

# A Year in Review

City of Waukesha Communications



# 2017

# Creation of @CityofWaukesha Accounts



## Notes:

- March 2017 - consolidated some social media accounts to the @CityofWaukesha accounts
- There are other communication and social media channels that are not titled, "City of Waukesha", that are still being used and are not covered in this report.



April 2017



December 2016

# Why are these channels important?

- **Keep** people informed
- **Reach** new audiences
- **Answer** questions quickly
- **Engage** in the dialogue



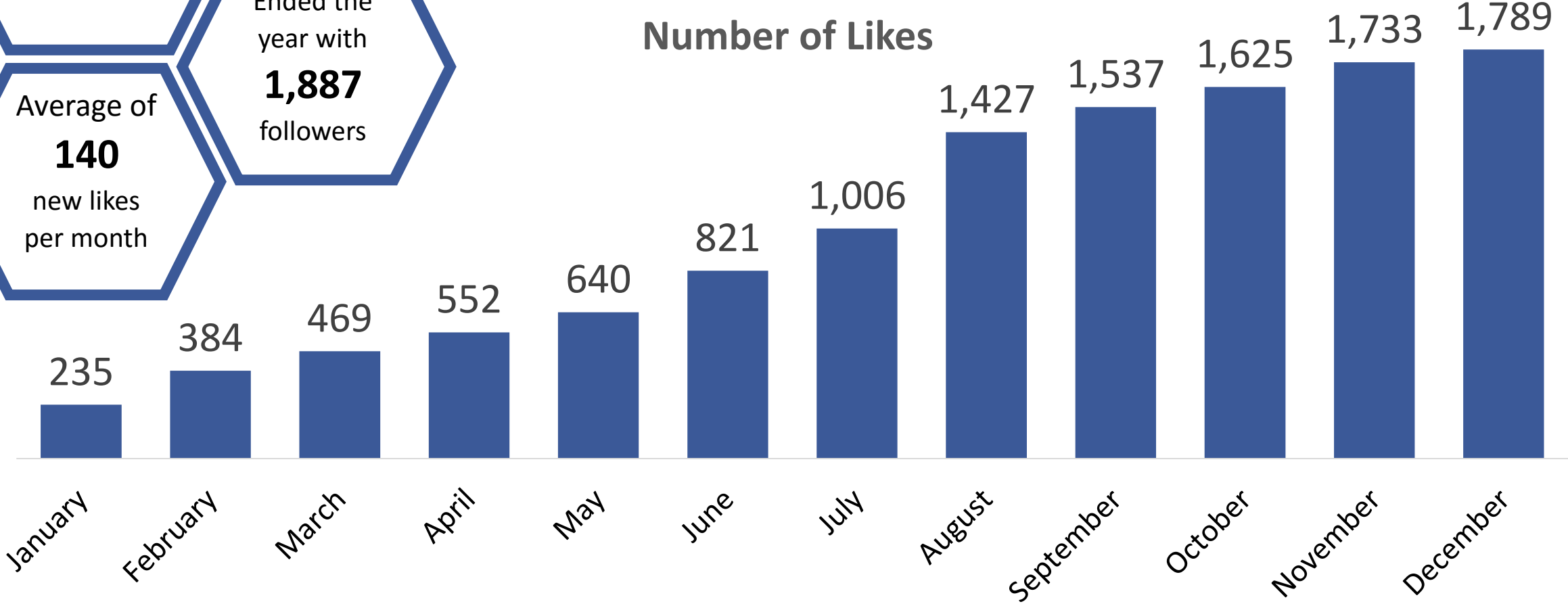
# facebook

Gained **1,554** new likes

Average of **140** new likes per month

Ended the year with **1,887** followers

Number of Likes



# facebook

## Top Posts

- 1.** City of #Waukesha is the most livable City in Wisconsin and #36 on the list of America's 50 best cities to live in! #Waukesha Proud (link to article) – **Reach of 21,261** with **284 reactions**
- 2.** Mouth is already watering just thinking about the good food at Oktoberfest! Remember you can purchase your concession tickets in advance (Link and picture of menu). **Reach of 19,499** with **43 reactions**
- 3.** Thankful that all residents were safety evacuated after this structure fire last night on St. Paul Avenue. Great work by Waukesha Fire and Waukesha Police Department. **Reach of 17,542** with **501 reactions**

