



2022

Q4

OFFICE OF MANAGEMENT & ENTERPRISE SERVICES

Media Analytics Quarterly Report

October-December 2022

PREPARED BY

 External Communications, Legislative and Public Affairs



OKLAHOMA
Office of Management
& Enterprise Services

Followers

34.5%  **+836**
GROWTH

3,262
TOTAL

9.9%  **+191**
GROWTH

2,130
TOTAL

29.7%  **+202**
GROWTH

883
TOTAL

25.5%  **+139**
GROWTH

684
TOTAL

68.6%  **+1,635**
GROWTH

4,017
TOTAL

Audience

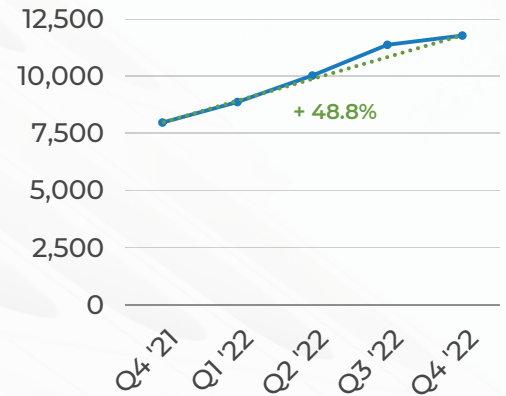
11,783

TOTAL NUMBER OF OMES FOLLOWERS.

+ 48.8%

We gained 3,810 net followers since Q4 2021 at an average rate of 4.1% per month and an overall 48.8% growth from 7,973 in Q4 2021. Our LinkedIn account experienced the biggest increase at 68.6%.

OMES AUDIENCE Q4 '21 TO Q4 '22



Impressions

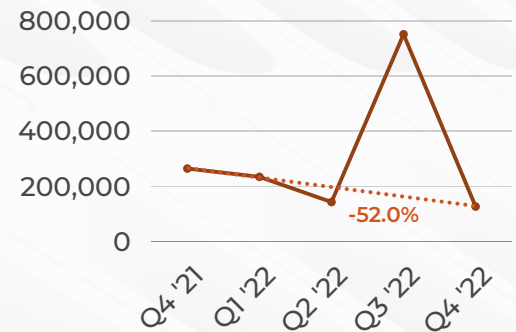
127,360

NUMBER OF TIMES PEOPLE VIEWED OMES CONTENT.

- 52.0%

The number of times people viewed our content decreased about 52% from 265,147 in Q4 2021 to 127,360 in Q4 2022.

OMES IMPRESSIONS Q4 '21 TO Q4 '22



Engagement

9,897

INTERACTIONS WITH OMES CONTENT THIS YEAR.

- 40.4%

The amount of interactions with OMES content decreased about 40% from 16,603 in Q4 2021 to 9,897 in Q4 2022.

