

THURSDAY, JANUARY 23 - TUESDAY, JANUARY 28, 2025

Social Media Report

BORDER 2 FIRE



Summary of social media efforts

Beginning 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, in collaboration with the Fire Department and Police Department, launched a coordinated effort to inform residents about the Border 2 Fire. Updates were shared across Facebook, Instagram, X, and the City website ensuring timely and accurate information reached the community.

A dedicated news update City webpage was launched by 4 p.m. to serve as the primary source for emergency information and provide one location for City information to be featured. A direct link was established at **chulavistaca.gov/border2fire** (link now deactivated) and was consistently featured on all social media posts. As new information from the EOC was available, the City news page was updated.

From **January 23 through January 28**, a total of **19 posts** were shared. All social media posts were provided in both *English and Spanish*, maximizing accessibility for residents. In addition to standard posts, updates were shared via stories to increase visibility and engagement. The content focused on providing real-time updates, safety information, and resources.

Posts were also amplified by other City social media accounts, including Parks and Recreation, Animal Services, Library, and Sustainability. Additionally, various elected officials, residents, and media outlets—such as Univision San Diego—helped extend the reach of critical information by sharing posts. The collaborative approach between departments ensured a consistent and reliable flow of information.

The following numbers indicate the sum of all (19) post engagements under each social media platform, providing a comprehensive view of overall audience interactions.



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

Summary of social media efforts

Based on social media metrics, Instagram had the largest viewership. **Post number 6 on Instagram** had the most significant impact, with:

Likes: 4,650

Shares: 2,776

Views: 321,525

Reach: 189,450

Growth in followers

The widespread engagement also led to a noticeable increase in followers across City social media accounts. The **@ThinkChulaVista** accounts gained **1,500 new followers on Instagram, 3,343 on Facebook, and 200 on X** during this period. Other departments also saw significant growth in their social media followings.

Accounts

City of Chula Vista
@ThinkChulaVista

Chula Vista Fire
@chulavistafd

Chula Vista Police
@chulavistapd

Chula Vista Animal Services
@cvacf

Chula Vista Library
@chulavistalibrary

Chula Vista Parks and Recreation
@cvrec

Chula Vista Sustainability
@sustainabilitycv

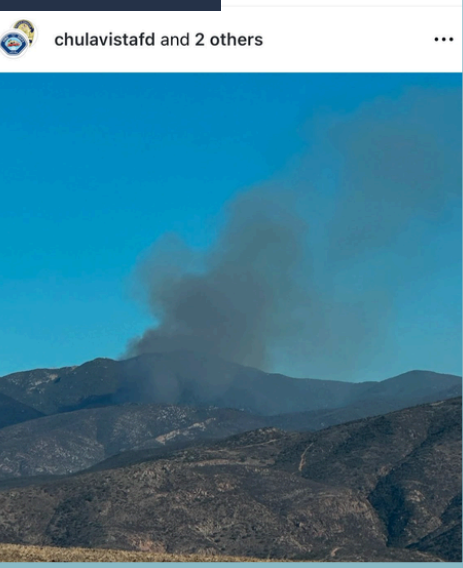
Understanding Platform-Specific Analytics

It is important to note that different social media platforms use unique metrics to track engagement and visibility:

- **Reach:** The number of unique users who saw a post, whether through organic distribution, paid promotion, or resharing. Reach is only counted once per user, even if they see the post multiple times.
- **Views:** The total number of times a video or post was displayed or played, regardless of whether it was seen by unique users.
- **Impressions (X):** The number of times a post was displayed on X (formerly Twitter), including multiple views by the same user.

* The analytics for this report were obtained from the @ThinkChulaVista social media accounts.