## Top Events

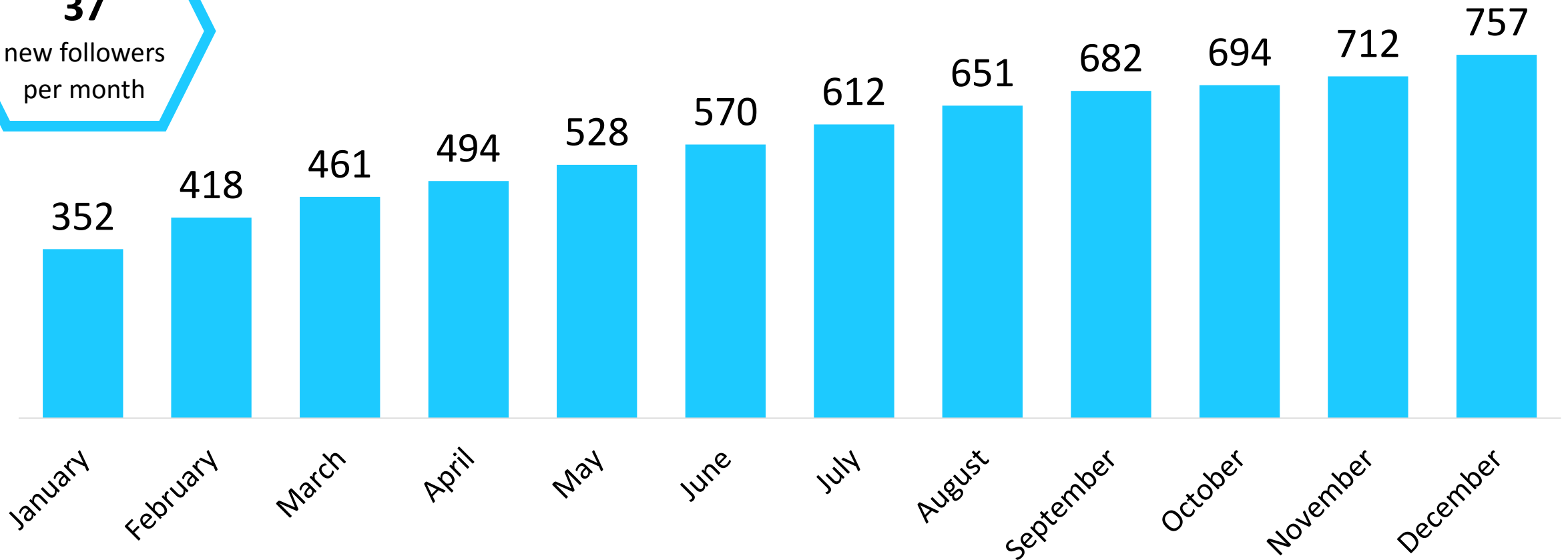
- 1.** Howl-O-Ween (jointly hosted with County) **Reach of 79,545**
- 2.** Oktoberfest  
**Reach of 65,181**
- 3.** July 4<sup>th</sup> Parade  
**Reach of 30,300**
- 4.** Tribute Tuesday- Kenny Chesney  
**Reach of 29,079**
- 5.** Trick or Treat  
**Reach of 29,067**



