

Facebook Likes and Twitter Followers Resilience & Community Services



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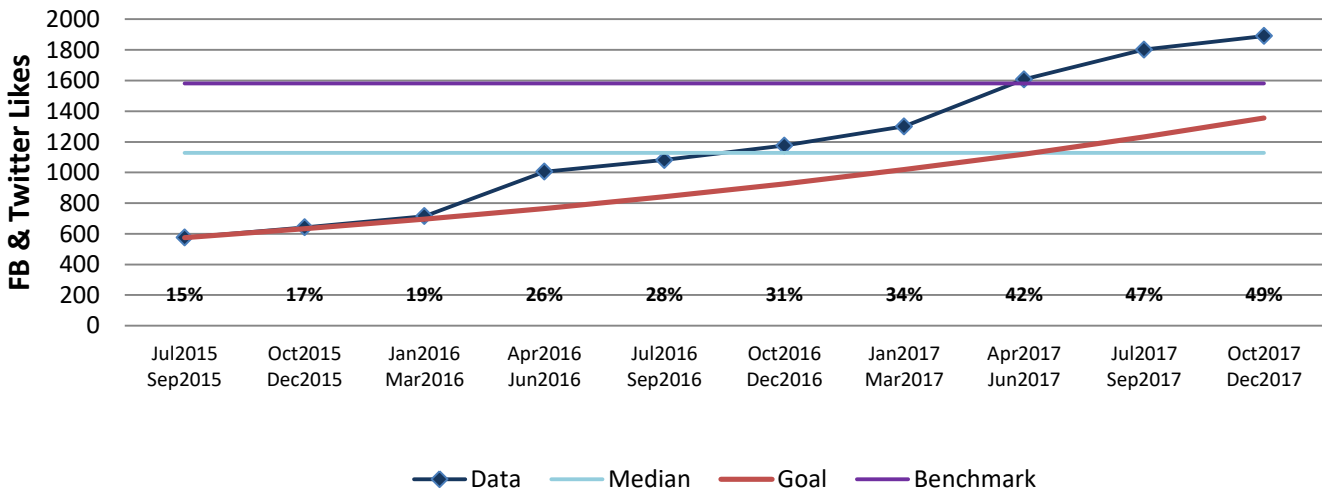
Process: Leverage Community Resources Goal

Baseline, Goal, & Benchmark	Source Summary	Continuous Improvement Summary
Baseline: 575 as of September 2015 Goal: 3822 total Facebook likes and Twitter followers by 2020, an increase of +10% per quarter Benchmark: 1581	Data Source: Facebook & Twitter admin tools Goal Source: Peer agency comparison Benchmark Source: Peer agency average	Plan-Do-Check-Act Step 2: Validate problem: baseline, benchmark, & goal Measurement Method: Facebook and Twitter admin tools Why Measure: Assess outreach capacity and public opinion Next Improvement Step: Determine and quantify root causes

How Are We Doing?

Jul2015-Dec2017 Goal	Jul2015-Dec2017 Actual		Oct2017-Dec2017 Goal	Oct2017-Dec2017 Actual	
136%	229%		1,356	1,891	
FB & Twitter Likes	FB & Twitter Likes		FB & Twitter Likes	FB & Twitter Likes	

Facebook Likes and Twitter Followers



Root cause analysis is not necessary because there is no gap between the goal and current performance.