21,959
REACTIONS



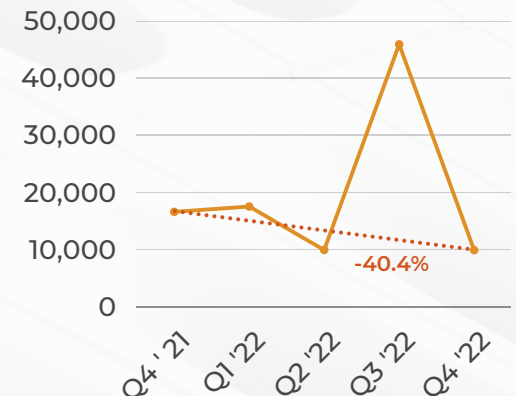
6,808
SHARES



2,690
COMMENTS



OMES ENGAGEMENT Q2 '21 TO Q4 '22



Social media posts

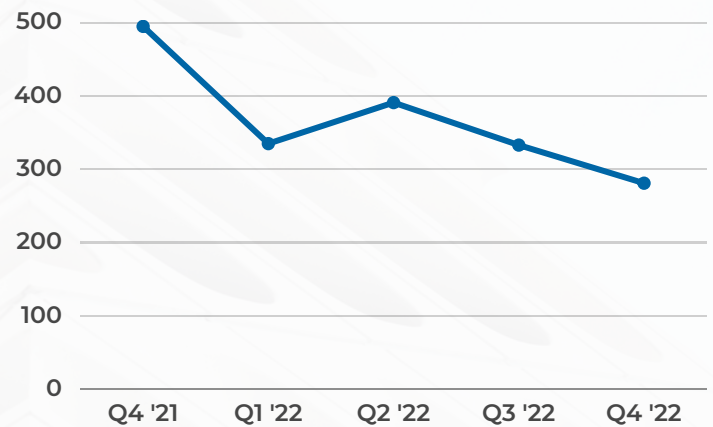
OMES published 281 posts across networks in Q4:

- Facebook – 77.
- Twitter – 74.
- LinkedIn – 67.
- Instagram – 63.



281
Posts published
in Q4*

POSTS PUBLISHED Q4 2021 THROUGH Q4 2022



*Includes Twitter tweets, quote tweets and @replies; Facebook posts; Instagram posts and stories; and LinkedIn posts.
NOTE: Twitter counts private messages as posts.

Social media campaigns and podcasts

CAMPAIGNS



Service Oklahoma promotions



eProcurement portal go-live



Holiday/seasonal spotlights at OMES



2022 State Suppliers Expo and OK-ISAC Symposium

PODCASTS



DEC. 24
Finding Your Voice Ep. 5



NOV. 19
Finding Your Voice Ep. 4



OCT. 22
Finding Your Voice Ep. 3



OCT. 8
Finding Your Voice Ep. 2

OMES Website visits

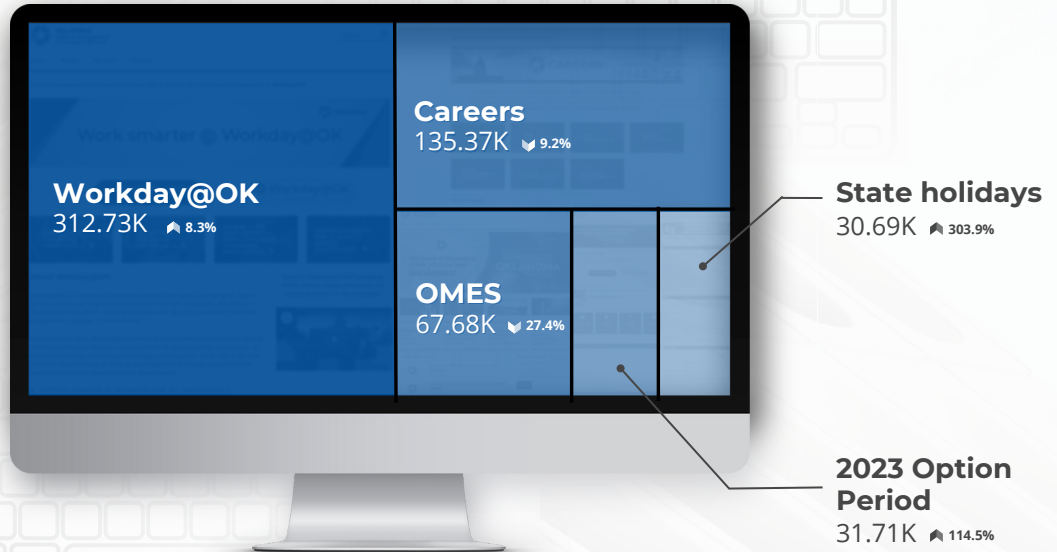
1,124,250

Total number of times people visited the OMES website.

How did visitors find our website?