Gained  
**405**  
new  
followers

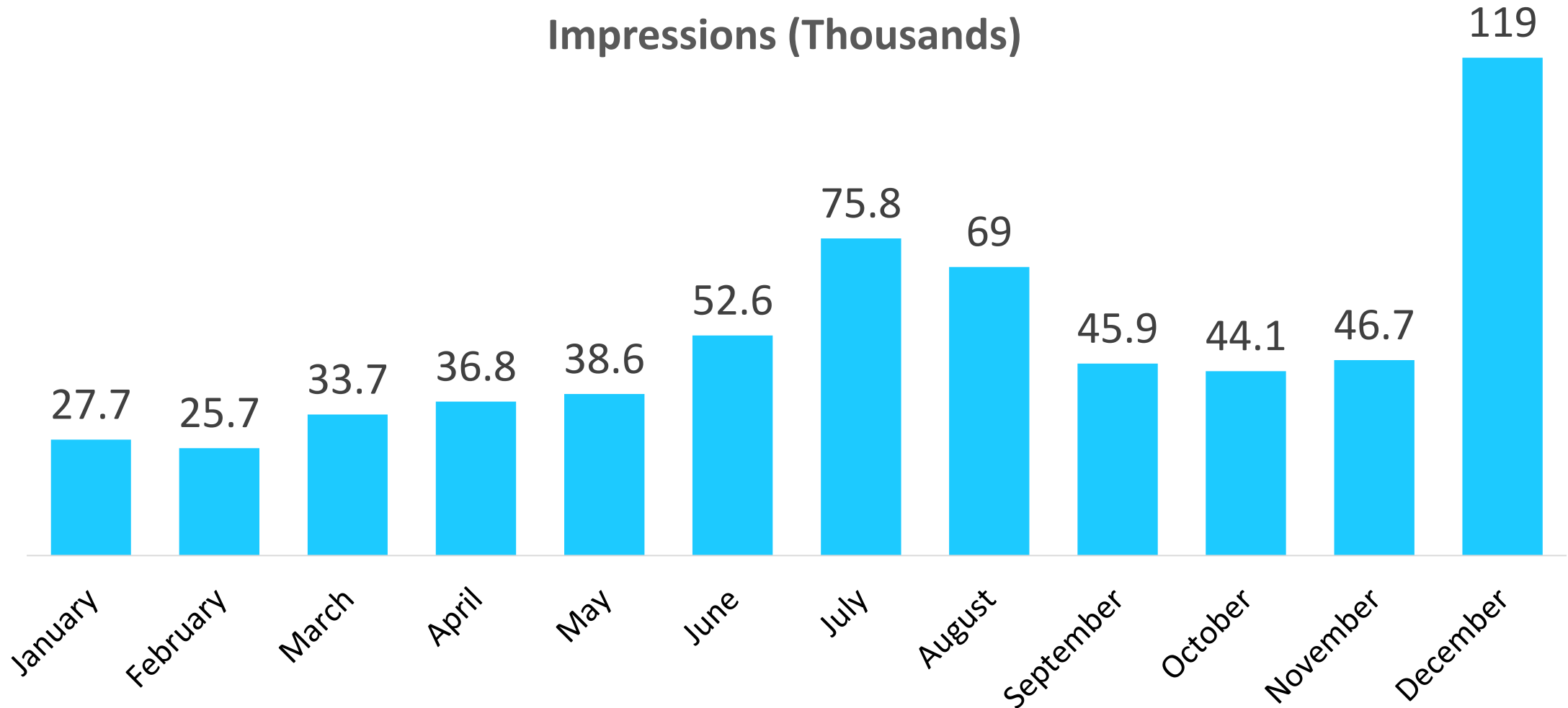
Average of  
**37**  
new followers  
per month

## Followers





## Impressions (Thousands)





## Top Tweets

1. Check out our new employment openings! The City has partnered with @NEOGOV for a better application experience (link to website) – **Impressions of 29,021** with **256 Engagements**
1. An historic day for the City of Waukesha with signing of the water agreement between Waukesha and Milwaukee! Now the project will move into the design phase.  
**Impressions of 8,815** with **76 Engagements**
1. Mayor Reilly and Mayor Barrett sign the water agreement between Milwaukee and Waukesha. **Impressions of 6,944** with **66 Engagements**



