



# Sherman Oaks Neighborhood Council

## Social Media Platform Metrics - June 2022

### 1. Ziff Flyer (June issue #6)

Sent to: 3304 subscriber e-mail addresses

Successful Deliveries: 93.7% or 3098

Bounces: 6.2% or 206 (109 undeliverable, 6 mailbox full, 69 suspended, 14 non-existent, 3 blocked, 5 other)

Open Rate: 49.4% or 1530 subscribers

Did not open: 50.6% or 1568 subscribers

Desktop Open Percentage: 94.3%

Mobile Open Percentage: 5.7%

Unsubscribed: 11 or .3%

Spam Reports: 0

Click Rate: 1.7% or 145 clicks

#### Click-Through Distribution:

<a href="http://www.shermanoaksnc.org/">http://www.shermanoaksnc.org/</a>	10	6.9%		
<a href="https://www.shermanoaksnc.org/committees/viewCommittee/planning-and-land-use-(plum)-and-vision-sub-committee">https://www.shermanoaksnc.org/committees/viewCommittee/planning-and-land-use-(plum)-and-vision-sub-committee</a>	8		5.5%	
<a href="https://docs.google.com/forms/d/1LnNV3piexlCZzvtkr-8wxPd2azn6EtbFOICF8I2Tk8/viewform?edit_requested=true">https://docs.google.com/forms/d/1LnNV3piexlCZzvtkr-8wxPd2azn6EtbFOICF8I2Tk8/viewform?edit_requested=true</a>	7		4.8%	
<a href="http://www.buynothingproject.org/">http://www.buynothingproject.org/</a>	6	4.1%		
<a href="https://www.designyourgarden.ladwp.com/">https://www.designyourgarden.ladwp.com/</a>	6	4.1%		
<a href="http://www.theodorepayne.org/5">http://www.theodorepayne.org/5</a>	3.4%			
<a href="https://www.shermanoaksnc.org/committees/viewCommittee/public-safety-committee4">https://www.shermanoaksnc.org/committees/viewCommittee/public-safety-committee4</a>		2.8%		
<a href="https://marketplace.ladwp.com/4">https://marketplace.ladwp.com/4</a>	2.8%			
<a href="https://www.thekitchn.com/reduce-waste-through-savvy-meal-planning-the-smart-shopper-218145">https://www.thekitchn.com/reduce-waste-through-savvy-meal-planning-the-smart-shopper-218145</a>	4		2.8%	
<a href="https://www.shermanoaksnc.org/committees">https://www.shermanoaksnc.org/committees</a>	3	2.1%		
<a href="https://foodforward.org/">https://foodforward.org/</a>	3	2.1%		
<a href="http://www.nextdoor.com/">http://www.nextdoor.com/</a>	3	2.1%		
<a href="https://www.shermanoaksnc.org/committees/viewCommittee/traffic-&amp;-transportation">https://www.shermanoaksnc.org/committees/viewCommittee/traffic-&amp;-transportation</a>	3	2.1%		
<a href="https://www.eventbrite.com/e/lafd-cert-sherman-oaks-tickets-342760635287?aff=ebdssbdestsearch">https://www.eventbrite.com/e/lafd-cert-sherman-oaks-tickets-342760635287?aff=ebdssbdestsearch</a>	3		2.1%	
<a href="https://lapdonlinestrgeacc.blob.core.usgovcloudapi.net/lapdonlinemedia/2021/03/Van-Nuys-June-Newsletter.pdf">https://lapdonlinestrgeacc.blob.core.usgovcloudapi.net/lapdonlinemedia/2021/03/Van-Nuys-June-Newsletter.pdf</a>	3		2.1%	
<a href="https://us02web.zoom.us/j/85140543942">https://us02web.zoom.us/j/85140543942</a>	3	2.1%		
<a href="https://www.switchison.org/">https://www.switchison.org/</a>	3	2.1%		
<a href="https://pw.lacounty.gov/epd/sg/webinars.cfm">https://pw.lacounty.gov/epd/sg/webinars.cfm</a>	3	2.1%		
<a href="https://achieve.lausd.net/domain/4">https://achieve.lausd.net/domain/4</a>	2	1.4%		
<a href="https://nhifp.org/volunteering/">https://nhifp.org/volunteering/</a>	2	1.4%		
<a href="https://www.shermanoaksnc.org/committees/viewCommittee/finance-committee">https://www.shermanoaksnc.org/committees/viewCommittee/finance-committee</a>	2	1.4%		
<a href="https://www.lacity.org/government/subscribe-agendasnotifications/neighborhood-councils">https://www.lacity.org/government/subscribe-agendasnotifications/neighborhood-councils</a>	2		1.4%	
<a href="http://www.facebook.com/ShermanOaksNC/">http://www.facebook.com/ShermanOaksNC/</a>	2	1.4%		
<a href="https://bit.ly/SepulvedaTransitUpdate">https://bit.ly/SepulvedaTransitUpdate</a>	2	1.4%		
<a href="https://www.shermanoaksnc.org/committees/viewCommittee/government-affairs-committee">https://www.shermanoaksnc.org/committees/viewCommittee/government-affairs-committee</a>	2		1.4%	
<a href="https://www.lacitysan.org/san/faces/wcnav_externalId/s-lsh-wwd-s-c-hw-safemc?_adf.ctrl-state=vevgim6oe_239&amp;_afriLoop=13528601076394246#!">https://www.lacitysan.org/san/faces/wcnav_externalId/s-lsh-wwd-s-c-hw-safemc?_adf.ctrl-state=vevgim6oe_239&amp;_afriLoop=13528601076394246#!</a>	2	1.4%		
<a href="https://www.shermanoaksnc.org/page/viewPage/neighborhood-purpose-grants">https://www.shermanoaksnc.org/page/viewPage/neighborhood-purpose-grants</a>	2	1.4%		
<a href="https://www.shermanoaksnc.org/committees/viewCommittee/education-committee">https://www.shermanoaksnc.org/committees/viewCommittee/education-committee</a>	2	1.4%		
<a href="https://www.laworks.com/">https://www.laworks.com/</a>	2	1.4%		
<a href="https://lapl.org/branches/sherman-oaks">https://lapl.org/branches/sherman-oaks</a>	2	1.4%		
<a href="http://www.freecycle.org/">http://www.freecycle.org/</a>	2	1.4%		
<a href="https://www.lafoodbank.org/volunteer/">https://www.lafoodbank.org/volunteer/</a>	2	1.4%		
<a href="https://www.shermanoaksnc.org/committees/viewCommittee/executive-committee">https://www.shermanoaksnc.org/committees/viewCommittee/executive-committee</a>	2	1.4%		
<a href="https://www.budgetadvocates.org/">https://www.budgetadvocates.org/</a>	2	1.4%		
<a href="https://councildistrict4.lacity.org/transpo-form">https://councildistrict4.lacity.org/transpo-form</a>	2	1.4%		
<a href="https://www.facebook.com/laworks">https://www.facebook.com/laworks</a>	2	1.4%		
<a href="http://www.cert-la.com/">http://www.cert-la.com/</a>	2	1.4%		
<a href="https://planning.lacity.org/">https://planning.lacity.org/</a>	2	1.4%		
<a href="https://thevalleyofchange.org/">https://thevalleyofchange.org/</a>	2	1.4%		
<a href="https://www.shermanoaksnc.org/committees/viewCommittee/board-">https://www.shermanoaksnc.org/committees/viewCommittee/board-</a>	2		1.4%	

