

2020

City Communications

A YEAR IN REVIEW

3 SOCIAL MEDIA PLATFORMS

Facebook
Twitter
Instagram

(All started in mid-2016)



13,267 FOLLOWERS



37%

Since 2019

TOP 5 POSTS (Reach- not paid)

- 51.1K** Reunification of dog Minnie with her family after a Fire
- 50K** Notification that Trick or Treat was going to take place
- 40.2K** Fire on Blackhawk Trail and missing dog
- 31.1K** Statement from Mayor Reilly on peaceful protest in Waukesha
- 31K** Statement on summer pool closures dues to COVID-19

TOP EVENTS (Reach)

- 126.3K** Wisconsin Old Fashioned Mingle
- 68.6K** Waukesha JanBoree
- 63.4K** Howl at Home
- 20.4K** Drive In Movie Night
- 17K** Trick or Treat

284,428 ENGAGEMENTS



12%

from 2019

4,745,667 IMPRESSIONS



E NEWSLETTER – WHAT'S UP IN WAUKESHA

3,524 SUBSCRIBERS



14%

from 2019



58% AVERAGE OPEN RATE



25% AVERAGE CLICK RATE

CITY WEBSITE



665,376 VISITS



38,036 SEARCHES

863,675 UNIQUE PAGEVIEWS

TOP PAGES (Unique Visitors)

- 72.3K** Homepage
- 28.4K** Drop-Off Center
- 24.9K** Property Information
- 20.7K** Activity Guides
- 18.2K** COVID-19 Updates