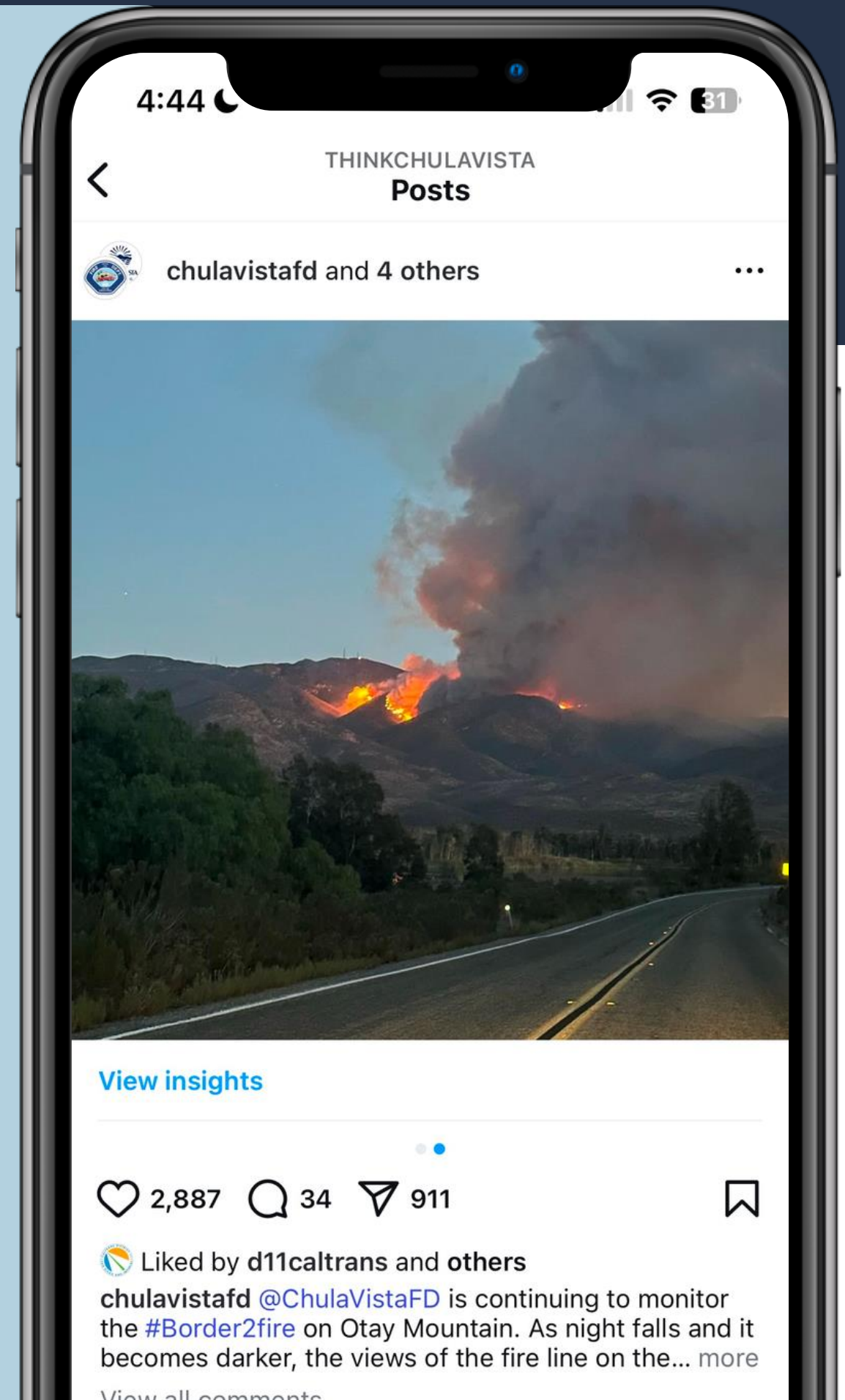


# Social Media Report

## BORDER 2 FIRE

THURSDAY, JANUARY 23 - TUESDAY, JANUARY 28, 2025



# SUMMARY OF SOCIAL MEDIA EFFORTS

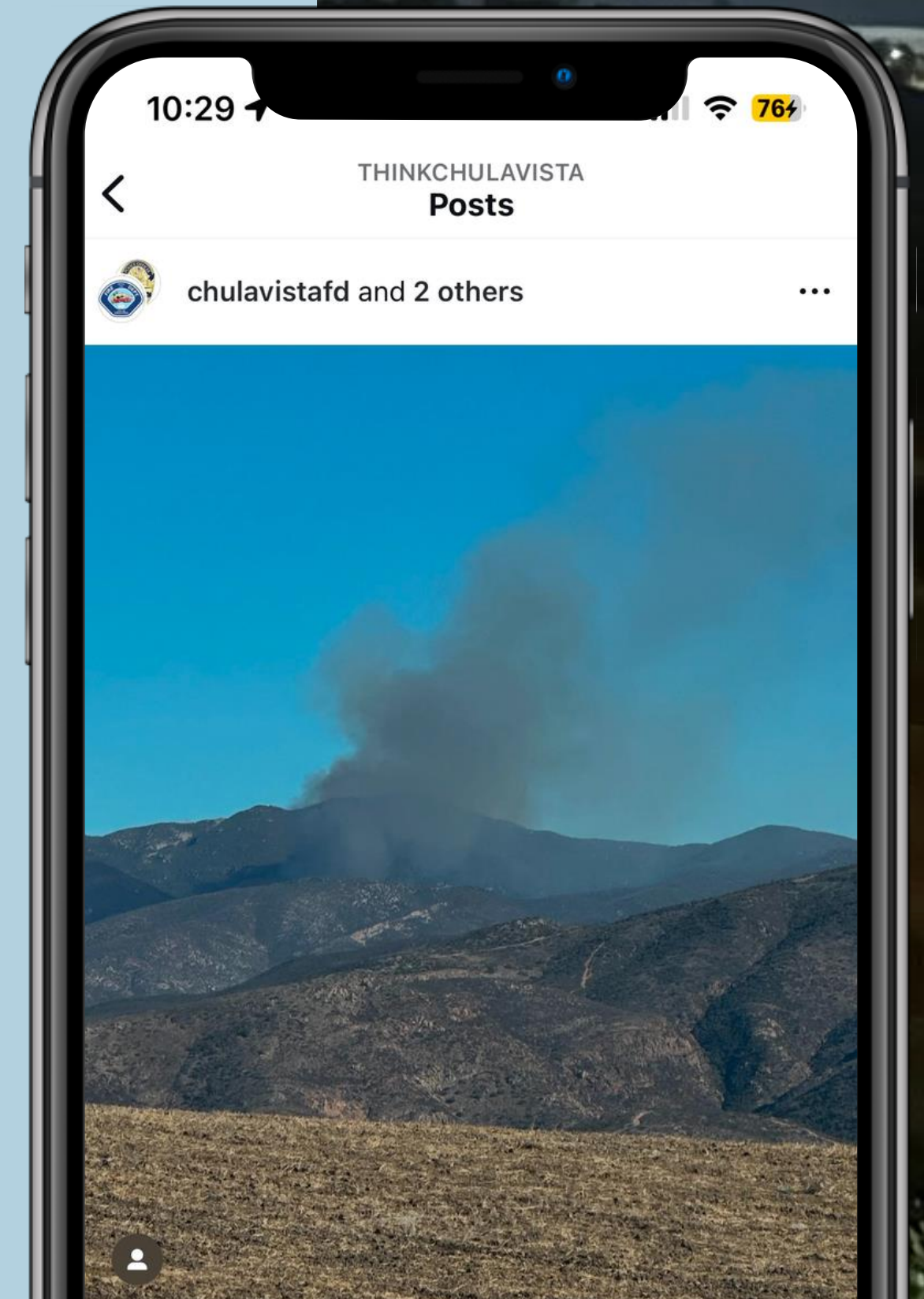
**Thursday, January 23, at 3 p.m.** the City of Chula Vista activated the Emergency Operations Center (EOC) to respond to the Border 2 Fire on Otay Mountain.

