



Sherman Oaks Neighborhood Council

Social Media Platform Metrics – February/March 2023

1. Ziff Flyer (March issue #3)

Sent to: 3219 subscribers

Successful Deliveries: 3176

Bounces: 43

Open Rate: 1632 (51.4%)

Did not open: 1544 (48.6%)

Desktop Open %: 96.6%

Mobile Open %: 3.4%

Unsubscribed: 9

Spam Reports: 0

Clicks: 63 unique links

Click-throughs: 95

Click rate: 2%

Most clicked: (3 tied @ 9 clicks) SONC PLUM Committee, SONC Human Services Committee and SONC Board web pages

2. Nextdoor.com as of 2/17/2023

Total Sherman Oaks Area Members – 29,362 (up 142 from previous report)

Broken down into 34 local neighborhoods

Claimed Households – 18478 (up 44 from previous report)

Total Posts – 8 (last 30 days), Total impressions – 3770

Average Impressions per post – 471

Most viewed post – 2-16-2023 “This is an important event for CD4 residents, business owners and stakeholders as well.” 663 impressions

Replies to posts – 1, Thank You Count – 9

3. SONC Website – shermanoaksnc.org (February 16 to March 17)

Total unique visitors (last 30 days) – 863

61 (7%) - returning visitors, 802 (93%) - new visitors

Total Page Views – 3,200

128 clicks, 459 file downloads

Acquisition: 798 via organic search, 484 direct, 76 referral, 7 organic social

4. Facebook (February 16 through March 17)

1,008 followers, 279 following - 66.2% women, 33.8% men (up 1 from last period)

Facebook reach: 191 (down 38%)

Page visits: 57 (down 45.7%)

Last 30 days – 38 posts, 13 likes, 2 comments, 0 shares

Highest post reaction: “What’s your Favorite Tree In Sherman Oaks” 3 likes

5. Instagram (February 16 through March 17)

407 total posts - 5 new posts in last 30 days

345 followers – 62.7% women, 37.3% men (up 1 in last 30 days)

49 following

186 Reach

Profile visits: 65

20 Likes

Top Performing Post: “Curious to know how to become a candidate for the Sherman Oaks Neighborhood Council” 5 likes

6. Twitter – 28 day summary

4 tweets (up 300%)

186 tweet impressions (up 69.1%)

102 profile visits (up 920%)

4 mentions (up 100%)

120 followers (up 3)

Top Tweet – “DONE is hosting a Candidate Info Session via Zoom” 40 impressions

Top Follower – Benedict Cumberbatch @Benedict699

Top media tweet – “Sherman Oaks NC meeting Monday, March 13, 2023 @ 6:30 PM” 23 impressions

7. Patch – nothing for this period

8. Youtube.com – 22 Subscribers (up 2 from last period)

40 uploads, 2244 total views (since inception on 9-25-2020)

Last 28 days (February 16, 2023 – March 17) – 149 views, 1.9 hours watch time, 1 upload

1,400 impressions, 61 views from impressions, 4.4% click-through rate, 0:46 average view duration

Most viewed this period = “The Truth About Metro Sepulveda Transit Corridor Alternatives” – 61 views