

Facebook Likes and Twitter Followers Resilience & Community Services



KPI Owner: Debbie Belt

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

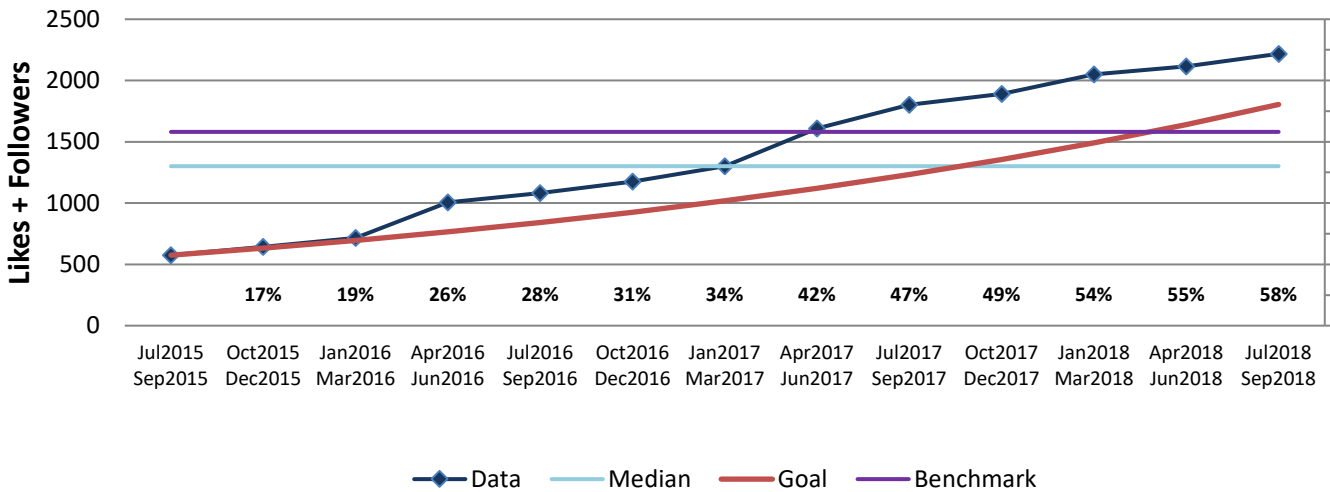
How Are We Doing?

% of 2020 Goal Completed: Goal	% of 2020 Goal Completed: Actual		Jul2018-Sep2018 Goal	Jul2018-Sep2018 Actual	
47.22%	58.03%		1,805	2,218	
Likes + Followers	Likes + Followers		Likes + Followers	Likes + Followers	

Facebook Likes and Twitter Followers



Good



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