

CITY OF CAMBRIDGE

DIGITAL MEDIA OVERVIEW

Q1 2025

SOCIAL MEDIA OVERVIEW

Q1 2025 versus Q1 2024

Performance Summary

View your key profile performance metrics accrued during the selected time period.



Impressions

5,036,761 ↗9.3%

Engagements

386,516 ↗45.5%

Post Link Clicks

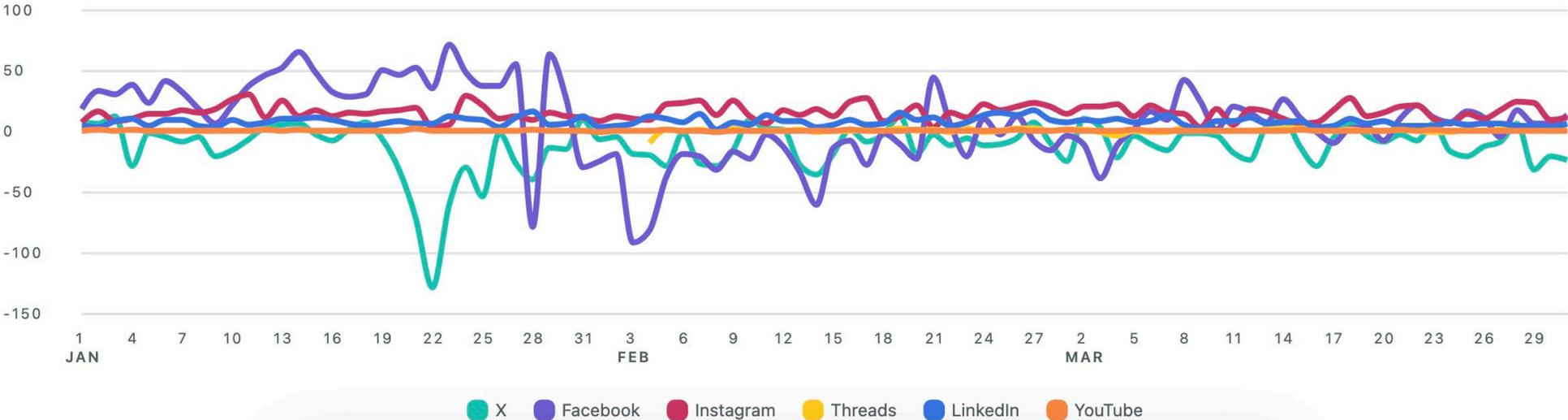
8,538 ↘25.1%

Engagement Rate (per Impression)

7.7% ↗33.1%

Audience Growth

See how your audience grew during the selected time period.



SOCIAL MEDIA OVERVIEW

Q1 2025 versus Q1 2024

Engagement Metrics	Totals	% Change
<u>Engagements</u>	386,516	↗ 45.5%
<u>X Engagements</u>	30,884	↘ 33.8%
<u>Facebook Engagements</u>	321,978	↗ 69.1%
<u>Instagram Engagements</u>	30,260	↗ 15.3%
<u>Threads Engagements</u>	86	—
<u>LinkedIn Engagements</u>	3,277	↗ 44.1%
<u>YouTube Engagements</u>	31	↘ 38%