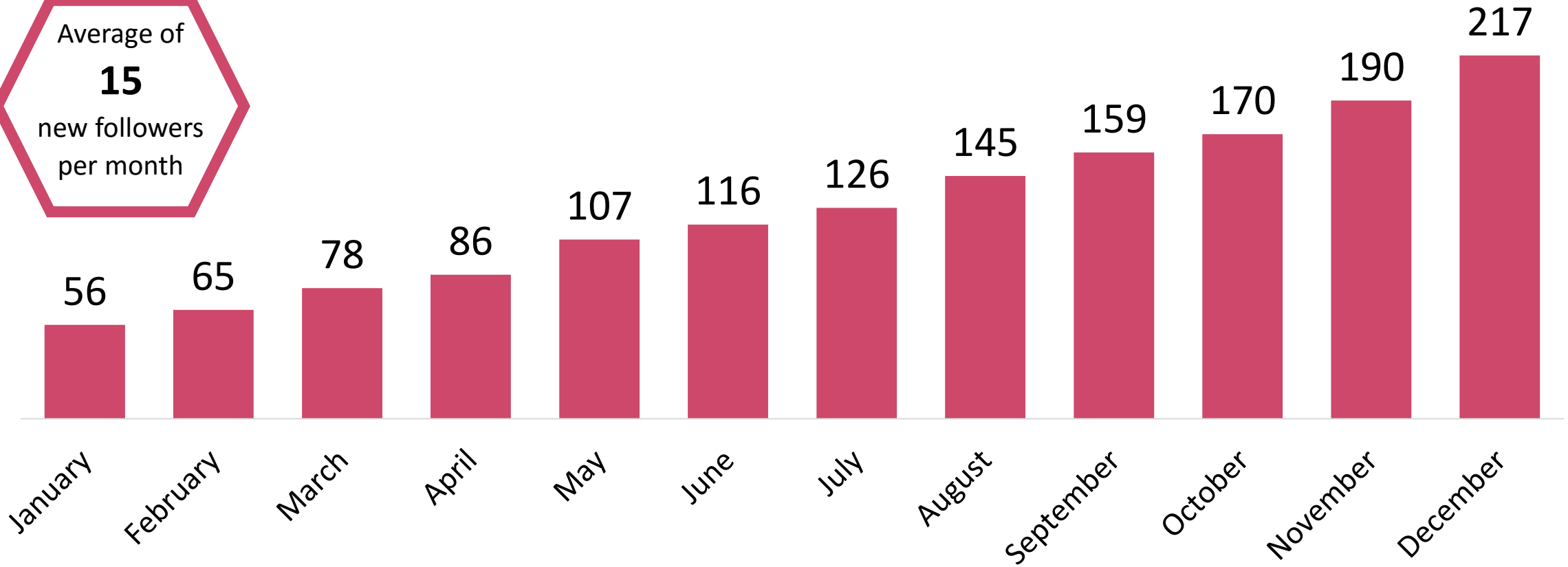


Instagram

### Followers

Gained  
**161**  
new  
followers

Average of  
**15**  
new followers  
per month





# Instagram



 cityofwaukesha

cityofwaukesha City's leadership class volunteering at a Habitat for Humanity project. #servicelearning



 cityofwaukesha  
The City of Waukesha

cityofwaukesha The Waukesha Christmas Parade is almost here! See you Sunday @ 4pm. <https://goo.gl/NW8fBb>

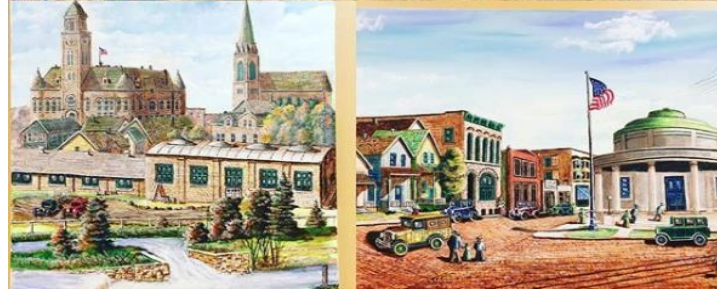


 cityofwaukesha  
The City of Waukesha

cityofwaukesha City hall is now filled with the colorful artwork of Ken Reichert. Come check out this display featuring many historical Waukesha buildings. #artwork #waukesha

instartpz Beautiful

precisiondefensetraining



17 likes

SEPTEMBER 14, 2017

Add comment

82 views



Website (www.Waukesha-wi.gov)

### Top 5 Pages Visited

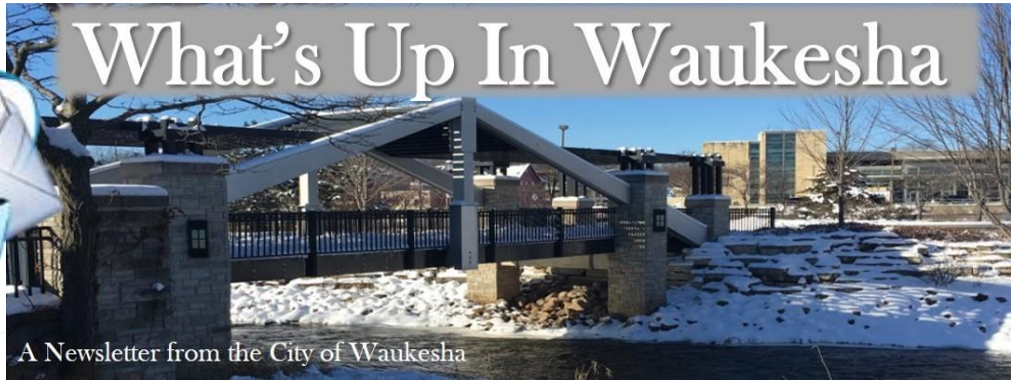
Page	# Unique Pageviews
Homepage	50,424
Job Opportunities	29,031
Bus Routes and Schedules	28,773
Activity Guides	26,550
Property Information	20,268