Post 1

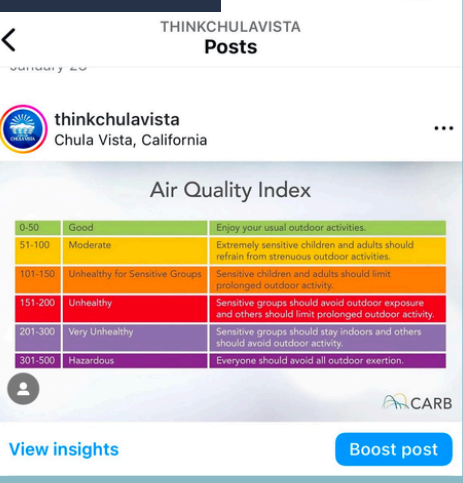


Date: January 23, 2025
Time: 3:54 p.m.
Accounts posted: ThinkChulaVista, chulavistafd, chulavistapd

Likes: 47	Likes: 1,787	Likes: 15
Shares: 7	Shares: 761	Shares: 9
Views: 5,949	Views: 59,217	Impressions: 5,250
Reach: 3,178	Reach: 39,681	

CVFD is monitoring the Border 2 fire on Otay Mountain. San Diego County units are on scene. Although smoke is visible, at this time there is no threat to the city of Chula Vista. For latest updates, continue to monitor social media and download @genasysinc Genasys Protect Mobile app.

Post 2

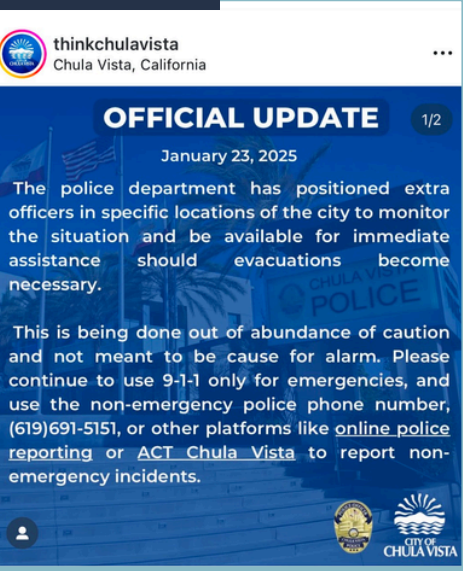


Date: January 23, 2025
Time: 4:21 p.m.
Accounts posted: ThinkChulaVista and cvrec

Likes: 38	Likes: 217	Likes: 11
Shares: 22	Shares: 121	Shares: 6
Views: 11,566	Views: 15,271	Impressions: 3,380
Reach: 6,112	Reach: 10,854	

Due to increasing poor air quality in Chula Vista from smoke east of Chula Vista city limits, all parks and recreation centers east of the 805 are closing for the remainder of the day (Jan 23, 2025) to user groups and organized classes. Check back here for updates.

Post 3




Date: January 23, 2025
Time: 6:02 p.m.
Accounts posted: ThinkChulaVista and chulavistapd

Likes: 111	Likes: 937	Likes: 35
Shares: 35	Shares: 446	Shares: 12
Views: 16,741	Views: 81,126	Impressions: 5,844
Reach: 7,661	Reach: 39,492	

The police department has positioned extra officers in specific locations of the city to monitor the situation and be available for immediate assistance should evacuations become necessary. This is being done out of abundance of caution and not meant to be cause for alarm. Please continue to use 9-1-1 only for emergencies, and use the non-emergency police phone number, (619)691-5151, or other platforms like online police reporting or ACT Chula Vista to report non-emergency incidents.

Post 4


chulavistafd and 4 others




Date: January 23, 2025

Time: 8:01 p.m.


