

SONC Outreach Committee - Agenda Item 5C Supporting Documentation for 1/18/2022

Social Media Metrics

Facebook and IG Dec 2021 to January 2022

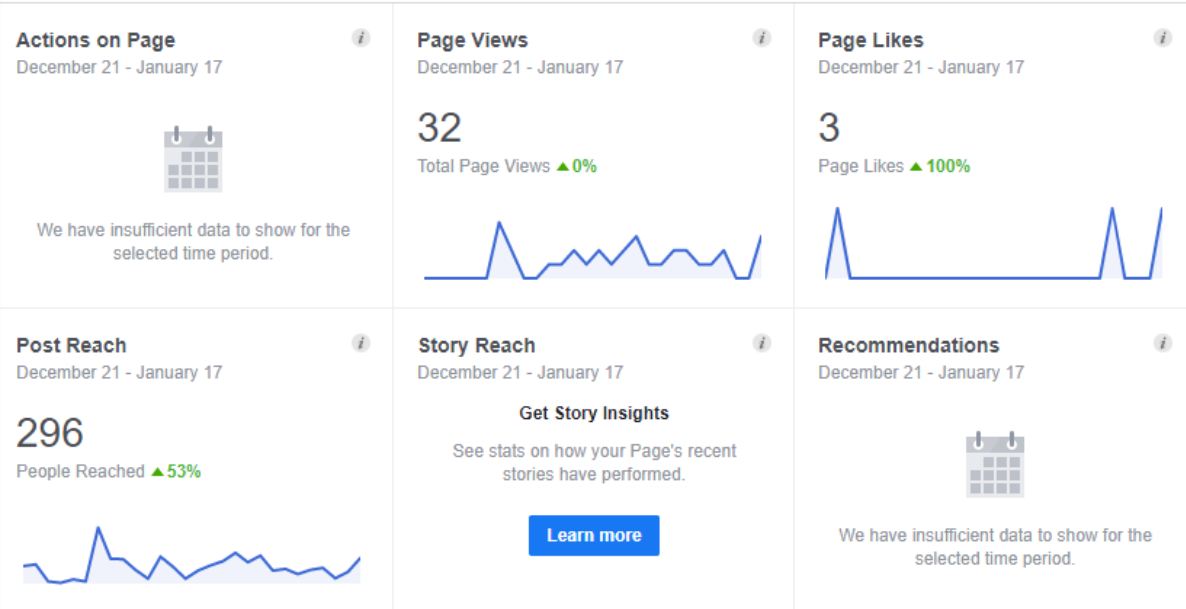
Page Summary Last 28 days ↕

Export Data 

Results from Dec 21, 2021 - Jan 17, 2022

Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

■ Organic ■ Paid



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Social Media Metrics



Your 5 Most Recent Posts Create post

■ Reach: Organic / Paid
 ■ Post Clicks
 ■ Reactions, Comments & Shares ⓘ

Published	Post	Type	Targeting	Reach	Engagement	Promote
01/18/2022 2:42 AM		Video	Public	3 ■	0 0	Boost post
01/18/2022 2:40 AM		Image	Public	2 ■	0 0	Boost post
01/18/2022 2:38 AM		Image	Public	1 ■	0 0	Boost post
01/18/2022 2:37 AM	10 Books to Understand Dr. Martin Luther King, Jr.'s Legacy Today	Link	Public	1 ■	0 0	Boost post
01/18/2022 2:36 AM	To Exploited, Abused, Neglected Or Abandoned Animals, She's Forever A	Link	Public	1 ■	0 0	Boost post

[See All Posts](#)

Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week
YOU 1 Sherman Oaks Neighbo...	826 ■	▲100%	85	55 ■

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IG

4:59 • 🔔 📶 4G LTE 📶 84%

← **Insights** ⓘ

Last 30 Days ▾

Dec 18 - Jan 16

Insights Overview

You reached **+46.7%** more accounts compared to Nov 18 - Dec 17

Accounts reached	91 > +46.7%
Accounts engaged	12 > +50%
Total followers	223 > +3.7%

Content You Shared

Post photos or videos to see new insights. >



NextDoor - Dec 2021 to January 2022

Metrics

Membership **Content & Engagement**

Viewing metrics by area.

Change View ...

