



Sherman Oaks Neighborhood Council

Social Media Platform Metrics – 1-1-2022 to 12-31-2022

1. Constant Contact - 12 Campaigns: Ziff Flyer 10 issues published, Spring Tree Giveaway, Egg Hunt,
39,863 sends

Successful Deliveries: 95% or 37,864

Bounces: 5% or 2,189

Open Rate: 51% or 19,284 subscribers

Did not open: 49% or 18,390 subscribers

Desktop Open Percentage: 95%

Mobile Open Percentage: 5%

Unsubscribed: 85 or .0015%

Spam Reports: 12

Click Rate: 2% or 610 clicks

Subscribers: began the year with 3,374. Ended the year with 3,292

176 Contacts added manually, 140 added organically, 276 dropped, 122 unsubscribed = -82 net

2. Nextdoor.com

Total Sherman Oaks Area Members – 29,055

Broken down into 34 local neighborhoods

New members (last 30 days) – 231

Claimed Households – 18,382

Total Posts – 95

Total impressions – 109,334

Average Impressions per post – 1,151

Most viewed post – 6-21-2022 **“Fire Danger Is Very High”** – 6,697 impressions

Replies to posts – 46

Thank You Count – 238

3. SONC Website – shermanoaksnc.org

Total unique visitors (July to December) – 4,258

679 (16%) - returning visitors, 3,579 (84%) - new visitors

Total Page Views 16,222

Average Engagement Time 1 minute 27 seconds

2,502 file downloads, 776 clicks

Acquisition: 2.3K via organic search, 1.7K direct, 222 referral, 41 organic social

4. Facebook

1,007 followers (65.8% women, 34.2% men), 301 following

186 posts (October – December)

46 likes, 1 comment, 0 shares

Facebook Page Reach 2,088, Facebook page visits 1,373

5. Instagram

399 total posts

335 followers (61.9% women, 38.1% men)

104 new followers

312 Reach, 419 visits

6. Twitter – 750 tweets since profile creation May 2020

84 following, 115 followers

7. Youtube.com – 20 Subscribers (up 6 from last period) 47 uploads, 1907 total views (since inception on 9-25-2020)

Last 2 months – 587 views

most viewed = “The Truth About Metro Sepulveda Corridor High Speed Rail” – 482 views