[https://www.lacitysan.org/san/faces/wcnav\\_externalId/s-lsh-wwd-s-r?\\_adf.ctrl-state=1hevapsqj\\_5&\\_afLoop=13527530115912792#!](https://www.lacitysan.org/san/faces/wcnav_externalId/s-lsh-wwd-s-r?_adf.ctrl-state=1hevapsqj_5&_afLoop=13527530115912792#!)  
 2 1.4%  
[https://www.youtube.com/channel/UCXTIDVq\\_eJdzF1RTiZIBJAQ/videos](https://www.youtube.com/channel/UCXTIDVq_eJdzF1RTiZIBJAQ/videos) 1 0.7%  
<https://www.shermanoaksnc.org/committees/viewCommittee/outreach-committee> 1 0.7%  
<https://www.shermanoaksnc.org/calendar> 1 0.7%  
<https://www.shermanoaksnc.org/page/maillingList> 1 0.7%  
<https://www.lapdonline.org/volunteer-opportunities/> 1 0.7%  
<https://www.shermanoaksnc.org/committees/viewCommittee/green-&-sustainability-committee> 1 0.7%  
<https://bit.ly/SFVCR> 1 0.7%  
<https://www.linkedin.com/company/la-works> 1 0.7%  
<http://www.ladwp.com/> 1 0.7%  
<https://twitter.com/shermanoaksnc> 1 0.7%  
<https://twitter.com/ValleyChange> 1 0.7%  
<https://twitter.com/LAWorksNow> 1 0.7%  
<http://publichealth.lacounty.gov/> 1 0.7%  
<https://aging.lacity.org/> 1 0.7%  
<https://planning.lacity.org/plans-policies/community-plan-update/southeast-valley-news/help-plan-ventura-cahuenga-corridor-sign> 1  
 0.7%  
<http://www.ladwp.com/wateringdays> 1 0.7%  
<https://www.instagram.com/thevalleyofchange/?hl=en> 1 0.7%  
<http://boe.lausd.net/> 1 0.7%

Total Click-throu

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145

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Total Click-throughs: 145

## 2. Nextdoor.com

Total Sherman Oaks Area Members – 27,952

Broken down into 24 local neighborhoods

New members (since inception) – 223

Claimed Households – 18016

Total Posts – 15 (last 30 days)

Total impressions – 17354

Average Impressions per post – 1156

Most viewed post – LAFD Cert Class at the Sherman Oaks Galleria – 6022 impressions

Replies to posts – 7

Thank You Count – 28

## 3. SONC Website – shermanoaksnc.org

Total unique visitors (last 28 days) - 1390

21.8% - returning visitors, 78.2% - new visitors

Client type - 56% - desktop, 41% - mobile, 2.5% - tablet

Total Page Views (last 28 days) – 3,954

Most visited pages – 1. Root(home), 2. Calendar, 3. Map, 4. Board, 5. Contact, 6. News, 7. Committees

## 4. Facebook

994 followers, 454 following

Last 28 days – 248 posts, 1 like, 0 comments, 0 shares

## 5. Instagram

289 followers

## 6. Twitter – not available/no access

