

2021

City Communications

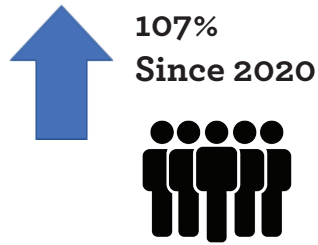
A Year In Review

4 Social Media Platforms

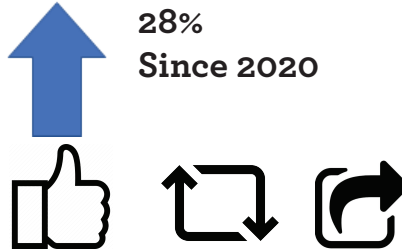
- **Facebook** (started in 2016)
- **Twitter** (started in 2016)
- **Instagram** (started in 2016)
- **LinkedIn** (started in 2021)



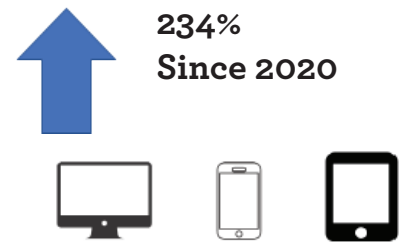
27,430 Followers



366,345 Engagement



15,832,721 Impressions



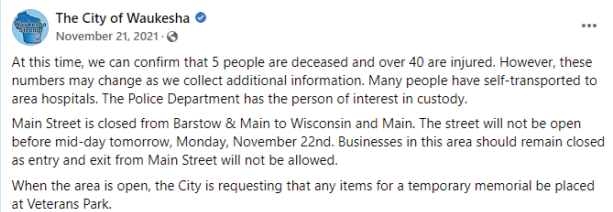
Top 5 Posts (reach - not paid)

- 176.2K** Waukesha Christmas Parade Update
- 109.9K** Disaster Distress Helpline
- 109.2** United for Waukesha Community Fund
- 105K** #Waukesha #WaukeshaStrong (Thanksgiving Day Message)
- 68.5K** Unite with a Blue Light Moment of Silence

Top Events (reach)

- 47.6K** Buchner Park Pool Grand Opening
- 31.5K** Waukesha Oktoberfest
- 31.5K** Waukesha Unlocked
- 23.9K** Tribute Tuesday - Eagles
- 19.3K** Tribute Tuesday - Rolling Stones

Top Post 2021



Reach 176,207

Videos

Top Videos/Live Streams

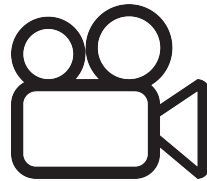
139.1K 2021 Christmas Parade

77.4K Waukesha Christmas Parade Press Conference

75.9K Cutler Park Vigil

75.9K 9:00 Update: Waukesha Christmas Parade

32.9K Waukesha Christmas Parade City Hall Press Conference



E Newsletter What's Up in Waukesha

5,130 Subscribers



46% from 2020

58% Average Open Rate

22% Average Click Rate



City Website

783,616 Visits

40,660 Searches

1,024,430 Unique Pageviews



19% from 2020

Top Pages (Unique Visitors)

154,230 Homepage

42,878 Activity Guides

39,102 Property Information

33,259 Police Department

29,878 Drop-off Center

