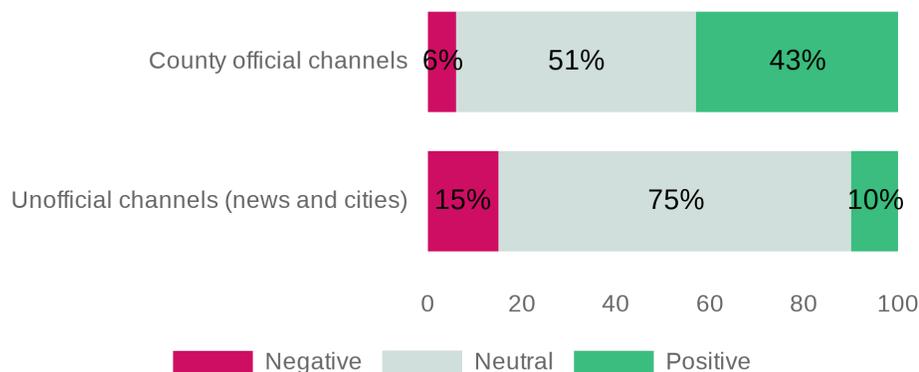


Draft

Discourse generated by County channels skews positive, mostly driven by enthusiasm about the County's parks and animal shelter; residents express alarm about rising COVID-19 cases in the County

Nov 8 - Dec 15, 2021

Sentiment Comparison - Discourse by and about the County



During the past six weeks (November 8-December 15), online discourse by and about Miami County consisted of 10.6K interactions - **making up 46% of all online conversations taking place in the County during this time** (the rest of the discourse was related to events and issues related to the cities in the County).

Most of the discourse (79%) was driven by official County channels, while the rest was discourse that referenced the County - generated by news outlets and cities in the County. A review of the official and unofficial discourse can provide insight into how residents engage directly *with* the County and how the County is discussed on unofficial channels.

Official discourse

- **The official discourse was 7X more positive than negative** (43% and 6%, respectively). The main drivers of positive feedback were the Miami County Park District and the Miami County Animal Shelter Facebook pages. Overall, these channels were the main drivers of discourse, accounting for 60% of all official discourse.
- **Residents were particularly excited about the Stillwater River suspension bridge, the Holiday Pet Portrait Fundraiser, and the Holiday Lights at Lost**

Zencity Insight 12.30.21-01.05.22

Creek Reserve.

- We note that a specific issue that came up anecdotally in response to the holiday events and parks was **accessibility for people less able to walk and how to mitigate heavy traffic upon arrival.**
- The Miami County Public Health Department accounted for 21% of the official discourse and generated **most of the negative feedback** (85%).
- The negative sentiment was generated in response to updates by the Health Department about COVID-19 cases. It consisted of **expressions of alarm about rising cases and concern about this trend continuing following the holiday period.**

Unofficial discourse

- Discourse about or referencing the County on unofficial channels was **more negative than positive** (15% and 10%, respectively).
- The leading drivers of negative sentiment concerning the County were **stories about County residents**: the news that a County couple was sentenced to jail time for their role in the Capitol riot and a Miami County resident's win of a Vax-2-School Scholarship as part of the state's COVID-19 vaccine incentive program.
- Positive sentiment around the County was mainly generated by posts by the City of Troy about the **groundbreaking for the Robinson Reserve** in conjunction with the County Park District.

In summary, **discourse generated by the County itself was instrumental in generating positive feedback and shows that residents are mainly engaged and excited by developments regarding parks in the County and the animal shelter.** By contrast, discourse about the County mainly focused on **individual residents and the various developments regarding parks and trails - a clear driver of enthusiasm and support for residents, both on official and unofficial channels.**



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