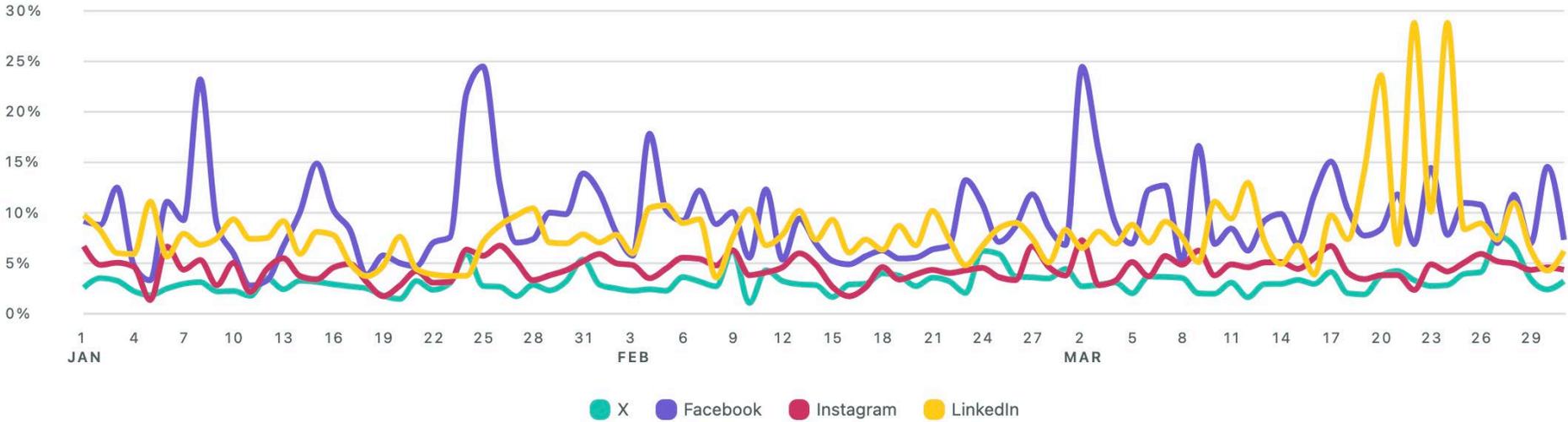
Audience Metrics	Totals	% Change
<u>Audience</u>	210,820	↗ 15.4%
<u>Net Audience Growth</u>	1,622	↘ 63.1%
<u>X Net Follower Growth</u>	-1,119	↘ 243.8%
<u>Facebook Net Follower Growth</u>	674	↘ 57.7%
<u>Instagram Net Follower Growth</u>	1,365	↗ 0.4%
<u>Threads Net Follower Growth</u>	13	—
<u>LinkedIn Net Follower Growth</u>	675	↗ 0.7%
<u>YouTube Net Subscriber Growth</u>	14	—

SOCIAL MEDIA OVERVIEW

Q1 2025 versus Q1 2024

Engagement Rate

See how engaged people are with your posts during the selected time period.



Engagement Rate Metrics	Rate	% Change
Engagement Rate (per Impression)	7.7%	↗ 33.1%
X Engagement Rate	3.2%	↘ 2%
Facebook Engagement Rate	9.6%	↗ 33.6%
Instagram Engagement Rate	4.4%	↘ 13.8%
LinkedIn Engagement Rate	7.9%	↗ 15.1%

SOCIAL MEDIA OVERVIEW

City of Cambridge Main Social Accounts - Q1 2025 versus Q1 2024

Performance Summary

View your key profile performance metrics accrued during the selected time period.



Impressions

1,073,776 ↗ 73%

Engagements

68,849 ↗ 199.7%

Post Link Clicks

6,090 ↗ 2.9%

Engagement Rate (per Impression)

6.4% ↗ 73.5%

Audience Metrics

Totals

% Change

Audience

50,464

↗ **35.4%**

Net Audience Growth

719

↘ **59.5%**

X Net Follower Growth

-347

↘ 232.4%

Facebook Net Follower Growth

94

↘ 40.5%

Instagram Net Follower Growth

283

↘ 58.7%

LinkedIn Net Follower Growth

675

↗ 0.7%

YouTube Net Subscriber Growth

14

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SOCIAL MEDIA OVERVIEW

City of Cambridge Main Social Accounts - Q1 2025 versus Q1 2024

Engagement Metrics	Totals	% Change
Engagements	68,849	↗ 199.7%
X Engagements	2,461	↘ 70.1%
Facebook Engagements	61,031	↗ 414.8%
Instagram Engagements	2,054	↗ 264.2%
LinkedIn Engagements	3,277	↗ 44.1%
YouTube Engagements	26	↘ 45.8%

Engagement Rate Metrics	Rate	% Change
Engagement Rate (per Impression)	6.4%	↗ 73.5%
X Engagement Rate	1.8%	↘ 26.9%
Facebook Engagement Rate	7.2%	↗ 48.4%
Instagram Engagement Rate	4.7%	↘ 41.9%
LinkedIn Engagement Rate	7.9%	↗ 15.1%

TWITTER / X

Q1 2025 versus Q1 2024 – All Department Accounts

Performance Summary

View your key profile performance metrics accrued during the selected time period.



Impressions	Engagements	Post Link Clicks	Engagement Rate (per Impression)
951,407 ↘ 32.5%	30,884 ↘ 33.8%	1,549 ↘ 57.2%	3.2% ↘ 2%

Audience Growth

See how your audience grew during the selected time period.



TWITTER / X

Q1 2025 Engagement



@cambridgepl
Tue 1/7/2025 3:38 pm EST

Join us at the Main Library or virtually on Tuesday, January 14, to celebrate the 50th installment of our annual Martin...