**The Office of Communications, Fire Department and Police Department,** launched a coordinated communications effort.

**Social media posts began 3:54 p.m.** on City/ CVFD/ CVPD on Instagram, Facebook, and X (formerly Twitter)

A dedicated news update **City webpage was launched by 4 p.m.** to serve as the primary source for emergency information. A direct link was established [chulavistaca.gov/border2fire](https://chulavistaca.gov/border2fire) (link now deactivated)

From **January 23 through January 28, a total of 19 posts** were shared. All social media posts were provided in **English and Spanish.**





# SUMMARY OF SOCIAL MEDIA EFFORTS



## Growth in Followers - @ThinkChulaVista

 3,343 new followers

 1,500 new followers

 200 new followers

## Total engagement across all 19 posts for each social media platform.



Total Likes: 1,642  
Total Shares: 457  
Total Views: 170,715  
Total Reach: 89,126



Total Likes: 24,512  
Total Shares: 7,989  
Total Views: 1,228,759  
Total Reach: 773,537



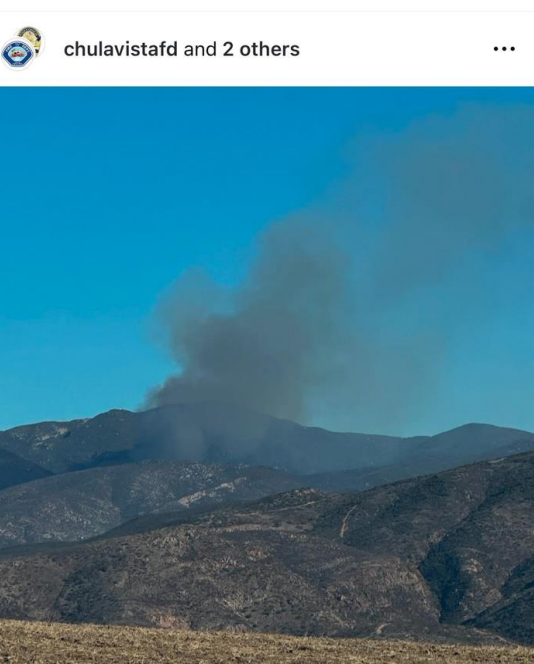
Total Likes: 665  
Total Shares: 192  
Total Impressions: 91,846



Engagements Per Post

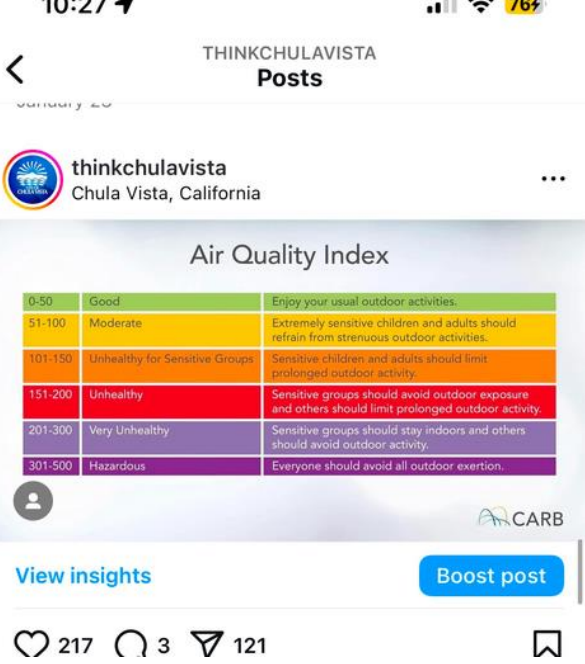


Post 1



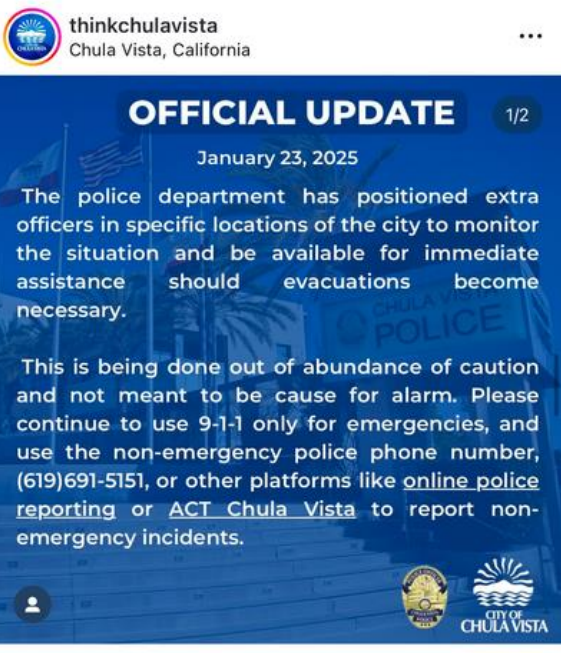
Date: January 23, 2025  
Time: 3:54 p.m.