Top referring domains:
1. Typed/bookmarked.
2. google.com
3. bing.com

Most visited site pages this quarter

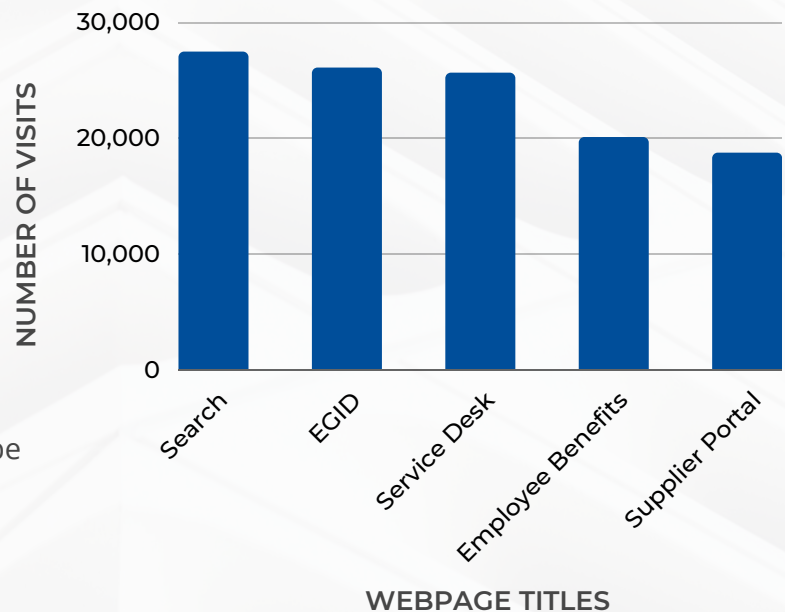


Other webpage visits

The uptick in visitors to the 2023 Option Period and the Employees Group Insurance Division pages is expected with the state's annual enrollment period in October.

It is also unsurprising to see a lot of visitors to the Supplier Portal webpage, which recently went live for existing and potential state suppliers to do business with the state online.

Fewer visits to the Service Desk webpage may be due to the leveling out of Workday@OK-related requests that spiked in Quarter 3, 2022.





YouTube analytics summary

We published **eight videos total** to YouTube this quarter:

- Four were episodes in our Finding Your Voice podcast.
- Two showcased OMES projects, the eSupplier platform and the State Charitable Campaign.
- One was a recap of the 2022 State Suppliers Expo.
- One was an invitation to the 2022 OK-ISAC Symposium.

Video traffic came primarily from oklahoma.gov (59.7%), govDelivery direct links (10.8%), Gmail (8.3%) and YouTube browse features (8%).

8 videos

1
2022 EXPO

2
PROJECTS

1
2022 OK-ISAC

4
PODCAST

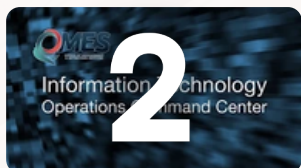
Top videos this quarter



1
OMES Employees Group Insurance Division is making big changes

VIEWS
425

IMPRESSIONS
837



2
Information Technology Operations Command Center

VIEWS
217

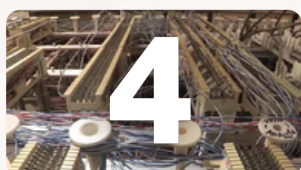
IMPRESSIONS
1,296



3
2022 State Suppliers Expo Recap

VIEWS
211

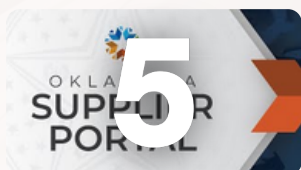
IMPRESSIONS
1,023



4
OMES retires old phone system at Oklahoma Capitol

VIEWS
193

IMPRESSIONS
2,017



5
Introducing the new Oklahoma Supplier Portal

VIEWS
141

IMPRESSIONS
354

7,777
VIEWS
-54.6% from Q3 2022

29,900
IMPRESSIONS
-38.5% from Q3 2022

614
RETURNING VIEWERS
-44.2% from Q3 2022

+28
SUBSCRIBERS
-53.3% from Q3 2022

NOTE: YouTube impressions indicate how many times YT showed the video thumbnail to potential viewers.

Quarterly goals and objectives progress

STRATEGIES IMPLEMENTED

✓ IMPLEMENT COLLABORATION-FOCUSED CAMPAIGNS

During Q4 2022, we worked with private-sector IT professionals to promote the OK-ISAC Symposium event and collaborate with speakers' audiences. Additionally, we worked with Service Oklahoma to promote their new social media pages, services and news.

