 comments) on Facebook.

## Communications Update

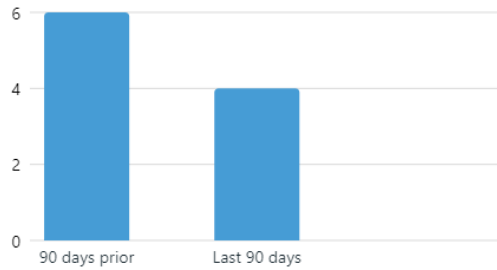
### Instagram Statistics

#### Engagement

Story replies and shares ⓘ

4 ↓ 33.3%

Total from last 90 days vs 90 days prior

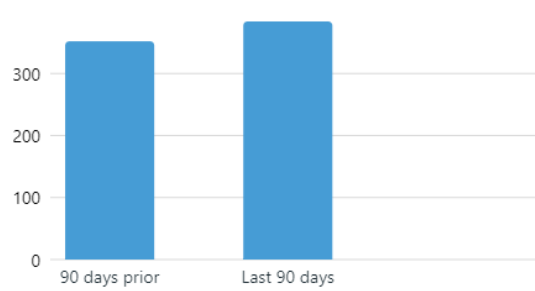


#### Reach

Post reach ⓘ

384 ↑ 9.1%

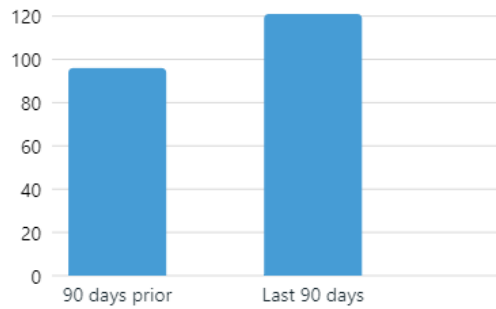
Total from last 90 days vs 90 days prior



#### Story reach ⓘ

121 ↑ 26%

Total from last 90 days vs 90 days prior

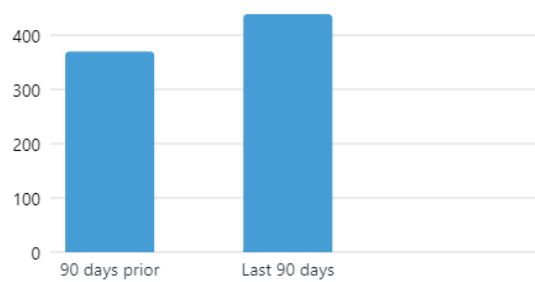


#### Engagement

Post likes, comments and shares ⓘ

439 ↑ 18.6%

Total from last 90 days vs 90 days prior



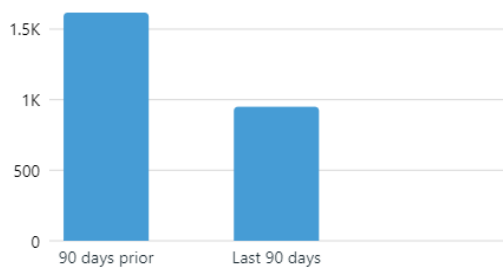
### Facebook Statistics

#### Reach

Post reach ⓘ

950 ↓ 41.2%

Total from last 90 days vs 90 days prior



#### Engagement

Post reactions, comments and shares ⓘ

197 ↓ 21.8%

Total from last 90 days vs 90 days prior