Post 2



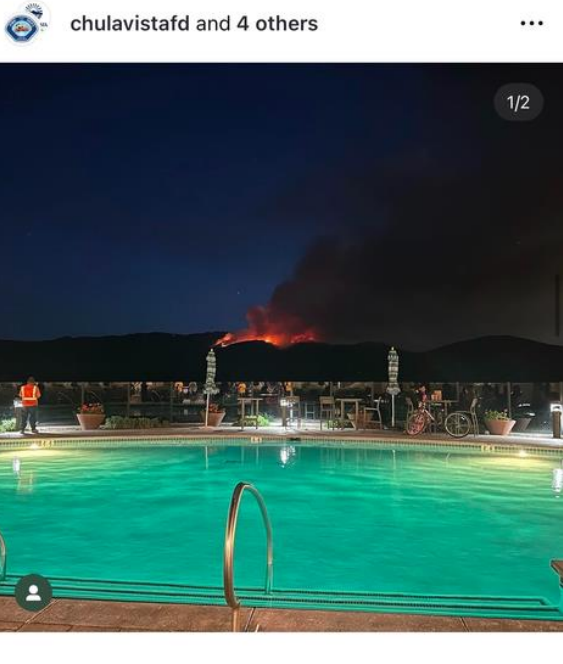
Date: January 23, 2025  
Time: 4:21 p.m.

Post 3



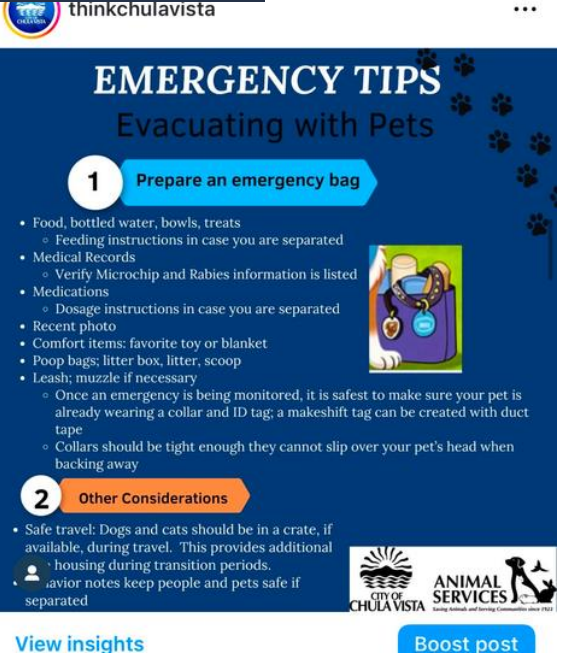
Date: January 23, 2025  
Time: 6:02 p.m.

Post 4



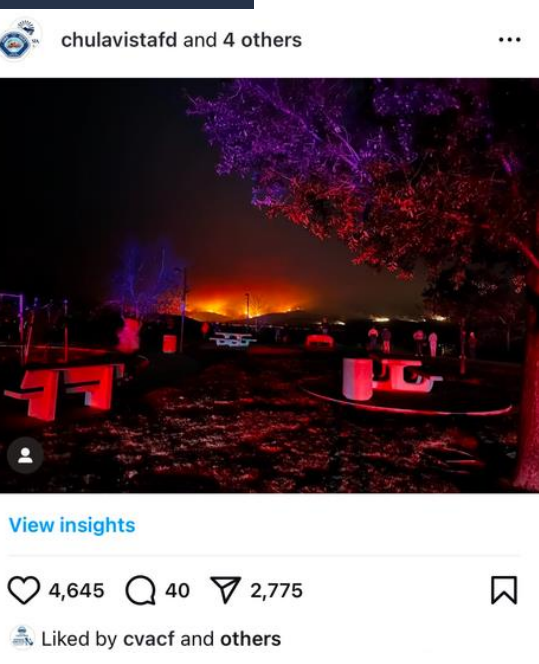
Date: January 23, 2025  
Time: 8:01 p.m.