✓ INCREASE ENGAGEMENT 5% ACROSS ALL PLATFORMS EACH QUARTER

In Q4 2022, we received 35,052 fewer total engagements than in Q3 – about a 79% decrease following last quarter's spike of 363%. The biggest contributor to the drop was Facebook, which fell 85.9% from Q3 when our 988 post, alone, received 23,470 engagements.

✓ COLLABORATE WITH AT LEAST 3 PARTNER AGENCIES/ORGS PER QUARTER

During our Finding Your Voice podcast Ep. 4, which featured Adria Berry, Kelli Baker and Millicent Newton-Embry, we collaborated with the Oklahoma Medical Marijuana Authority, the State Department of Health and the Department of Corrections. We also collaborated with private company GiANT Worldwide in Ep. 5, which featured Jessica Rimmer.

✓ GROW OUR TOTAL AUDIENCE 5% EACH QUARTER

Our cross-network audience grew about 3.6% since last quarter. LinkedIn, Instagram and YouTube experienced the biggest audience increase, growing 6.3%, 5.9% and 3.5% respectively. Based on our recent growth rates, we expect to surpass 12,000 total audience members in the first quarter of 2023.

✓ BOOST RECRUITING EFFORTS THROUGH HIRING CAMPAIGNS

We published 10 cross-network posts promoting job openings at OMES to recruit talent and increase our candidate pool. Collectively, these posts received 394 link clicks to jobs.ok.gov on Facebook, 330 on LinkedIn and 36 on Twitter, indicating they don't perform well on Twitter.

ENGAGEMENT

AUDIENCE

45

FEATURES IN PUBLICATIONS & BROADCASTS

OCTOBER-DECEMBER
OMES was featured in 45 publications/broadcasts and published 8 original stories.

Print/online

Broadcast

37

STORIES PUBLISHED



8

STORIES AIRED

Original content from the OMES blog (8)



DEC. 22
It's the most wonderful time for state employee discounts



NOV. 17
Tech partnership event nets big win for cybersecurity community



DEC. 22
OHS modernizes, improves fiscal transparency



NOV. 14
Updated IT project processes, tools and more – EPMO 3.0



NOV. 30
Give thanks for your colleagues: 5 tips to submit a stellar kudos



OCT. 26
Transforming state procurement, one relationship at a time



NOV. 29
Crews begin work on Oklahoma Capitol security upgrades

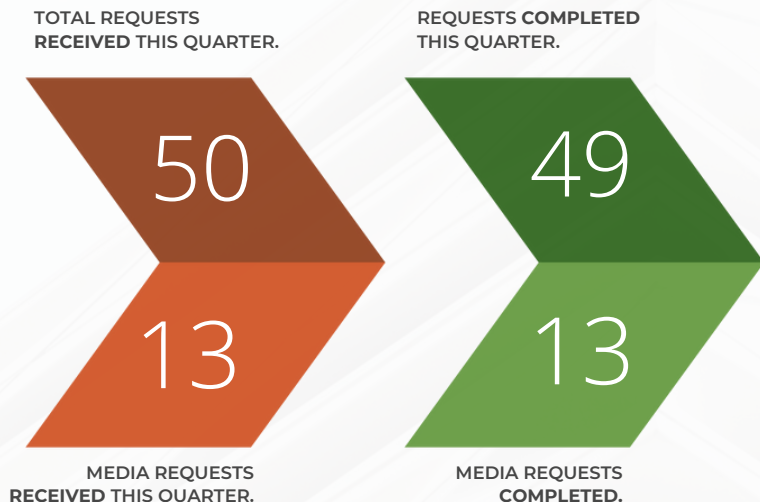


OCT. 19
Oklahoma recognized as 2022 Government Experience finalist

October-December ...

We received 50 new requests; 13 of these were media.

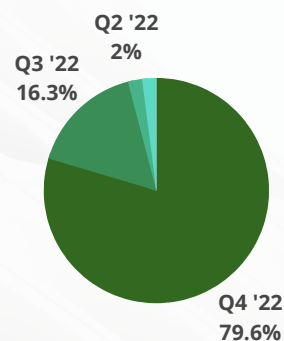
We completed 49 requests; 13 of these were media.