Accounts posted: ThinkChulaVista, chulavistapd, chulavistafd, cvrec, cvacf



Likes: 29
Shares: 2
Views: 6,148
Reach: 2,959



Likes: 2,887
Shares: 911
Views: 105,507
Reach: 58,059

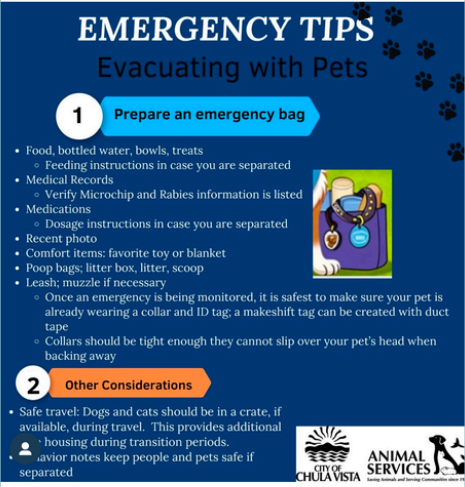


Likes: 41
Shares: 13
Impressions: 11,000

[@ChulaVistaFD](#) is continuing to monitor the [#Border2fire](#) on Otay Mountain. As night falls and it becomes darker, the views of the fire line on the mountain will become much more visible. Continue to Follow [@chulavistafd](#) [@chulavistapd](#) and [@thinkchulavista](#) across all social media platforms and check [www.ChulaVistaCA.gov](#) for the most up to date information.

Post 5


thinkchulavista




Date: January 23, 2025

Time: 7:06 p.m.


Accounts posted: ThinkChulaVista and cvacf



Likes: 102
Shares: 37
Views: 9,042
Reach: 5,038



Likes: 366
Shares: 275
Views: 47,856
Reach: 37,609




Likes: 29
Shares: 12
Impressions: 8,217

The City of Chula Vista is closely monitoring the Border 2 Fire. With an abundance of caution, we follow up on Tippy's Tips with a quick guide for your pet's Emergency Go Bag We ask families to be proactive and continue to monitor [@chulavistapd](#) [@chulavistafd](#) [@thinkchulavista](#) for updates.

Post 6


chulavistafd and 4 others




Date: January 24, 2025

Time: 4:45 a.m.


Accounts posted: ThinkChulaVista, chulavistapd, chulavistafd, cvrec, cvacf



Likes: 161
Shares: 93
Views: 13,999
Reach: 6,485



Likes: 4,650
Shares: 2,776
Views: 321,525
Reach: 189,450



Likes: 39
Shares: 20
Impressions: 9,500

[UPDATE 430 A.M. 1/24/25](#) [#Border2Fire](#) in Eastern Chula Vista Near Otay Lake. EVACUATION WARNING in effect. Evacuation site is Southwestern College (SWC). People who need extra time should begin evacuating now in an abundance of caution. SWC is open for residents west and south of the lake.

Post 7

Date: January 24,2025

Time: 8:56 a.m.

Accounts posted: ThinkChulaVista, chulavistafd, chulavistapd

Likes: 145	Likes: 573	Likes: 9
Shares: 67	Shares: 680	Shares: 6
Views: 17,415	Views: 98,705	Impressions: 1,387
Reach: 8,214	Reach: 72,249	

Stay prepared and informed by downloading these essential mobile apps: SD Emergency, Genasys Protect, and Watch Duty. These tools provide real-time information to help keep you safe. Also, take note of other valuable City resources and visit the City website at www.chulavistaca.gov for important updates. Stay connected by following the City's social media platforms for the latest updates and information.

Post 8

Date: January 24, 2025

Time: 11:03 a.m.

Accounts posted: ThinkChulaVista

Likes: 200	Likes: 562	Likes: 5
Shares: 58	Shares: 557	Shares: 4
Views: 20,615	Views: 40,283	Impressions: 2,320
Reach: 10,597	Reach: 27,700	

Air Quality Update: Border 2 Fire The Border 2 Fire on Otay Mountain is impacting air quality in San Diego County. Smoke is blowing west this morning and depositing ash on the ground in some communities, affecting South Bay communities, but winds are expected to shift east and northeast this afternoon, impacting areas like Dulzura and Jamul. Fine particulate matter (PM2.5) levels may reach unhealthy levels near the fire. If you smell smoke, limit outdoor activity and stay indoors, especially if you're elderly, a child, or have respiratory or heart conditions. Air quality may range from unhealthy for sensitive groups to unhealthy for all individuals in affected areas. <https://www.sdapcd.org/air-quality/smoke-advisory.html>

Post 9

Date: January 24, 2025

Time: 1:30 p.m.