### Top 5 Document Downloads

Item	# Unique Downloads
Bus Route 901	4,278
Bus Route 1	3,377
Leaf Pickup Schedule	3,004
Bus Trip Planner	2,987
Drop Off Center Rates	2,863

### Top 5 Site Searches

Keyword	# Searches
paying parking citations	433
pay citation	256
frame park	237
jobs	192
horeb pool	171

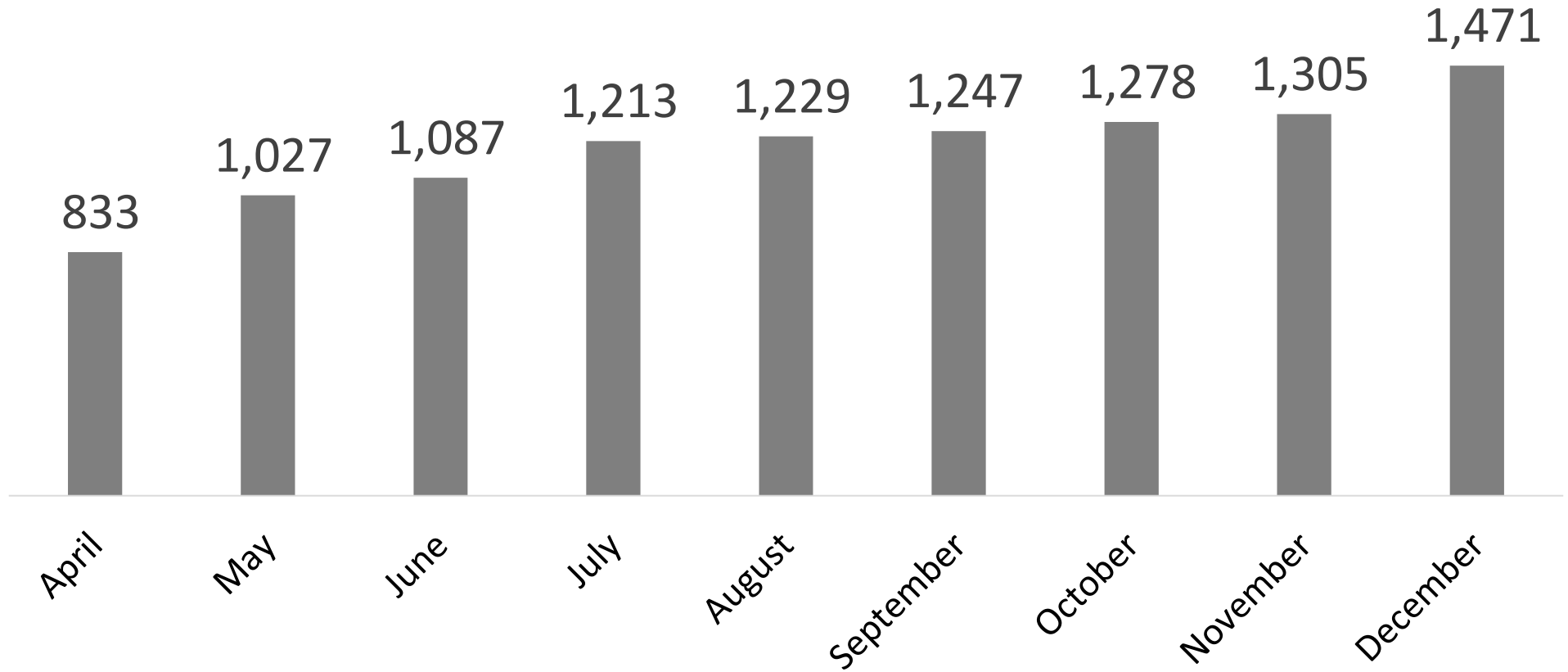


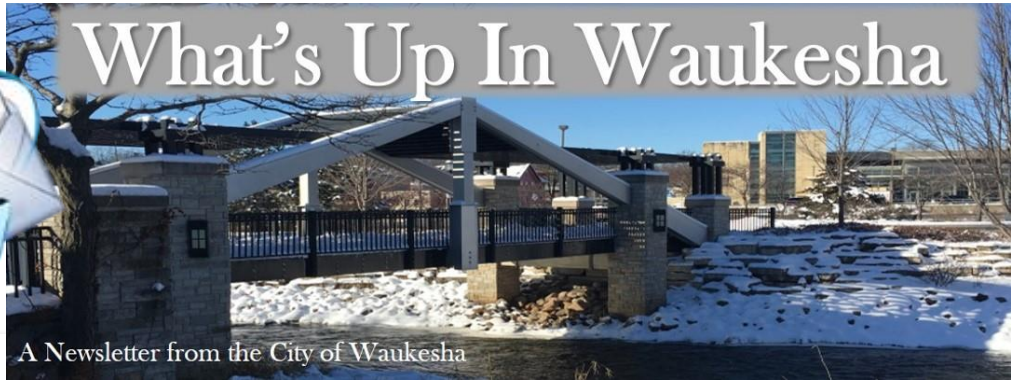
Sent out  
**36**  
e-newsletters

Gained  
**638**  
new  
contacts

Unsubscribe  
Rate  
**0%**

## Number of Contacts



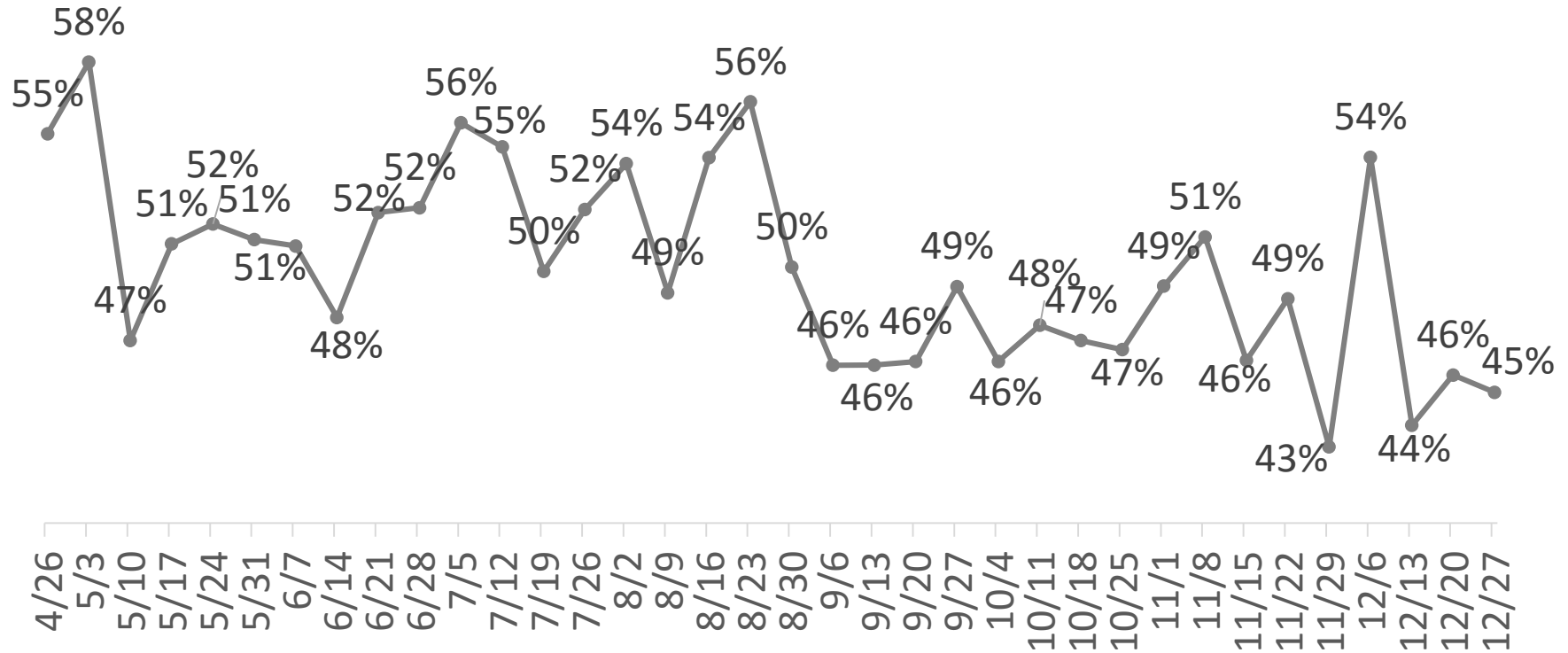


Average Open  
Rate  
**50%**

Click Through  