Total Engagements	14
Likes	5
@Replies	0
Reposts	2
Post Link Clicks	3
Other Post Clicks	4
Other Engagements	0



@CambridgeDHSP
Mon 1/20/2025 2:45 pm EST

Regardless of how you heat your home, the Home Energy Assistance Program (Fuel Assistance) can help eligible...



Total Engagements	11
Likes	1
@Replies	0
Reposts	2
Post Link Clicks	0
Other Post Clicks	8
Other Engagements	0



@CambridgePolice
Fri 3/21/2025 10:57 am EDT

Overnight CPD and public safety partners responded to Massachusetts Ave and Vassar St. for a multi-vehicle crash. A...



Total Engagements	1,429
Likes	32
@Replies	12
Reposts	1
Post Link Clicks	7
Other Post Clicks	1,376
Other Engagements	1



@CambridgeMAFire
Sun 2/9/2025 2:05 am EST

01:55 WATER RESCUE at HARVARD BRIDGE in [#CambMA](#)



Total Engagements	1,104
Likes	7
@Replies	0
Reposts	1
Post Link Clicks	—
Other Post Clicks	1,096
Other Engagements	0

TWITTER / X

City of Cambridge Main Social Accounts - Q1 2025 versus Q1 2024

Performance Summary

View your key profile performance metrics accrued during the selected time period.



Impressions

136,933 ↘ 59.1%

Engagements

2,461 ↘ 70.1%

Post Link Clicks

628 ↘ 75.5%

Engagement Rate (per Impression)

1.8% ↘ 26.9%

Audience Growth

See how your audience grew during the selected time period.



TWITTER / X

Q1 2025 – City Account



@CambMA

Wed 2/12/2025 1:56 am EST

[@CambridgePolice](#) officers helped ensure a safe & fun Hasty Pudding Woman of the Year Parade in Harvard...



Total Engagements 92

Likes 6

@Replies 0

Reposts 2

Post Link Clicks —

Other Post Clicks 84

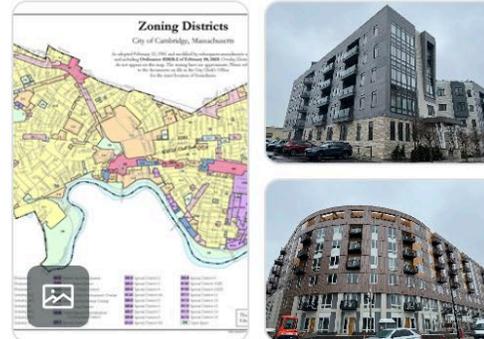
Other Engagements 0



@CambMA

Wed 2/26/2025 3:01 pm EST

The City Council has voted to allow multifamily housing for the first time in zoning history. [More housing...](#)



Total Engagements 77

Likes 8

@Replies 2

Reposts 4

Post Link Clicks 27

Other Post Clicks 36

Other Engagements 0



@CambMA

Sat 2/8/2025 1:15 pm EST

Update: The Super Sunday Race has been postponed due to this weekend's winter weather forecast! The race an...



Total Engagements 45

Likes 1

@Replies 1

Reposts 0

Post Link Clicks 15

Other Post Clicks 28

Other Engagements 0

TWITTER / X – KEY TAKEAWAYS

Q1 2025

Analysis

- **Significant Impression Decline:** Our Twitter content generated over 951,000 impressions but has experienced a substantial 32.5% decrease, indicating a concerning reduction in reach
- **Proportional Engagement Drop:** With nearly 31,000 engagements decreasing at 33.8%, our engagement is declining at nearly the same rate as impressions, suggesting consistent content performance issues or our audience leaving X.
- **Marginally Declining Engagement Rate:** Our 3.2% engagement rate with a slight decrease (2%) shows that while fewer people are seeing and engaging with your content, those who do engage are doing so at a similar rate as before.
- **Overall Performance Concerns:** The consistent declines across all metrics point to potential algorithmic changes or audience shifts affecting your X performance.

Optimization Recommendations

- **Explore Platform Changes:**
 - Research recent X algorithm updates that might explain the decline
 - Adapt to any new features or formats X is currently prioritizing
 - Leverage other platforms to help recover visibility (Bluesky).
- **Conduct Content Audit:** Given the widespread decline:
 - Analyze historical performance to identify when the decline began
 - Compare previously successful content with recent underperforming posts
 - Identify topics and formats that are maintaining engagement
- **Evaluate Platform Investment:**
 - Compare X's declining performance against our other social platforms
 - Consider reallocating resources if X continues to underperform
 - Develop contingency plan if decline continues despite intervention

FACEBOOK

All Department Accounts - Q1 2025 versus Q1 2024

Performance Summary

View your key profile performance metrics accrued during the selected time period.