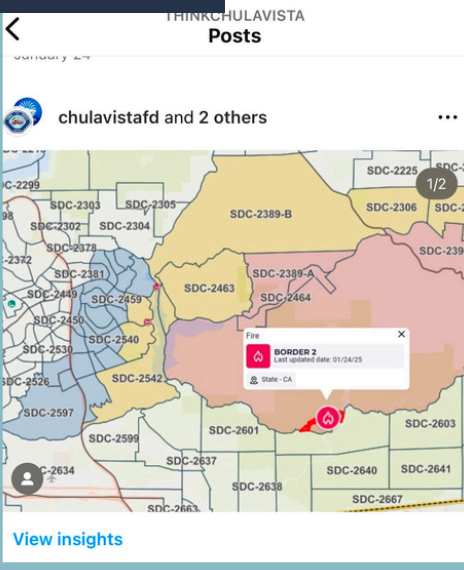
Accounts posted: ThinkChulaVista




Likes: 19	Likes: 139	Likes: 4
Shares: 3	Shares: 32	Shares: 0
Views: 3,196	Views: 15,472	Impressions: 709
Reach: 1,964	Reach: 10,149	

Due to poor air quality in the surrounding areas the following City facilities are CLOSED today, Friday, January 24, 2025.

- Parks and recreation centers that are east of the 805.
- Parkway Pool and Loma Verde Pool
- Otay Ranch Library




Post 10



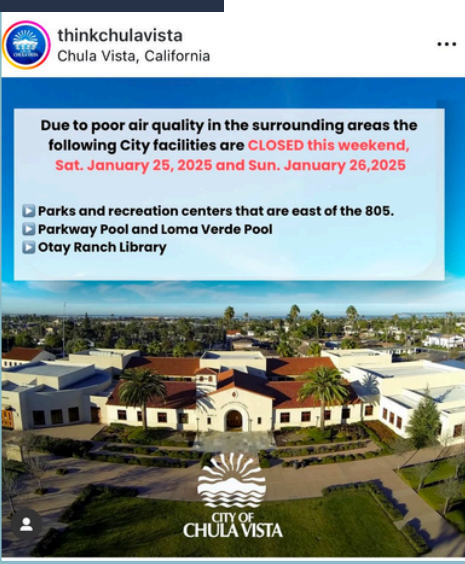
Date: January 24, 2025 Time: 6:05 p.m. Accounts posted: ThinkChulaVista, chulavistafd, chulavistapd		
 Likes: 57 Shares: 18 Views: 8,857 Reach: 4,569	 Likes: 1,132 Shares: 138 Views: 77,365 Reach: 41,507	 Likes: 19 Shares: 13 Impressions: 6,100
UPDATE 6:30 PM 1/24/25 #Border2Fire continues to burn in Otay Mountain Region. EVACUATION WARNING remains in effect for eastern parts of the City. • Southwestern College Evacuation site will close tonight at 7:30 PM. • New evacuation site is at Cuyamaca College Gym (900 Rancho San Diego Pkwy, El Cajon, 92019). • Additional evacuation point is at Edwards Theater (2951 Jamacha Rd, El Cajon, CA 92019) *Continue to monitor Social Media and Genasys Protect for latest updates.		




