



Web Metrics Report

Sept. 8-9, 2011

Special Edition: September Floods

Persistent and heavy rainfall Sept. 8 created flash flooding conditions throughout Fairfax County. Some areas received 12-15 inches of rain washing out roads, bridges and flooding the Huntington community.

According to the county's Emergency Operations Plan, the Office of Public Affairs coordinates and disseminates all information related to major incidents.

This metrics report provides a snapshot of how our information was published and shared during the preparation, response and recovery timeframe of Sept. 8-9, 2011.

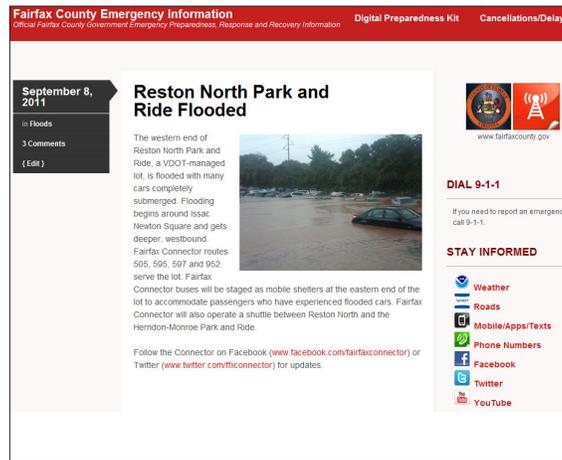
Many of the stats provided here are compared with Hurricane Irene metrics, which were measured from Aug. 25 to Aug. 29.





Emergency Information Blog

The county's new emergency information blog launched on Aug. 25 prior to Hurricane Irene. The blog continued to be the primary way to share emergency information during this flood.



By The Numbers (1.5 days)

- **51,038: views** — — — — — →
- **53: public comments**
- **46: county posts** |

Compared to Hurricane Irene (4.5 days)

- **50,668: views**
- **77: public comments**
- **61: county posts**

- Huntington Area Update (11:30 p.m.)
- Photos: Flooding, Road Damage and Huntington
- Avoid Repair Fraud
- Donations and Volunteering in Response to Flood
- No Recreational Water Use in Gunston Cove Area Until Further Notice
- VDOT Provides Road Update (7 p.m.)
- Building Inspection Colored Signs
- Mosquitoes: Eliminate Standing Water
- Governor Declares Emergency in Response to Flooding
- Heat Safety During Storm Cleanup
- Mold Tips
- Permit Fees Waived for Storm Damage
- Assistance for Huntington Residents; Community Meeting Saturday
- Weather Update (11:45 a.m.)
- Transportation Update (11:30 a.m.)
- Updated Facility Closings and Event Cancellations (10:15 a.m.)
- Report Blocked Storm Drains and Sewage Backups (8:25 a.m.)
- Trash and Recycling Schedule (8:10 a.m.)
- Cleanup Safety Tips
- More Rain Expected Today; Moderate Flooding Possible (6:45 a.m.)
- Fairfax County Government Operating Status Friday Sept. 9
- Morning Transportation Update (5:30 a.m.)
- Road Closure Update (1:25 a.m.)
- Flood Warning Until 5 a.m. (posted 12:02 a.m.)
- Returning Home: Huntington Inspections
- The Morning Commute (10:50 p.m.)
- Police Chief Rohrer Provides Flood Safety Tips (10:22 p.m.)
- Fairfax County Government Operating Status Friday Sept. 9
- Cancellations and Delays for Friday
- Heavy Rains Continue Tonight; Please Stay Home (9:15 p.m.)
- Chairman Bulova's Statement on Serious Flooding (9:03 p.m.)
- Power Outage Information
- Pets for Huntington Evacuees (8:28 p.m.)
- 9-1-1 Call Center Volume
- New Beltway Closure at Mixing Bowl
- Road Closures Update (7:45 p.m.)
- Beltway Closing Due to High Water
- Huntington Evacuation Information
- Huntington Area Evacuations Immediately
- Huntington, New Alexandria and County-wide Flooding Update
- Reston North Park and Ride Flooded
- Road Closures Due to Flooding as of 4 p.m.
- Rain and Road Flooding in Fairfax County
- Street Flooding Potential in Parts of Fairfax County
- Do Not Drive Through Roadways Covered With Water



Facebook

The county's main Facebook page at www.facebook.com/fairfaxcounty serves as a key way for people to get information about emergencies. Once again, as we've seen with previous incidents such as Hurricane Irene, snowstorms and H1N1, Facebook proved its value to county government and to the public.

By The Numbers (1.5 days)

- **350,943: post views**
- **212: new fans**
- **827: # of times someone shared a county post**
- **163: likes**
195: comments
(on county Facebook page)
- **318: likes**
997: comments
(on any Facebook page)
- **40: county posts**

Compared to Hurricane Irene (4.5 days)

- **335,000: post views**
- **380: new fans**
- **366: # of times someone shared a county post**
- **318: likes**
91: comments
(on county Facebook page)
- **48: county posts**



Fairfax County Government added 19 new photos to the album **Flooding Sept. 8, 2011.**



Flooding Sept. 8, 2011

Heavy rains caused heavy flooding, especially in the Huntington area of the coun...

