




# Media & Communications

Action Strategy Quarterly Update  
 June 24, 2025  
 Amy Clancy, Director of Media and Communications

1

## tacoma.gov

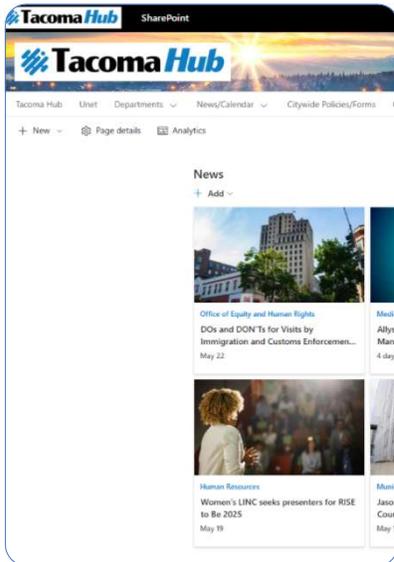
### Successfully Launched April 30<sup>th</sup> (website and domain)

From April 30 – June 4, 2025

- 350,000 Total Pageviews
- 126,000 New Users Visited Site
- 208,000 User Engagement (how many times people clicked on something, watched a video, filled out a form, etc.)




2

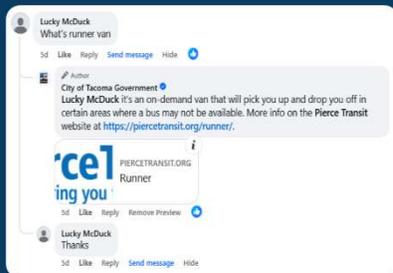


## Tacoma Hub Intranet (Sharepoint)

- 180,538 Pageviews
- 6,077 Unique Users
- Top Performing Page = Home Page  
156,684 views
- Top Performing Post = “Send In Your Pet Photos for National Pet Day!” from March with 536 pageviews
- 24 Published News Posts



3



## Social Media

- New Strategies to Drive and Increase Engagement
- Strategy is WORKING
- Continuing to answer questions in comments, and correct misinformation
- \* Partnering with Human Resources on COT's LinkedIn page
  - Not just for recruitment but business engagement



4

## Social Media – FB Q2

- Content Viewed 1,358,070 times
  - 19.4% increase over Q1
- 29,096 Followers
  - 2.27% increase over Q1 – 663 new followers
- 31,117 Reactions, Comments, Shares, Etc.
  - 56.7% increase over Q1
- 6,037 Link Clicks
  - 69.7% increase over Q1
- 240+ Posts
  - 50% increase over Q1



5

## Top 3 Facebook Posts Q2



6

# Great Job, Public Works!



7

# Social Media – IG Q2

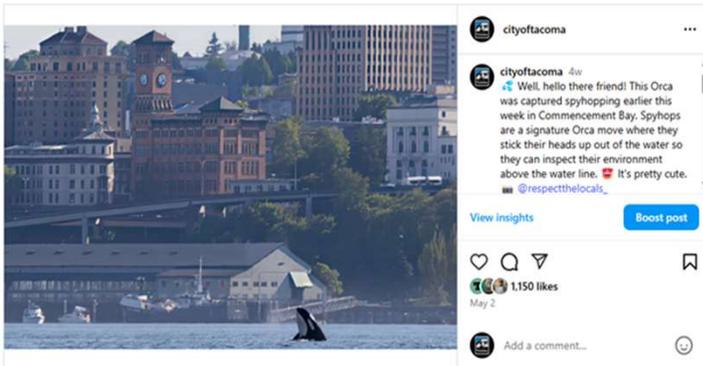


- Content Viewed 321,584 Times
  - 94% increase over Q1
- 14,948 Followers
  - 4% increase – 563 new
- 15,313 Likes, Comments, Shares, Saves, Etc.
  - 72% increase
- 220 Link Clicks
  - 124% increase
- 196 Posts
  - 30% increase



8

## Top 3 IG Posts Q2



- #1 Photo of the Week Orca Spyhopping
  - 1,150 Likes
- #2 National Transgender Day of Visibility Flag Over Tacoma Dome
  - 995 Likes
- #3 Photo of the Week Mt Rainier from Dune Peninsula Park
  - 831 Likes



9

## Other Social Media Trends Q2

- X Followers Down .5% (330/60.1K Followers)
- Increasing Content on YouTube (and soon YouTube Live...)
- 54,946 Content Views (54% Increase Over Q1)
- 5361 Subscribers (3.3% Increase, 169 New Followers)
- 126 Videos Uploaded
- Top 3 YouTube Videos Q2
  - Snoopy – CityLine Pet of the Week (1,839 Views)
  - TPD Dog Rescue/PETA Award (1,423 Views and counting...)
  - 2025 Daffodil Festival Grand Floral Parade on CityLine (1,011 Views)



10

## City of Tacoma PIO



The City of Tacoma remains committed to keeping the public informed. The City's proactive and strategic approach to media relations plays a crucial role in achieving this goal.

**Media Inquiries:**  
 3-month period March - May  
**2023 = 95**  
**2024 = 160**  
**2025 = 184**

Volume of Inquiries  
 March – May  
**Doubled from 2023-2025**

**What Is Media's Focus in 2025?**  
 City Governance & Operations  
 Infrastructure & Public Works  
 Community Engagement/Events  
 Planning & Development  
 Equity & Business Development



11

## TV Tacoma



**36 Hours**  
 Council Meetings  
 Study Sessions/COWs  
 TPU Board Meetings

**Tacoma Report**  
 Hilltop Public Art Project  
 Rainier's Play-by-Play  
 Rylee Pay  
 Daffodil Parade

**The 253**  
 Mari G – Poet & Producer  
 Browns Point  
 Lighthouse Park

**CityLine**  
 50+ Local Interviews  
 Crystal Judson Family Justice Ctr  
 2 Council Members – More to Come!  
 Beyond the Bin



12






# What's New?

Tacoma.gov Tweaks and Management  
**Good News!** in City Manager's Weekly Report  
 Expanded Social...

13



## What's Ahead In Quarter 3...

- BlueSky, NextDoor, YouTube Live
- Building LinkedIn with a "Life" section to help recruit talent and businesses
- Podcasts...
- Continuing Branding Consistency

14



15



16