Completed requests

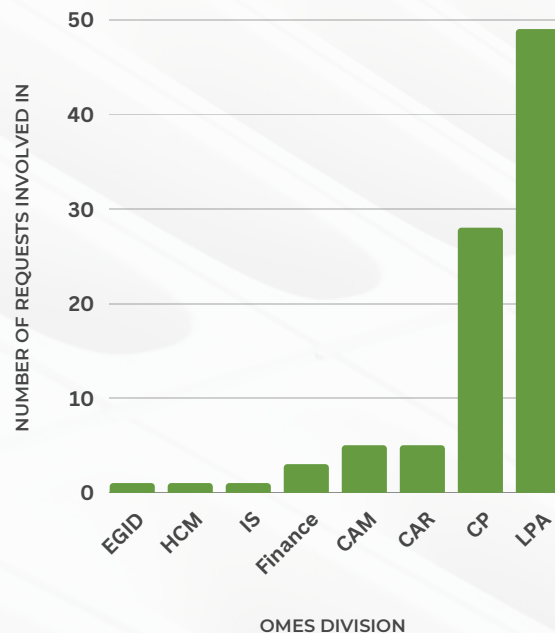
Of the 49 completed requests October-December, 20.41% were from previous quarters:

- 1 was from Q1 '22.
- 1 was from Q2 '22 – 1 media.
- 8 were from Q3 '22 – 1 media.



Completed ORRs – involvement per division

OMES DIVISION NAME	NO. OF REQUESTS INVOLVED IN
Employees Group Insurance Division	1
Human Capital Management	1
Information Services	1
Finance	3
Capital Assets Management	5
Central Accounting and Reporting	5
Central Purchasing	28
Legislative and Public Affairs	49



Pending ORRs by month

OCTOBER 2022

10 pending requests:

- 3 media.
- 3 pending past 90 days.

NOVEMBER 2022

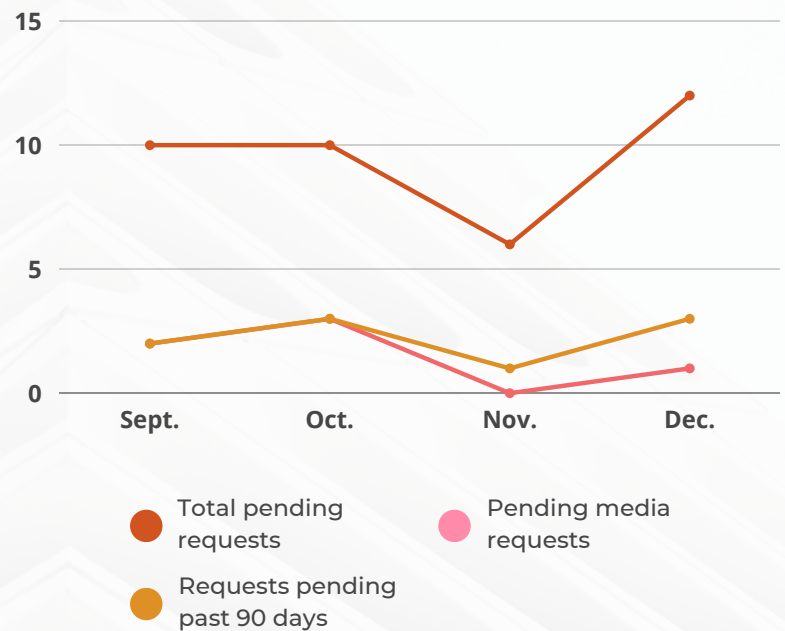
6 pending requests:

- 1 media.
- 0 pending past 90 days.

DECEMBER 2022

12 pending requests:

- 3 media.
- 1 pending past 90 days.



Pending ORRs – involvement per division

OMES DIVISION NAME	NO. OF REQUESTS INVOLVED IN
Human Capital Management	1
Information Services	1
Central Accounting and Reporting	2
Central Purchasing	9
Legislative and Public Affairs	12