[See More](#)

16,437 Impressions · 0.21% Feedback

Like · Comment · Share · September 9 at 9:11pm

23 people like this.

[View all 12 comments](#)



Mona Miller So much damage, way, way too much rain.
Saturday at 10:00am · [Like](#)



Twitter

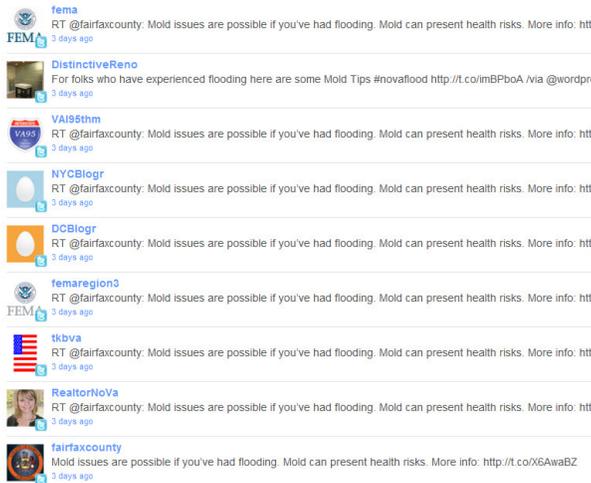
The county's main Twitter account at www.twitter.com/fairfaxcounty continues to serve be another primary channel for people to get information about this flood.

By The Numbers (1.5 days)

- **565: retweets of county updates**
- **349: new followers**
- **59: county updates**

Compared to Hurricane Irene (4.5 days)

- **333: retweets of county updates**
- **292: new followers**
- **60: county updates**



CEAN: Community Emergency Alert Network

We have long encouraged our residents to stay informed for critical updates through our text and email alert system. CEAN was used during Hurricane Irene, especially to inform residents in the more flood-prone areas of the county.

By The Numbers (1.5 days)

- **872: approximate # of new subscribers**

Compared to Hurricane Irene (4.5 days)

- **3,000: approximate # of new subscribers**



YouTube

YouTube for videos and Flickr for images are key parts of our social media platforms. We often publish videos and photos to share on the county website, emergency information blog, Facebook, Twitter and elsewhere. The public then takes these videos and photos and shares them in many ways.

By The Numbers (1.5 days)

- **839: video views**
- **2: videos** |

Compared to Hurricane Irene (4.5 days)

- **1,863: video views**
- **5: videos**



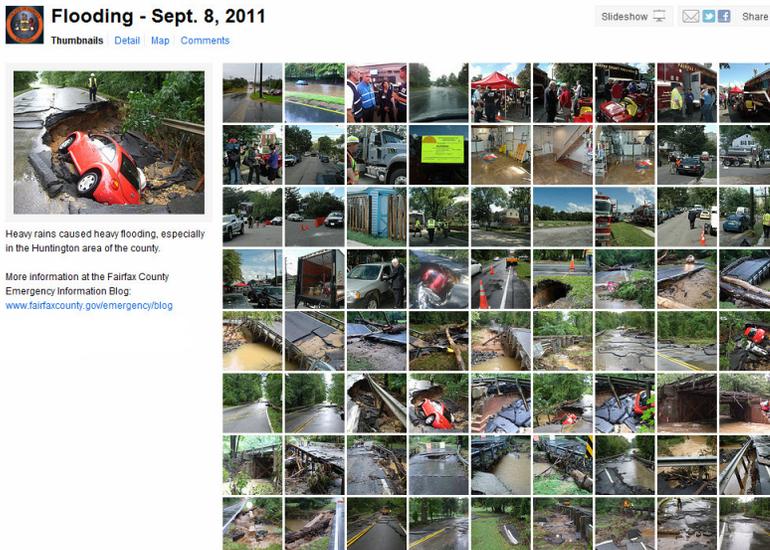
Flickr

By The Numbers (1.5 days)

- **63,438: photo views**
- **72: photos**

Compared to Hurricane Irene (4.5 days)

- **5,766: photo views**
- **11: photos**





Mobile

Mobile devices are fast becoming the tool of choice to share and consume information. Most of the information we publish can be viewed on smartphones, while all of our messages can be published to any type of cellphone through text alerts. To address this shift in consumer behavior, Fairfax County has begun implementing a modest mobile strategy to ensure our information is compatible and usable for our residents. The county's website is now mobile-friendly and we've included a special mobile emergency home page so people can access our information easily. We also have iPhone and Android apps.

By The Numbers (1.5 days)

- **86: # of county iPhone app downloads**



Compared to Hurricane Irene (4.5 days)

- **289: # of county iPhone app downloads**



Mobile Emergency Home Page

Stay Informed

[Emergency Information Blog](#) >

[Subscribe to Text & Email Alerts](#) >

[Facebook Updates](#) >

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[Twitter Updates](#) >

Phone Numbers