Post 11




Date: January 24, 2025 Time: 7:01 p.m. Accounts posted: ThinkChulaVista		
 Likes: 82 Shares: 44 Views: 13,381 Reach: 7,241	 Likes: 308 Shares: 194 Views: 31,654 Reach: 18,092	 Likes: 13 Shares: 2 Impressions: 1,400
It's better to be prepared ☺ what to take during an evacuation. In case of an emergency evacuation, it's important to leave quickly and safely. Here's a checklist to help you prepare. ✓ People and pets ✓ Papers and phone numbers ✓ Prescriptions ✓ Pictures ✓ Personal Computer ✓ Plastic and cash		

Post 12




Date: January 25, 2025 Time: 9:42 a.m. Accounts posted: ThinkChulaVista		
 Likes: 21 Shares: 6 Views: 10,173 Reach: 6,460	 Likes: 82 Shares: 36 Views: 18,574 Reach: 12,552	 Likes: 5 Shares: 4 Impressions: 1,000
Due to continued air quality concerns, all parks, recreation centers, and pools have cancelled all programming throughout the weekend. Also, the following facilities will remain closed throughout the weekend 1/25/2025 & 1/26/2025 * All parks and recreation centers east of the 805 * Parkway Pool * Loma Verde Pool * Otay Ranch Library Services will remain the same at the South and Civic Center Library Branches		




Post 13



chulavistafd and 4 others




Date: January 25, 2025
Time: 10:00 a.m.
Accounts posted: ThinkChulaVista, chulavistapd, chulavistafd

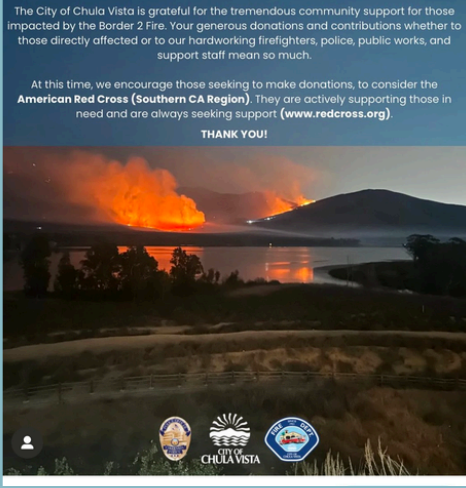
		
Likes: 104 Shares: 0 Views: 9,516 Reach: 5,142	Likes: 2,462 Shares: 235 Views: 76,179 Reach: 50,450	Likes: 209 Shares: 42 Impressions: 19,000

UPDATE 10:00 AM 1/25/25
The Chula Vista Fire Department continues to monitor the progress of firefighting efforts on the [#border2fire](#) .
Evacuation warnings remain in effect until containment perimeter increases nearest Chula Vista.

Post 14



thinkchulavista
Chula Vista, California




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


		
Likes: 141 Shares: 21 Views: 12,475 Reach: 6,887	Likes: 1,044 Shares: 99 Views: 34,279 Reach: 24,260	Likes: 48 Shares: 7 Impressions: 2,339

The City of Chula Vista is grateful for the tremendous community support for those impacted by the Border 2 Fire. Your generous donations and contributions whether to those directly affected or to our hardworking firefighters, police, public works, and support staff mean so much . At this time, we encourage those seeking to make donations, to consider the American Red Cross (Southern CA Region). They are actively supporting those in need and are always seeking support ([www.redcross.org](#)).




Post 15



chulavistafd and 3 others



Date: January 25, 2025
Time: 7:30 p.m.
Accounts posted: ThinkChulaVista, chulavistapd, chulavistafd, cvacf

		
Likes: 68 Shares: 5 Views: 5,254 Reach: 2,900	Likes: 1,925 Shares: 176 Views: 53,983 Reach: 37,701	Likes: 88 Shares: 13 Impressions: 6,300

UPDATE 7:30 PM 1/25/25 Chula Vista continues to monitor [#Border2Fire](#). Containment continues to improve and there are no anticipated impacts to the City of Chula Vista. A smoke advisory is still in effect but air quality should continue to improve.

