

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

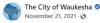
31.5K Waukesha Oktoberfest

31.5K Waukesha Unlocked

23.9K Tribute Tuesday - Eagles

19.3K Tribute Tuesday - Rolling Stones

Top Post 2021



At this time, we can confirm that 5 people are deceased and over 40 are injured. However, these numbers may change as we collect additional information. Many people have self-transported to area hospitals. The Police Department has the person of interest in custody.

Main Street is closed from Barstow & Main to Wisconsin and Main. The street will not be open before mid-day tomorrow, Monday, November 22nd. Businesses in this area should remain closed as entry and exit from Main Street will not be allowed.

When the area is open, the City is requesting that any items for a temporary memorial be placed at Veterans Park.

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

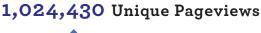
58% Average Open Rate

22% Average Click Rate



City Website

783,616 Visits 40,660 Searches





Top Pages (Unique Visitors)

154,230 Homepage

42,878 Activity Guides

39,102 Property Information

33,259 Police Department

29,878 Drop-off Center