Impressions

3,362,204 ↗ 26.6%

Engagements

321,978 ↗ 69.1%

Post Link Clicks

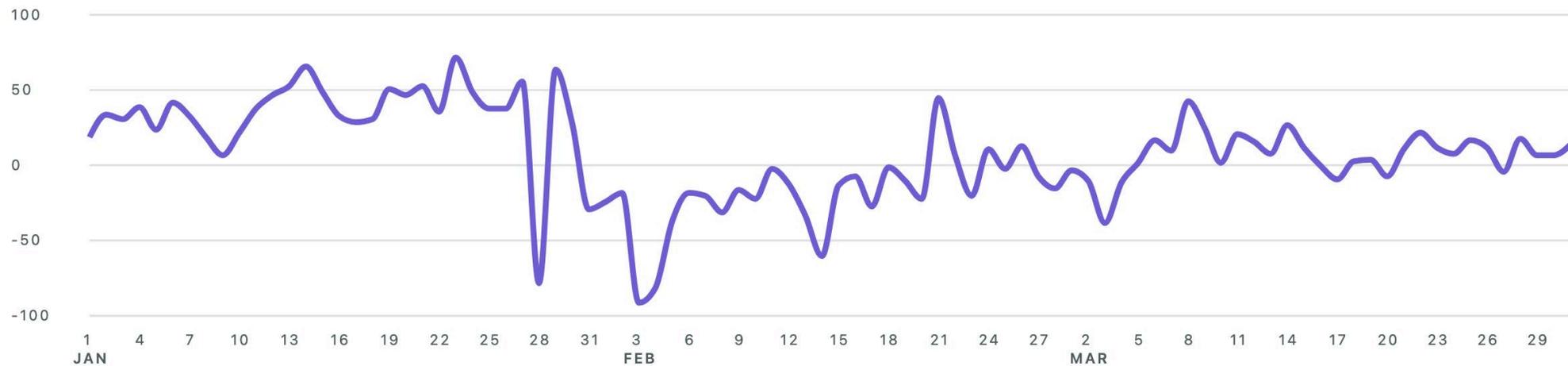
4,496 ↘ 23.5%

Engagement Rate (per Impression)

9.6% ↗ 33.6%

Audience Growth

See how your audience grew during the selected time period.



Facebook

FACEBOOK

City of Cambridge Main Social Accounts - Q1 2025 versus Q1 2024

Performance Summary

View your key profile performance metrics accrued during the selected time period.



Impressions

851,851 ↗ 246.9%

Engagements

61,031 ↗ 414.8%

Post Link Clicks

2,969 ↗ 105.9%

Engagement Rate (per Impression)

7.2% ↗ 48.4%

Audience Growth

See how your audience grew during the selected time period.



Facebook

FACEBOOK

Q1 2025 – Non-City Accounts



City of Cambridge Depart...

Thu 2/27/2025 6:41 am EST

❄️ Exciting Visit from WBZ's Chief Meteorologist Eric Fisher! ❄️ Yesterday, some of our Cambridge DPW snow tea...



Total Engagements 178

Reactions 29

Comments 2

Shares 1

Post Link Clicks —

Other Post Clicks 146



Department of Human Se...

Thu 2/6/2025 3:32 pm EST

Are you a Cambridge resident, age 18-35, who needs more work experience to secure a full-time job? Apply to...



Total Engagements 165

Reactions 7

Comments 0

Shares 8

Post Link Clicks 14

Other Post Clicks 136



Cambridge MA Fire Depart...

Sat 3/1/2025 1:43 pm EST

Best wishes to Firefighter Darryn DeGrace on his resignation, effective at 1700 hours on 1 March 2025. Thank you...



