



Sherman Oaks Neighborhood Council

Social Media Platform Metrics - August 2022

1. Ziff Flyer (August issue #8)

Sent to: 3336 subscriber e-mail addresses

Successful Deliveries: 93.6% or 3118

Bounces: 6.5% or 218 (100 undeliverable, 6 mailbox full, 82 suspended, 18 non-existent, 3 blocked, 7 on vacation, 2 other)

Open Rate: 50.7% or 1581 subscribers

Did not open: 49.3% or 1537 subscribers

Desktop Open Percentage: 95.8%

Mobile Open Percentage: 4.2%

Unsubscribed: 8 or .0002%

Spam Reports: 1

Click Rate: 1.5% or 99 clicks

Click-Through Distribution:

Link	Unique Clicks	Distribution
https://www.shermanoaksnc.org/	18	18.2%
https://www.shermanoaksnc.org/committees/viewCommittee/planning-and-land-use-(plum)-and-vision-sub-committee	6	6.1%
https://www.shermanoaksnc.org/committees/viewCommittee/387	4	4%
https://www.shermanoaksnc.org/committees/viewCommittee/green-&-sustainability-committee	4	4%
https://www.shermanoaksnc.org/committees/viewCommittee/public-safety-committee	4	4%
https://www.shermanoaksnc.org/committees/viewCommittee/board-	4	4%
https://lapdonlinestrgeacc.blob.core.usgovcloudapi.net/lapdonlinemedia/2021/03/Vnys-August-Newsletter.pdf	3	3%
https://lapl.org/branches/sherman-oaks	3	3%
https://docs.google.com/forms/d/e/1FAIpQLSdU-8XeyS9rKlp1jVok8FM2RgqXh2AML2dfqh8TIAErYzbQaQ/viewform	3	3%
http://ladwp.com/	2	2%
https://www.cnps.org/gardening	2	2%
https://theodorepayne.org/	2	2%
https://www.shermanoaksnc.org/committees/viewCommittee/traffic-&-transportation	2	2%
https://www.shermanoaksnc.org/committees/viewCommittee/executive-committee	2	2%
https://www.dropbox.com/sh/0byerm183ks8dvY/AADrndj_9S5i-XuaNYZLq6Xca/Reports%20and%20Info/Scoping%20Summary%20Report%20-%20June%202022?dl=0&subfolder_nav_tracking=1	2	2%
https://www.designyourgarden.ladwp.com/	2	2%
https://planning.lacity.org/plans-policies/community-plan-update/southeast-valley-community-plan-update#office-hours2	2	2%
https://planning.lacity.org/plans-policies/wildlife-pilot-study#about	2	2%
https://planning.lacity.org/plans-policies/community-plan-update/southeast-valley-community-plan-update#home	2	2%
http://www.nextdoor.com/	2	2%
https://www.shermanoaksnc.org/committees/viewCommittee/finance-committee	1	1%
https://nhifp.org/volunteering/	1	1%
https://www.lacity.org/government/subscribe-agendasnotifications/neighborhood-councils	1	1%
https://www.shermanoaksnc.org/committees/viewCommittee/outreach-committee	1	1%
https://www.shermanoaksnc.org/	1	1%
https://www.lafoodbank.org/volunteer/	1	1%
https://www.budgetadvocates.org/budget-day-2022	1	1%
https://achieve.lausd.net/Page/847	1	1%
http://www.shermanoaksnc.org/	1	1%
https://www.shermanoaksnc.org/page/maillingList	1	1%
https://councildistrict4.lacity.org/ryan-ahari	1	1%
https://councildistrict4.lacity.org/transpo-form	1	1%
https://www.linkedin.com/company/la-works	1	1%
https://www.facebook.com/laworks	1	1%
https://mailchi.mp/lausd.net/closing-out-the-2021-2022-school-year?fbclid=IwAR1HoE9P_YrCqcr1pWuQ08y5_0WbOsoOurJ5F7z71m88c91qhbz1_QevYk_1	1	1%
https://www.shermanoaksnc.org/committees/viewCommittee/education-committee	1	1%
https://planning.lacity.org/	1	1%
https://us02web.zoom.us/j/85140543942	1	1%
https://www.shermanoaksnc.org/page/map	1	1%

https://planning.lacity.org/plans-policies/wildlife-pilot-study#outreach-&-events	1	1%
https://pw.lacounty.gov/epd/sg/webinars.cfm	1	1%
https://www.laworks.com/	1	1%
https://www.laparks.org/foodprogram	1	1%
http://www.ladwp.com/	1	1%
https://www.arboretum.org/crescentfarm/grow/california-native-plants-list/	1	1%
https://www.metro.net/projects/sepulvedacorridor/	1	1%
https://www.instagram.com/thevalleyofchange/?hl=en	1	1%
http://readyla.org/workshops	1	1%
Total Click-throughs	99	100%

2. Nextdoor.com

Total Sherman Oaks Area Members – 28,250

Broken down into 24 local neighborhoods

New members (last 30 days) – 216

Claimed Households – 18051

Total Posts – 13 (last 30 days)

Total impressions – 10675

Average Impressions per post – 821

Most viewed post – “SONC Executive Committee Meeting” – 1230 impressions

Replies to posts – 4

Thank You Count – 9

3. SONC Website – shermanoaksnc.org

Total unique visitors (last 28 days) – 820 (up from 661 previous period)

2% - returning visitors, 98% - new visitors

Total Page Views (last 28 days) – 3,100 (up from 1,165 last period)

445 web/desktop, 361 mobile, 16 web/tablet

4. Facebook

993 followers, 341 following

Last 28 days – 289 posts, 1 likes, 0 comments, 0 shares

0 people reached, 0 post engagements, 0 reactions, 0 comments, 0 shares

* 90% of posts with no text – is an issue as searches will not discover these posts

Followers dropped by 103 since June (454)

5. Instagram

369 posts

315 followers

43 following

6. Twitter – not available/no access

7. Patch – Free Movies in the Park – Ghostbusters Afterlife – 16.6K impressions.

Studio City - 797 impressions

Encino-Tarzana – 437 impressions

North Hollywood-Toluca Lake – 905 impressions

Sherman Oaks – 14,452 impressions

8. Youtube.com – 10 Subscribers, 26 uploads, 3 likes, 1072 total views (since inception on 9-25-2020)