Rate  
**18%**

## Open Rate Percentages

Note: Industry Average is 22.8%





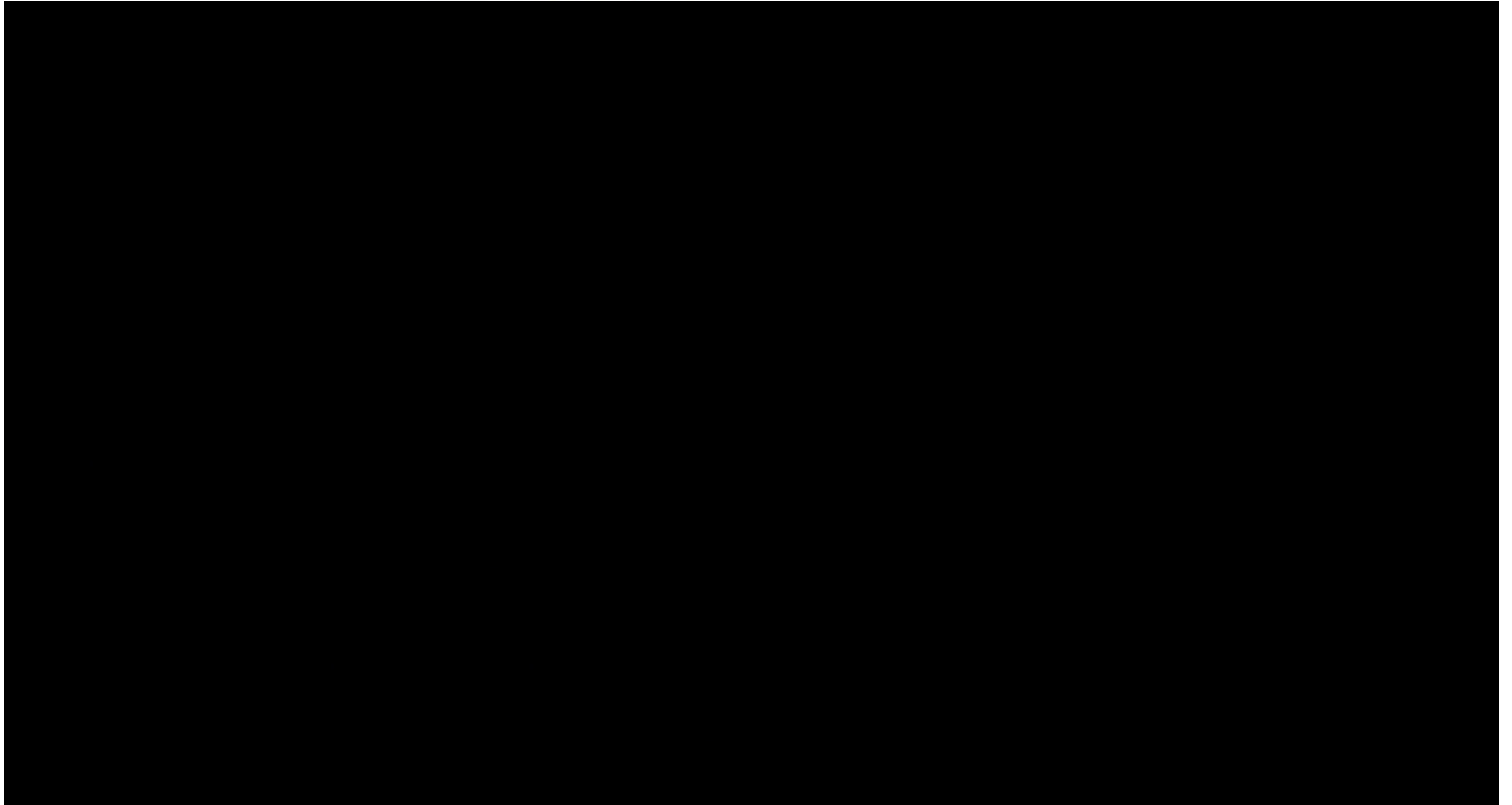
# Video Series

WHAT'S UP IN WAUKESHA

Produced

**18**

videos





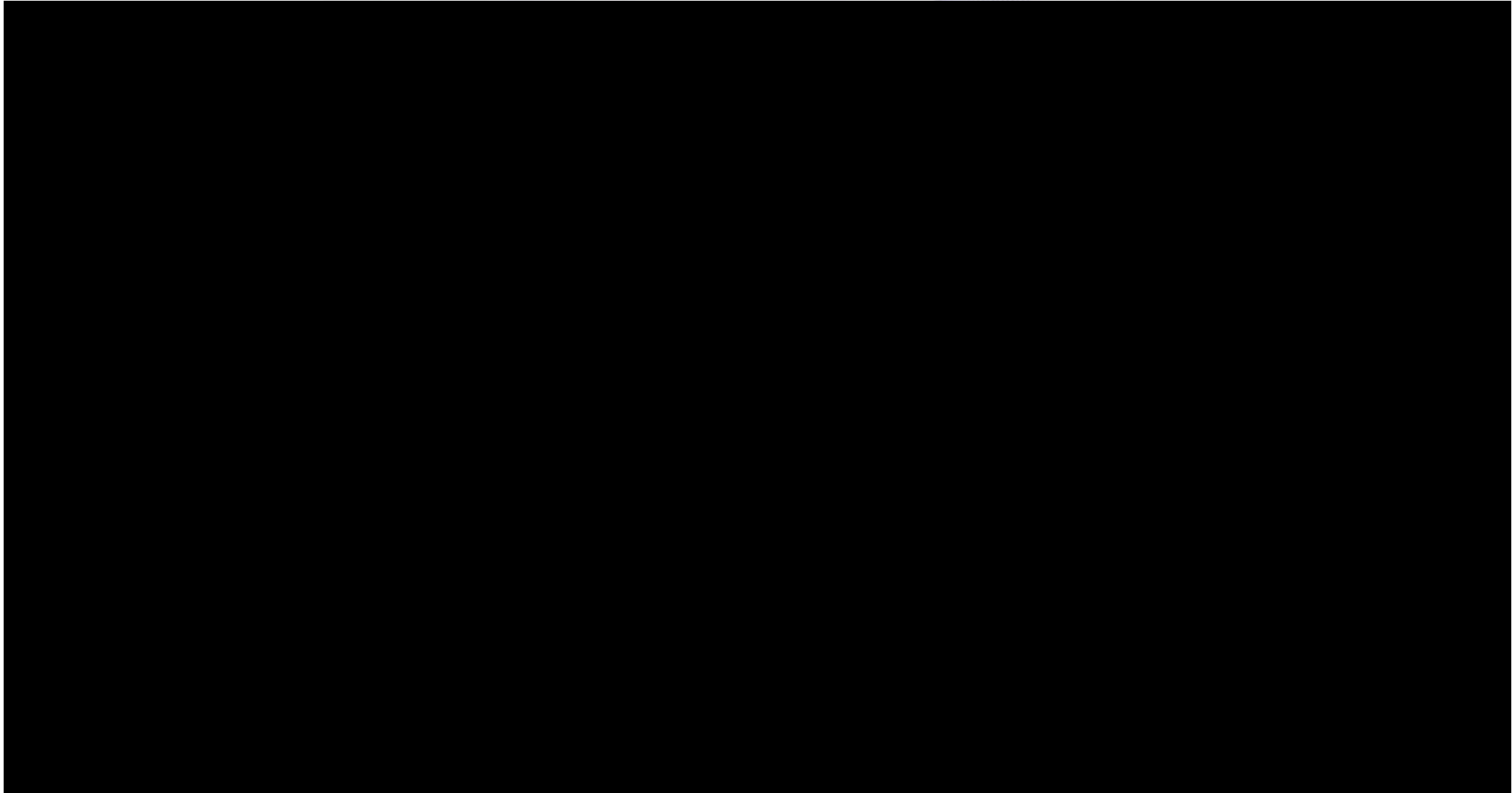
# Video Series

*The Faces of the City*

Produced

**2**

videos



# Your Role

- If you are on social media, help by liking and sharing content
- Encourage others to sign up for the e-newsletter
- Give us feedback on the information people need and questions people have so we can get that information out to everyone.







**Questions, Comments, Ideas**