Total Engagements 20,672

Reactions 643

Comments 74

Shares 6

Post Link Clicks 3

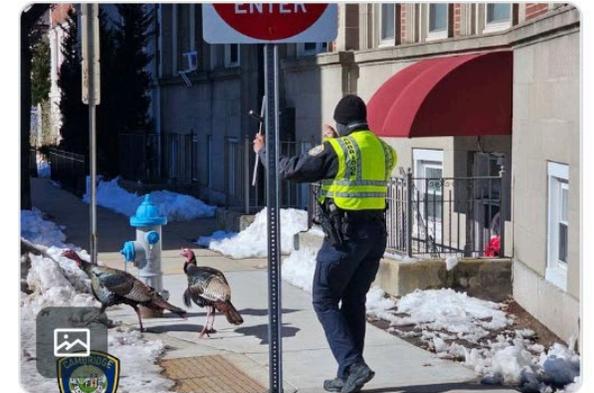
Other Post Clicks 19,946



Cambridge Police Depart...

Fri 2/21/2025 1:41 pm EST

Not a typical service call – This morning near the Cambridge Common a CPD Detail Officer was approached by sever...



Total Engagements 14,711

Reactions 248

Comments 47

Shares 18

Post Link Clicks 10

Other Post Clicks 14,388

FACEBOOK

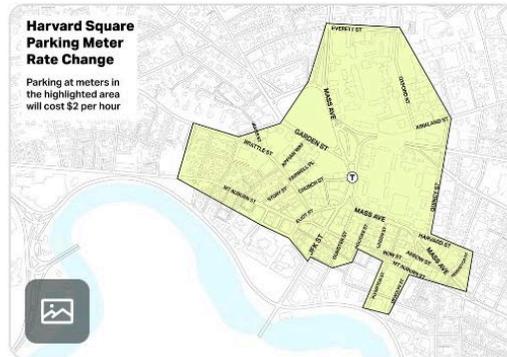
Q1 2025 – City Account



City of Cambridge (Official)

Mon 1/27/2025 1:35 pm EST

Starting February 3–14, on-street parking meter rates in Harvard Sq will increase to \$2/hour. The changes will occur on a...



Total Engagements 6,454

Reactions 156

Comments 159

Shares 13

Post Link Clicks 28

Other Post Clicks 6,098



City of Cambridge (Official)

Tue 2/25/2025 11:19 am EST

⊘ Skip the rock salt and sand when clearing ice and snow! They harm our environment and can make surfaces...



Total Engagements 4,878

Reactions 126

Comments 142

Shares 13

Post Link Clicks 93

Other Post Clicks 4,504



City of Cambridge (Official)

Wed 3/5/2025 5:40 pm EST

🌱 Cambridge is going electric! 🌱 To reduce noise and air pollution, the City of Cambridge is phasing out gas-powered...



Total Engagements 3,055

Reactions 175

Comments 261

Shares 12

Post Link Clicks 18

Other Post Clicks 2,589

FACEBOOK – KEY TAKEAWAYS

Q1 2025 versus Q1 2024

Analysis

- **Substantial Reach:** Our Facebook content generated over 3.3 million impressions with a strong 26.6% growth rate, indicating significant audience reach.
- **Exceptional Engagement Growth:** With nearly 322,000 engagements and a remarkable 69.1% increase, our audience is significantly more interactive compared to previous periods.
- **Strong Engagement Rate:** Our 9.6% engagement rate (with 33.6% growth) substantially exceeds the Facebook average of 0.5-1%, demonstrating highly resonant content.
- **Engagement Outpacing Impressions:** Unlike our Instagram performance, Facebook engagements are growing much faster than impressions (69.1% vs 26.6%), suggesting improved content quality or audience alignment.
- **Moderate Link Performance:** The 4,496 link clicks (23.5% growth) indicate some traffic generation, but the click-through rate appears relatively low compared to overall engagement.

Optimization Recommendations

- **Improve Click-Through Performance:** While engagements are high, link clicks could be stronger:
 - Test different call-to-action phrases
 - Optimize link placement within posts
 - Use compelling link previews with custom images/descriptions
- **Expand Content Distribution:** With strong engagement metrics, consider:
 - Increasing posting frequency
 - Cross-promoting high-performing content to Instagram
- **Leverage Your Engagement Success:** Our audience is highly responsive - capitalize on this by:
 - Creating more content that mimics your highest-performing posts
 - Using Facebook's native polls, quizzes, and interactive features
 - Experimenting with more video to further boost engagement

INSTAGRAM

All Department Accounts - Q1 2025 versus Q1 2024

Performance Summary

View your key profile performance metrics accrued during the selected time period.



Impressions

681,427 ↗ 33.7%

Engagements

30,260 ↗ 15.3%

Post Link Clicks

N/A

Engagement Rate (per Impression)

4.4% ↘ 13.8%

Audience Growth

See how your audience grew during the selected time period.



