



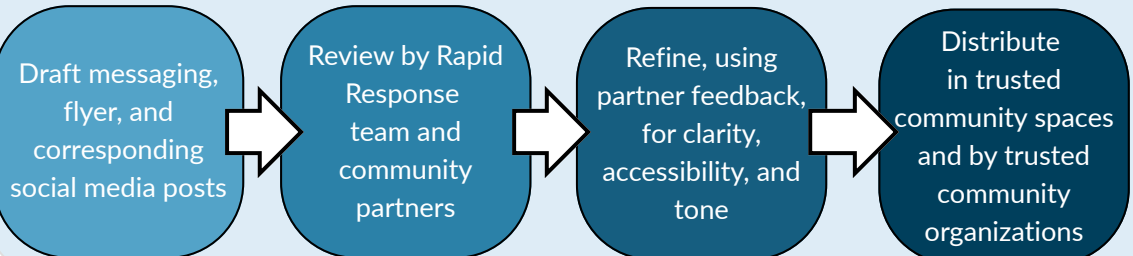
World Cup Community Canvassing

Office of Community Affairs | County of San Mateo

In parallel with a social media campaign, the Office of Community Affairs implemented an in-person community canvassing strategy. While digital outreach expanded online visibility, canvassing reinforced the same resources through outreach into trusted neighborhood spaces, meeting residents directly where they live, work, and gather.



Campaign Development



Audience Reached

760
physical postcards
distributed

Daly City - Mission Street

San Mateo - B Street/Downtown

Redwood City - Downtown

North Fair Oaks - Middlefield Road

Flyers also distributed via 10 contracted outreach partners representing all 5 districts of San Mateo County

Why these locations?

- Focused on communities with high immigrant populations
- Merchant corridors chosen because of high pedestrian traffic
- Proximity to public World Cup watch parties, providing opportunity to reach large community gatherings

Key Takeaways

- In-person outreach created opportunities to answer questions and build trust between residents and OCA
- Residents were most interested in how to report rumors of immigration enforcement anonymously and how to find verified information from trusted sources (FIA and OCA social media)
- Lower social media reach among teens (13–17) and adults 45+ highlights the value of using multiple outreach methods



World Cup Social Media Campaign

Office of Community Affairs | County of San Mateo

Executive Summary

During the World Cup (June–July 2026), the Office of Community Affairs ran a 12-post multilingual Instagram campaign to raise awareness of Know Your Rights resources and the Rapid Response Hotline. Four posts were boosted to San Mateo County and neighboring Bay Area counties.



Campaign Results

136K

Reach

Unique accounts reached

219K

Views

Times content was actively viewed

48%

Engagement Rate

Likes, Comments, Shares, & Saves

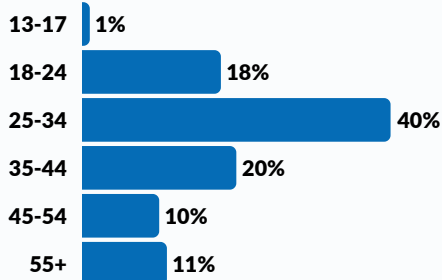
+205

Follower Growth

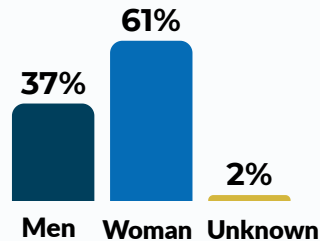
Growth in followers during campaign

Audience Reached

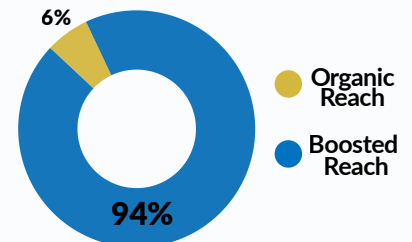
Age Group



Gender



Reach by Source



Geographic Targeting



Boosted posts used Instagram's suggested targeting with a Bay Area radius, focused on San Mateo County and neighboring counties rather than a broader regional or national audience.

Key Takeaways

- **48% engagement rate** shows people weren't just seeing the posts, they were actively liking, saving, and sharing, a sign that the content resonated with the audience. Average engagement rate on social media for government entities is less than 4%.
- **94% of our reach** came from boosted posts, with only 6% organic, showing that boosting was vital in expanding visibility to our resources.
- **+205 new followers** show boosting converts one-time reach into a lasting audience.

Appendix A: Boosted Post Performance

Post	Language of Post	Reach (Unique Accounts)	Views (Times content was actively viewed)	Engagement (Likes, Comments, Shares & Saves)	New Followers Gained
#1 Winning Teams Have a Plan 	English	23,228	37,972	526	+66
#2 Do Not Spread Rumors and Panic 	English Spanish Chinese	23,069	38,550	175	+26
#3 NorCal Rapid Response Hotlines 	English Spanish Chinese	58,395	78,159	646	+92
#4 Increased Police Presence 	English Spanish Chinese	23,348	48,650	190	+20
Total		128,040	203,331	1,537	+204

Note: All metrics reflect boosted (not organic) performance during the June–July 2026 campaign period.