Post 5



Date: January 23, 2025  
Time: 7:06 p.m.

Post 6



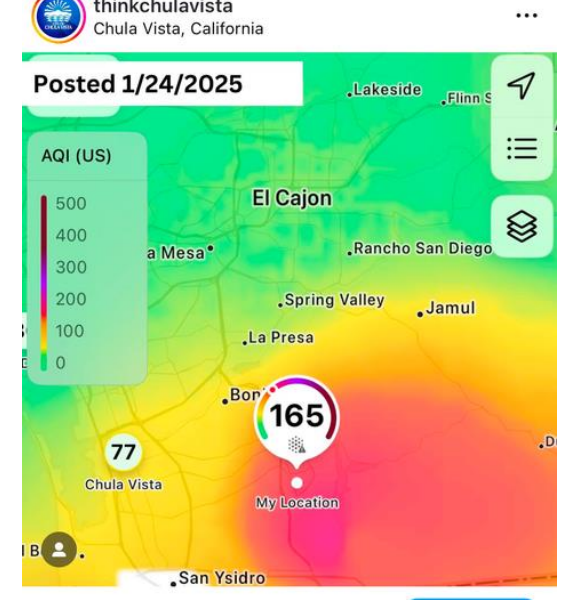
Date: January 24, 2025  
Time: 4:45 a.m.

Post 7



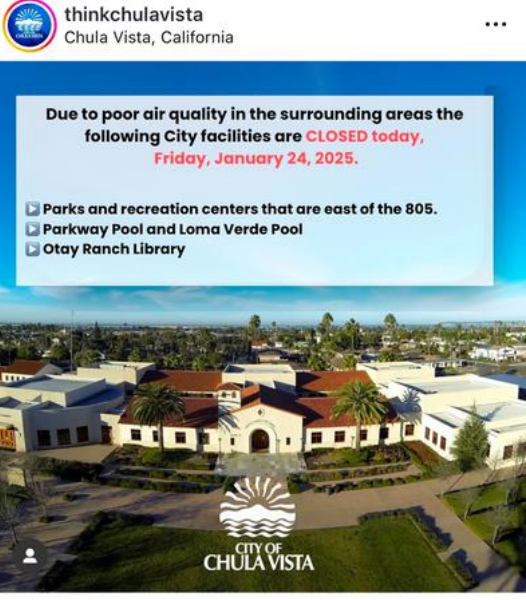
Date: January 24, 2025  
Time: 8:56 a.m.

Post 8



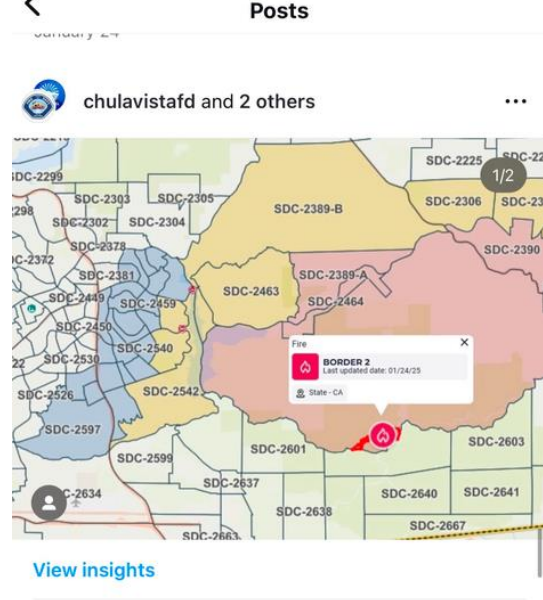
Date: January 24, 2025  
Time: 11:03 a.m.

Post 9



Date: January 24, 2025  
Time: 1:30 p.m.