Post 16



Date: January 26, 2025
Time: 12 p.m.
Accounts posted: ThinkChulaVista, chulavistapd, chulavistafd, cvacf, cvrec



Likes: 14
Shares: 1
Views: 1,332
Reach: 769



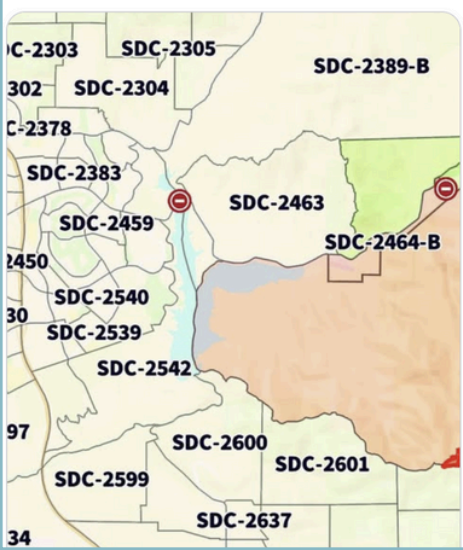
Likes: 1,316
Shares: 46
Views: 30,533
Reach: 21,290



Likes: 27
Shares: 10
Impressions: 3,000

🚒 Update 12:00 PM 1/26/25 🚒 Chula Vista continues to monitor the [#Border2Fire](#). Evacuation warnings remain in place. Containment continues to improve with assistance from current weather and rain conditions.

Post 17



Date: January 26, 2025
Time: 3:15 p.m.
Accounts posted: ThinkChulaVista, chulavistapd, chulavistafd, cvrec, cvacf



Likes: 77
Shares: 0
Views: 5,056
Reach: 2,950



Likes: 1,374
Shares: 147
Views: 46,597
Reach: 29,078



Likes: 68
Shares: 19
Impressions: 5,100

UPDATE 3:15 PM 1/26/25 All EVACUATION WARNING areas have been lifted in the City of Chula Vista. Otay Lakes Rd at Wueste Rd will remain closed to all vehicle traffic.

Post 18



Date: January 27, 2025
Time: 12 p.m.
Accounts posted: ThinkChulaVista, chulavistapd, chulavistafd, cvrec, cvacf



Likes: 111
Shares: 9
Views: not available
Reach: not available



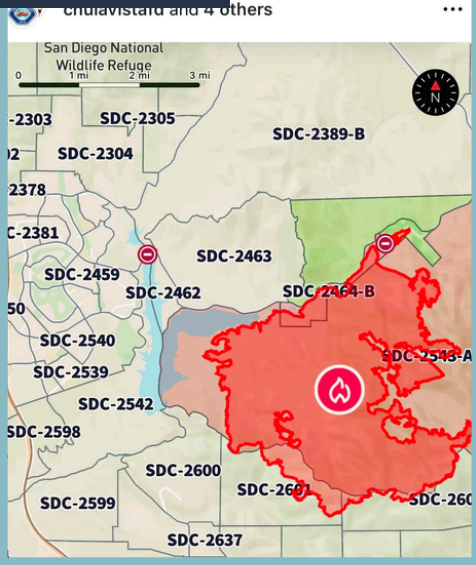
Likes: 1,305
Shares: 269
Views: 30,787
Reach: 17,884



Not posted on X



🚒 UPDATE 12:00 PM 1/27/25 🚒 Containment on the [#Border2Fire](#) continues to increase with the help of current weather conditions and the efforts of the firefighters on the front line. [@ChulaVistaFD](#) would like to thank our citizens for the tremendous support they have given all of the First Responders. It is an honor to be a part of this community.

Post 19



Date: January 28, 2025
Time: 6:30 p.m.
Accounts posted: ThinkChulaVista, chulavistapd, chulavistafd, cvrec, cvacf

		
Likes: 115 Shares: 29 Views: not available Reach: not available	Likes: 1,446 Shares: 90 Views: 43,846 Reach: 35,480	Not posted on X

 UPDATE 6:30 PM 1/28/25  [#Border2Fire](#) remains at 6625 acres and is 88% contained. Over 1000 firefighters from various agencies continue to work on increasing containment.