Instagram

INSTAGRAM

City of Cambridge Main Social Accounts - Q1 2025 versus Q1 2024

Performance Summary

View your key profile performance metrics accrued during the selected time period.



Impressions

43,269 ↗ 527.4%

Engagements

2,054 ↗ 264.2%

Post Link Clicks

N/A

Engagement Rate (per Impression)

4.7% ↘ 41.9%

Audience Growth

See how your audience grew during the selected time period.



Instagram

INSTAGRAM

Q1 2025 – Non-City Accounts



cambridgepubliclibrary

Tue 2/4/2025 5:04 pm EST

Join representatives from the Massachusetts Transgender Political Coalition (MTPC) for a drop-in program...

Change Clinic

Financial assistance may be available.

Tuesday, February 11, 2025
5:30 - 7:30 p.m. (drop-in)
Cambridge Public Library
Central Square Branch

&

Sunday, March 2, 2025
1:30-3:30 p.m. (drop-in)
Somerville Public Library
Central Library

HELP NAVIGATING THE INS AND OUTS OF LEGALLY CHANGING YOUR NAME IN MASSACHUSETTS.

Total Engagements	302
Likes	176
Comments	0
Shares	107
Saves	19



cambridgearts

Wed 2/26/2025 3:14 pm EST

Free Workshops: Career Skills For Artists, managing your finances? Or looking for cultural institutions? Or curious about wor

CAMBRIDGE ARTS

**Free Workshops:
Career Skills
For Artists**

Total Engagements	244
Likes	73
Comments	0
Shares	155
Saves	16



cambridgepolice

Thu 1/9/2025 4:50 pm EST

The seventh Cambridge-Northeastern Police Academy began this week with 32 student officers, including ten new...



Total Engagements	1,221
Likes	665
Comments	35
Shares	445
Saves	76



cambridgemafiredepartm...

Thu 1/23/2025 7:10 pm EST

Two alarms, Box 2-612: During the afternoon of January 23, 2025, two alarms were ordered for the fire in the...



Total Engagements	558
Likes	436
Comments	2
Saves	18

INSTAGRAM

Q1 2025 – City Account



cambridgemass

Fri 3/7/2025 1:22 pm EST

🥳 Happy Employee Appreciation Day, Cambridge! 🎉 Today, we're celebrating the incredible employees who keep our...



Total Engagements 115

Likes 108

Comments 3

Saves 0



cambridgemass

Mon 1/20/2025 8:11 am EST

Today, we reflect back on the lasting legacy of Martin Luther King, Jr. (1929-1968). Dr. King advanced civil rights...



Total Engagements 111

Likes 99

Comments 3

Saves 2



cambridgemass

Tue 2/18/2025 1:53 pm EST

❄️ Freezing temps are going strong! Please take a moment to check on elderly neighbors, friends & relatives who might...



Total Engagements 106

Likes 95

Comments 0

Shares 8

Saves 3

INSTAGRAM – KEY TAKEAWAYS

Q1 2025 versus Q1 2024

Analysis

- **Strong Growth in Impressions:** Our accounts generated 681,427 impressions with a significant 33.7% growth rate. This indicates our content is reaching a substantially wider audience compared to previous periods.
- **Solid Engagement Growth:** We achieved 30,260 engagements with a 15.3% increase. While this growth is positive, it's growing at less than half the rate of our impressions.
- **Healthy Engagement Rate:** Our 4.4% engagement rate (with 13.8% growth) is considerably above the Instagram average of 1-3%, indicating our content resonates well with our audience.
- **Impressions Outpacing Engagement:** The faster growth in impressions compared to engagements suggests we're reaching more people, but proportionally fewer new viewers are engaging with the content.

Optimization Recommendations

- **Focus on Engagement Quality:** While we're reaching more people (33.7% growth in impressions), our engagement growth (15.3%) is lagging. Create more interactive content that encourages comments, shares, and saves—not just likes:
 - Ask questions in captions
 - Create polls and quizzes in Stories
 - Post carousel content with "swipe-worthy" value
- **Enhance Visual Consistency:** Implement our cohesive visual identity across accounts to strengthen brand recognition as we reach new audiences.
- **Community Management:** Increase response rates to comments and engage with followers' content to nurture existing audience while you continue to grow.
- **Leverage High-Performing Content:** Analyze which posts have above-average engagement rates and create more content following similar formats, topics, or posting times.