



Sherman Oaks Neighborhood Council

Social Media Platform Metrics - September 2022

1. Ziff Flyer (September issue #9)

Sent to: 3257 subscriber e-mail addresses

Successful Deliveries: 96.7% or 3149

Bounces: 3.3% or 108 (10 undeliverable, 6 mailbox full, 61 suspended, 24 non-existent, 1 blocked, 5 on vacation, 1 other)

Open Rate: 51.3% or 1617 subscribers

Did not open: 48.7% or 1532 subscribers

Desktop Open Percentage: 95.7%

Mobile Open Percentage: 4.3%

Unsubscribed: 4 or .0012%

Spam Reports: 2

Click Rate: 1.8% or 105 clicks

Click-Through Distribution:

Link	Unique Clicks	Distribution
https://us02web.zoom.us/rec/share/oJoblrY5P6KN4MYbaJ49U35wBMLbirRZ634a2OkheU45yv-O9fHibMA7LrJ6gfZ2.mlZDJIFLy_wglmKO?startTime=1661306276000	15	14.3%
https://www.shermanoakscnc.org/committees/viewCommittee/planning-and-land-use-(plum)-and-vision-sub-committee	10	9.5%
https://www.shermanoakscnc.org/committees/viewCommittee/board-	6	5.7%
https://www.shermanoakscnc.org/committees/viewCommittee/387	5	4.8%
https://www.shermanoakscnc.org/calendar	5	4.8%
https://www.shermanoakscnc.org/assets/documents/7/committee62a8c52389edd.pdf	5	4.8%
https://www.shermanoakscnc.org/committees/viewCommittee/green-&-sustainability-committee	3	2.9%
https://www.designyourgarden.ladwp.com/	3	2.9%
https://forms.gle/8sWNMSJqPaFAhSee9	3	2.9%
https://cd4.nationbuilder.com/wildfiresafety-9822?e=f6eeb6bce8528c25cdc85dad4421d8e1&utm_source=cd4&utm_medium=email&utm_campaign=8_31_newsletter&n=21	2	1.9%
https://docs.google.com/forms/d/1LnNV3piexlCZzvtkr-8wxPd2azn6EtbFOICF8I2Tk8/viewform?edit_requested=true	2	1.9%
https://www.shermanoakscnc.org/committees/viewCommittee/traffic-&-transportation	2	1.9%
https://nhifp.org/volunteers	2	1.9%
https://www.shermanoakscnc.org/	2	1.9%
https://www.shermanoakscnc.org/committees/viewCommittee/executive-committee	2	1.9%
https://councildistrict4.lacity.org/ryan-ahari	2	1.9%
https://www.dropbox.com/sh/Obverml83ks8dvy/AADrndj_9S5i-XuaNYZLq6Xca/Reports%20and%20Info/Scoping%20Summary%20Report%20-%20June%202022?dl=0&subfolder_nav_tracking=1	2	1.9%
https://www.shermanoakscnc.org/committees/viewCommittee/education-committee	2	1.9%
https://www.shermanoakscnc.org/committees/viewCommittee/public-safety-committee	2	1.9%
https://lapdonlinestrgeacc.blob.core.usgovcloudapi.net/lapdonlinemedia/2021/03/vnys-bcn-sept-2022-63079c1804692.pdf	2	1.9%
https://achieve.lausd.net/domain/4	1	1%
https://nhifp.org/volunteering/	1	1%
https://www.shermanoakscnc.org/committees/viewCommittee/finance-committee	1	1%
https://achieve.lausd.net/strategicplan	1	1%
https://www.lacity.org/government/subscribe-agendasnotifications/neighborhood-councils	1	1%
https://www.shermanoakscnc.org/committees/viewCommittee/181	1	1%
https://www.lapl.org/branches/sherman-oaks	1	1%
https://www.youtube.com/channel/UCXTIDVq_eJdzF1RTiZIBJAQ/videos	1	1%
http://www.facebook.com/ShermanOaksNC/	1	1%
https://twitter.com/shermanoakscnc	1	1%
https://www.shermanoakscnc.org/committees/viewCommittee/government-affairs-committee	1	1%
https://planning.lacity.org/oil-and-gas-drilling-ordinance	1	1%
http://www.shermanoakscnc.org/	1	1%
https://www.shermanoakscnc.org/page/maillingList	1	1%
https://councildistrict4.lacity.org/transpo-form	1	1%
https://www.facebook.com/laworks	1	1%
https://planning.lacity.org/	1	1%
https://thevalleyofchange.org/	1	1%

https://us02web.zoom.us/j/85140543942	1	1%		
https://planning.lacity.org/plans-policies/wildlife-pilot-study#about	1	1%		
https://planning.lacity.org/odocument/fcab0f1b-37a6-46fb-a8fc-5ba655ab6d1d/Draft_Oil_and_Gas_Drilling_Ordinance.pdf	1	1%	1	1%
https://www.laworks.com/	1	1%		
https://lapl.org/branches/sherman-oaks	1	1%		
https://pw.lacounty.gov/epd/sg/webinars.cfm	1	1%		
http://www.ladwp.com/wateringdays	1	1%		
https://docs.google.com/forms/d/e/1FAIpQLSdU-8XeyS9rKlp1jVok8FM2RgqXh2AML2dfqh8TIAErYzbQaQ/viewform	1	1%	1	1%
https://www.metro.net/projects/sepulvedacorridor/	1	1%		
http://readyla.org/workshops	1	1%		
Total Click-throughs	105	100%		

2. Nextdoor.com

Total Sherman Oaks Area Members – 28,442

Broken down into 24 local neighborhoods

New members (last 30 days) – 226

Claimed Households – 18196

Total Posts – 11 (last 30 days)

Total impressions – 13444

Average Impressions per post – 1222

Most viewed post – 9/12/2022 “Learn more about wildfire safety. All ages welcome, music, food, and drink. For more info and to RSVP: bit.ly/safetyfair9822” – 3618 impressions

Replies to posts – 0

Thank You Count – 15

3. SONC Website – shermanoaksnc.org

Total unique visitors (last 28 days) – 773 (down from 820 previous period)

43 (5%) - returning visitors, 730 (95%) - new visitors

Total Page Views (last 28 days) – 2,700 (down from 3,100 last period)

419 web/desktop, 337 mobile, 7 web/tablet, 1 smart TV

4. Facebook

999 followers, 315 following

Last 28 days – 138 posts, 7 likes, 0 comments, 0 shares

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

* 96% of posts with no text – is an issue as searches will not discover these posts

5. Instagram

3 posts (last 28 days)

317 followers

43 following

6. Twitter – not available/no access

7. Patch – Free Movies in the Park – Sing 2 – 6410 impressions.

From Aug 16 to Aug 20 (5 days) In Sherman Oaks & 1 other communities

8. Youtube.com – 10 Subscribers, 27 uploads, 3 likes, 1124 total views (since inception on 9-25-2020)

52 new views in last 28 days, 1 new upload