Area	Members	New members *	Claimed households	Agency posts *
Sherman Oaks NC	27,105	231	17659	1

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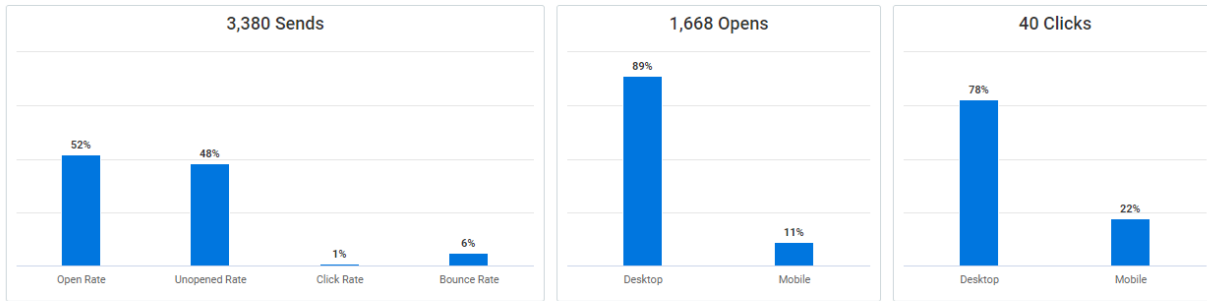
Social Media Metrics

Constant Contact Dec 2021 to January 2022

Overview

A look at some of your top emailing stats during this time.

Download As ▾



Trends

Check out how your numbers compare over time.

Your open rate:	52%	Your click rate:	1%
vs. previous 60 days	+10% ▲	vs. previous 60 days	-1% ▼
vs. industry average	+25% ▲	vs. industry average	-1% ▼

Improve open rates

Open rates are most impacted by your subject lines. [Learn how to craft engaging subject lines that get more opens.](#)



← Previous Next →

Improve click rates

Make sure you always deliver on the promised content when a customer clicks through. Be careful not to mislead with empty promises.



← Previous Next →

Campaigns Sent from Nov 19, 2021 - Jan 18, 2022

See how all your campaigns performed during the selected time range.

Table Graph

1 Item Export All Compare Selected

Search by Campaign Name

<input type="checkbox"/>	Time Sent ↓	Campaign Name	Sends	Opens	Clicks	Bounces	Unsubscribes
<input type="checkbox"/>	Wed, Dec 8, 2021, 1:02 PM	SONC Newsletter: December 2021, Issue 12	3,380	1,668 52%	40 1%	200 6%	11 1%

Show 50 ▾

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Social Media Metrics

Constant Contact Subscriber January 2021-January 2022

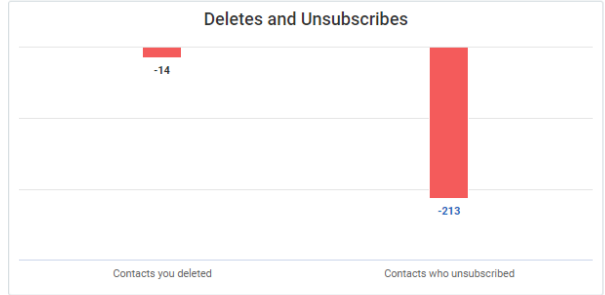
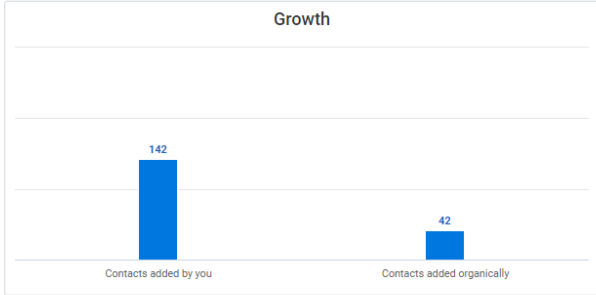
Past 12 Months ▾

Overview

A quick overview of your contacts activity.

Get Notifications

Download As ▾



Trends

Trends

Compare your contact growth over time.

During the past 12 months, you had -43 net new contacts

Ready to grow your list? Check out our top tips.

Current total contacts 3,375

Tip #1: Pop-up greetings

Give website visitors a [pop-up](#) that prompts them to sign up for your emails!



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