

How Rocky View County improved its social media communications with a digital audit

We surveyed Rocky View County residents, conducted a digital audit of the county's social media, and delivered tangible recommendations to better inform residents.

Objectives

The main objective of the social media audit conducted for Rocky View County was to assess the effectiveness of its communication channels, particularly Facebook and Instagram, in keeping residents well-informed.

The audit was designed to evaluate the county's social media presence, engagement levels, and the overall impact of its communication strategies.

Methodology

To help Rocky View County achieve its objectives, we used a comprehensive approach, combining a Voice of Your Followers survey and an in-depth analysis of the county's social media platforms.

The survey sought to gather feedback directly from residents, while the social media audit focused on Facebook and Instagram, key platforms for community engagement.

Outcome

The survey results showed that most residents feel they are well informed through Rocky View County's social media, and those who felt less informed were more likely to be non-followers.

These results and our in-depth social media audit empowered the county to develop personalized and actionable recommendations for a future content strategy.

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