# Exhibit\_F\_F

**(f) Identify the entities most effective at disseminating messages.**

## Our interpretation:

* Selection of a platform (Twitter, Facebook, Instagram that gets the most views/reactions)
* Platforms that show significant changes in trends when improvements are made to schedule/infrastructure can be an indicator of effectiveness of the platform in engaging with the public
* No. of active users/visitors to the CMTA page

## How will we achieve this?

We would need to keep track of the following metrics

* Facebook likes and reacts
* Twitter Retweets and Likes
* Instagram (Hashtags/mentions in comments)
* Corresponding record of events in Austin (with timestamps)
* Corresponding record of changes to the CMTA system (with timestamps)

## Resources/Tools/References?

* Twitter – Twitter API
* Facebook/insta graph API – Extract Likes/reacts [{objectID}/reactions]
* Search for mentions from scraped data
* Record events/CMTA will be have to be done manually