Post 10



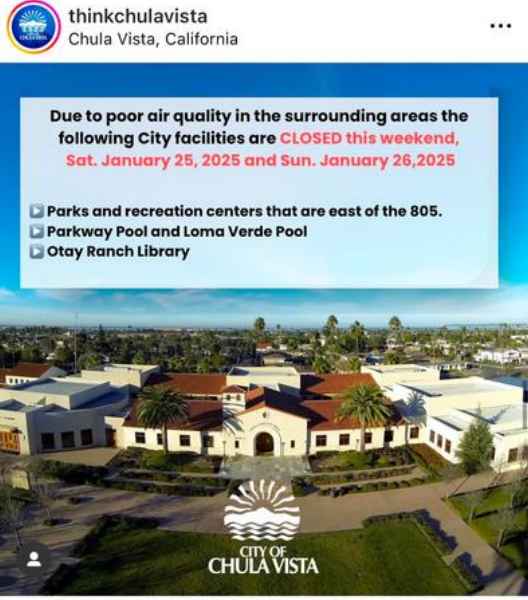
Date: January 24, 2025  
Time: 6:05 p.m.

Post 11



Date: January 24, 2025  
Time: 7:01 p.m.

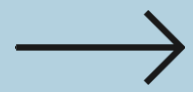
Post 12



Date: January 25, 2025  
Time: 9:42 a.m.



# Engagements Per Post



Date: January 25, 2025  
Time: 10:00 a.m.



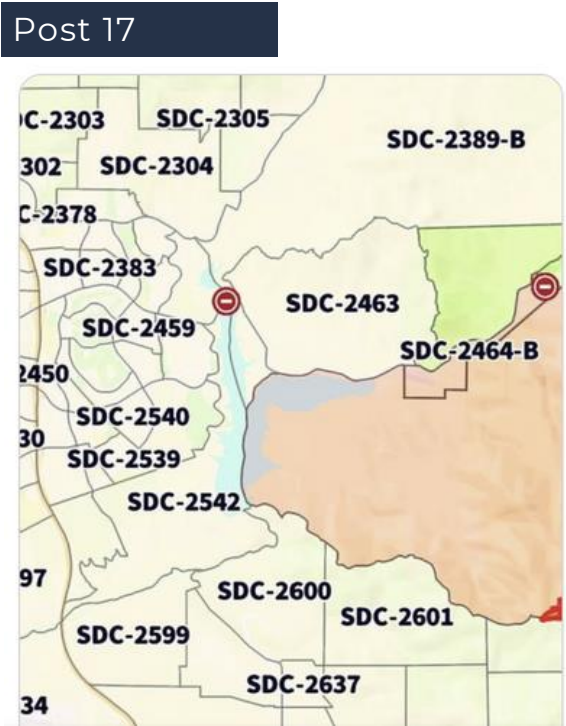
Date: January 25, 2025  
Time: 4:09 p.m.



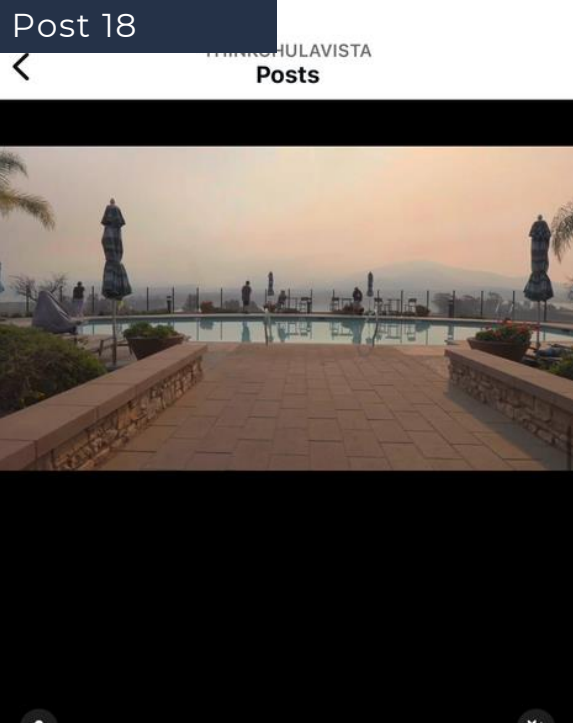
Date: January 25, 2025  
Time: 7:30 p.m.



