

# 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\*

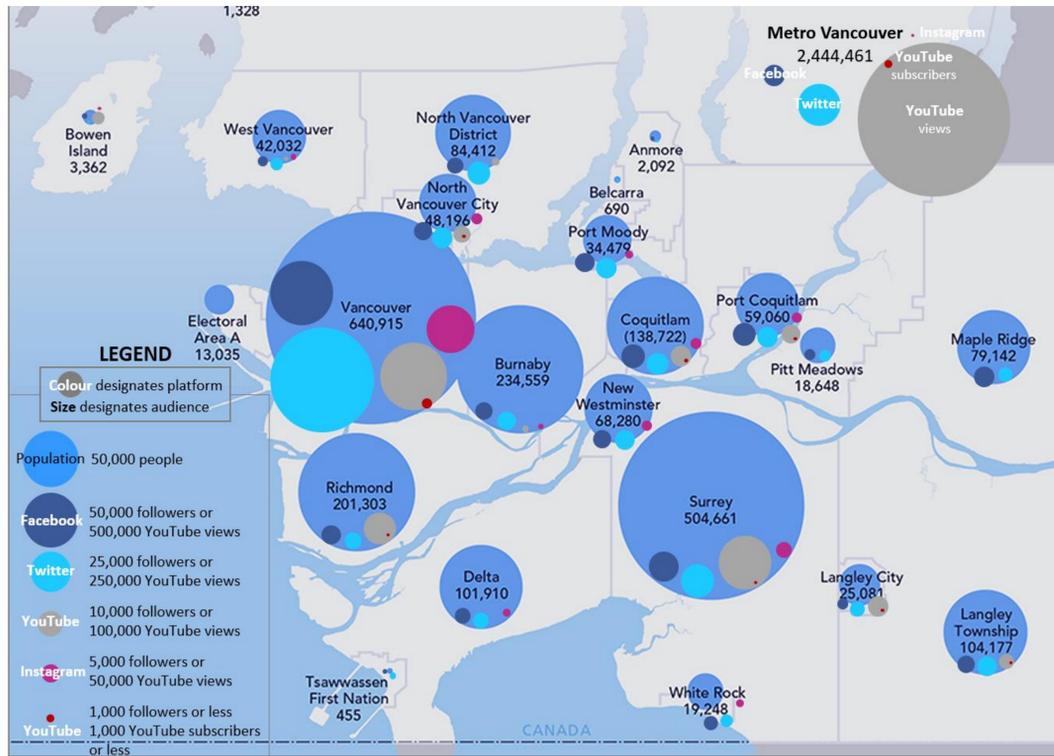
collect account data

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.

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