

AGENDA ITEM

#5G

Facebook

Travis Central Appraisal District

Key Audience(s)

Past, present, & future TCAD employees
Property Owners & taxpayers in Travis County

Key Performance Indicator(s)

Community size & growth
Engagement rate
Referrals to website

Hashtag(s)

Hashtags should not be used on Facebook



@TravisCentralAD
October 2019

To share TCAD news and information with Travis County property owners and taxpayers

Create a positive reputation for TCAD

Educate on who we are and what we do

Educate on issues important to property owners

Interact with residents online, including answering customer service inquiries

Share news coverage of TCAD's work

Share links to important information on the website

Share photos and videos from community outreach and charitable events

Post photos & video related to TCAD's work

Share news coverage of issues related to property assessments

Post photos & video explaining property assessment issues

Twitter

Travis Central Appraisal District

Key Audience(s)

Residents of Travis County
News outlets & reporters
Government entities & officials

Key Performance Indicator(s)

Community size & growth
Engagement rate
Referrals to website

Hashtag(s)

#TravisCAD
#TravCo
#AustinTX #ATX
#Appraisers #Appraisals

To share and respond to news about TCAD and property appraisals in Travis County

Educate on who we are and what we do

Create a positive impression of TCAD

Position TCAD as an authority on appraisal issues

Engage with reporters, government officials, & residents

Engage with reporters, government officials, & residents

Engage with reporters, government officials, & residents

Share news coverage of TCAD and issues related to property assessments

Post photos & video related to TCAD's work

Share news coverage of TCAD and issues related to property assessments

Post photos & video explaining property assessment issues



@TravisCentralAD
October 2019

Instagram

Travis Central Appraisal District

Key Audience(s)

Past, present, & future TCAD employees
Residents of Travis County
Young homeowners & taxpayers in Travis County

Key Performance Indicator(s)

Community size & growth
Engagement rate

Hashtag(s)

#TravisCAD
#TravisCounty
#appraisal #appraisals
#AustinTexas #ATX



@TravisCentralAD
October 2019

To share TCAD's story and important information with young taxpayers, property owners, & potential employees

Create a positive reputation for TCAD

Educate taxpayers & property owners on important issues

Interact with residents online, including customer service inquiries

Post photos & video explaining property assessment issues

Post photos & video depicting life working for TCAD

LinkedIn

Travis Central Appraisal District

Key Audience(s)

Past, present, & future TCAD employees

Key Performance Indicator(s)

Community size & growth
Engagement rate
Referrals to website

Hashtag(s)

#appraisal #appraisals

To connect with current and potential employees while showing that TCAD is a great place to work

Create a positive reputation for TCAD

Educate on what we are and what we do

Interact with residents online

Share news coverage of TCAD's work

Share photos and videos from community outreach and charitable events

Post photos & video related to TCAD's work

Share links to important information on the website, including job postings



@TravisCentralAD
October 2019



TRAVIS CENTRAL APPRAISAL DISTRICT

Monthly Communications Report

October 2019

TRADITIONAL MEDIA

Total News Stories	29
Direct Quotes	10%
Positive Tone	93%
On Message	93%

Media Requests

- KXAN
- CoStar News
- Community Impact
- The Austin Bulldog

Popular Topics

- Local property profiles
- Statewide resources for cyber attacks

SOCIAL MEDIA

Total Followers	247
Total Reach	7,975
Engagement Rate	0.01%
Most Engaging Post	



WEBSITE

Total Visitors	104,500
Total Sessions	190,289
% Visits from Social Media	0.001%

Popular Content

- Property search
- Homepage
- Path of property tax dollars

ACCOMPLISHMENTS

- Secured accounts on Twitter, Instagram, YouTube, Yelp, and LinkedIn and updated branding on all digital assets
- Added social media integrations to the website and new tracking assets to Google Analytics
- Updated the news section of the TCAD website with contact information
- Finalized and implemented the ARB Recruitment campaign
- Developed social media maps and sample posts
- Compiled list of videos to develop in 2020
- Managed research and adoption of social media archiving tools

KEY TAKEAWAYS AND NEXT STEPS

- Beginning in November, TCAD will be proactive in telling its story – both through traditional PR and digital media.
- TCAD's current social media engagement rate is extremely low. It will take a few months to make our channels active and engaging. TCAD should adopt a monthly maintenance budget, separate from any campaign budgets, (Recommended \$50/month) to help with this.
- Our first two "trial" videos produced in house will focus on identifying TCAD employees in the field and setting up an e-file account on the website.