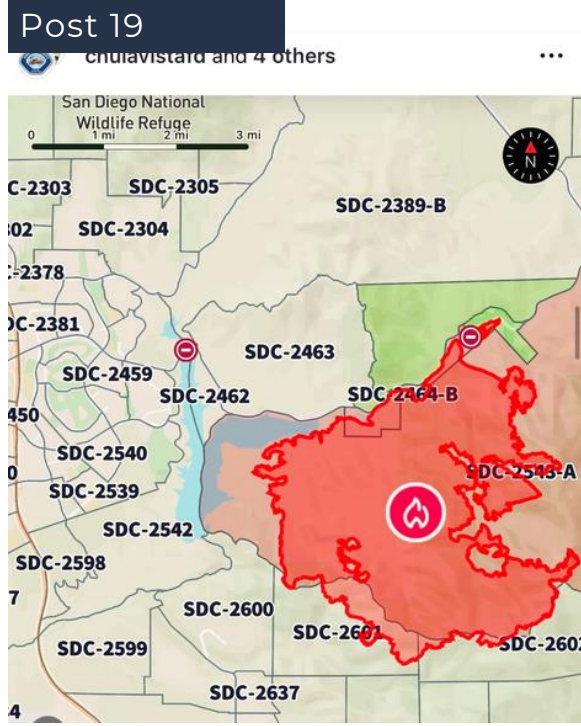
Date: January 26, 2025  
Time: 12 p.m.



Date: January 26, 2025  
Time: 3:15 p.m.



Date: January 27, 2025  
Time: 12 p.m.



Date: January 28, 2025  
Time: 6:30 p.m.

# SUMMARY OF SOCIAL MEDIA EFFORTS

## Top-Performing Posts

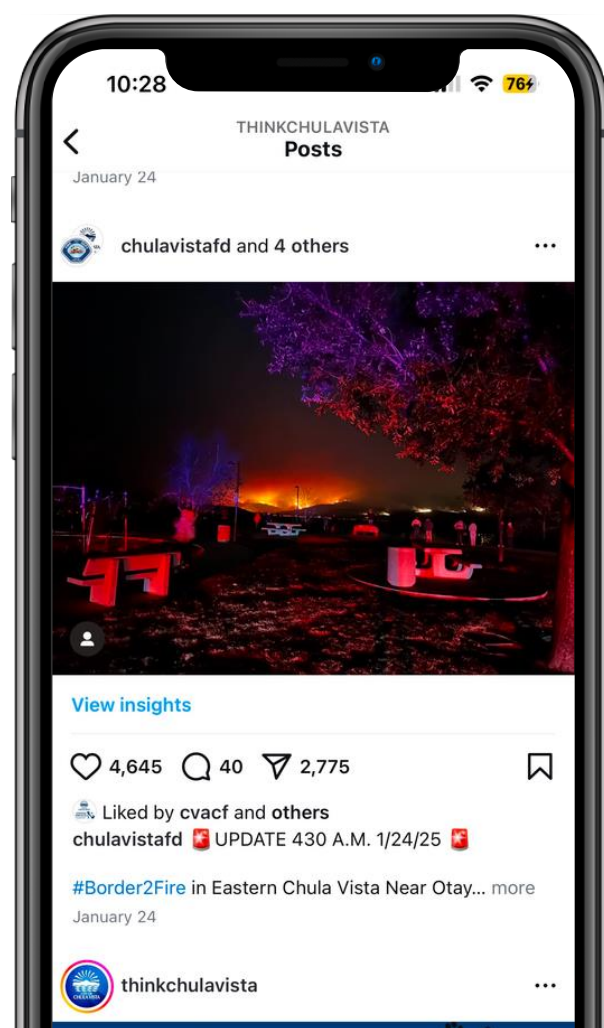
### Post number 6 on Instagram

**Likes: 4,650**

**Shares: 2,776**

**Views: 321,525**

**Reach: 189,450**



### Post number 4 on Instagram

**Likes: 2,887**

**Shares: 911**

**Views: 105,507**

**Reach: 58,059**



### Post number 13 on Instagram

**Likes: 2,462**

**Shares: 235**

**Views: 76,179**

**Reach: 50,450**

