

# A Year in Review

City of Waukesha Communications



# 2018

# 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.



**December 2016**



**April 2017**

# Why are these channels important?

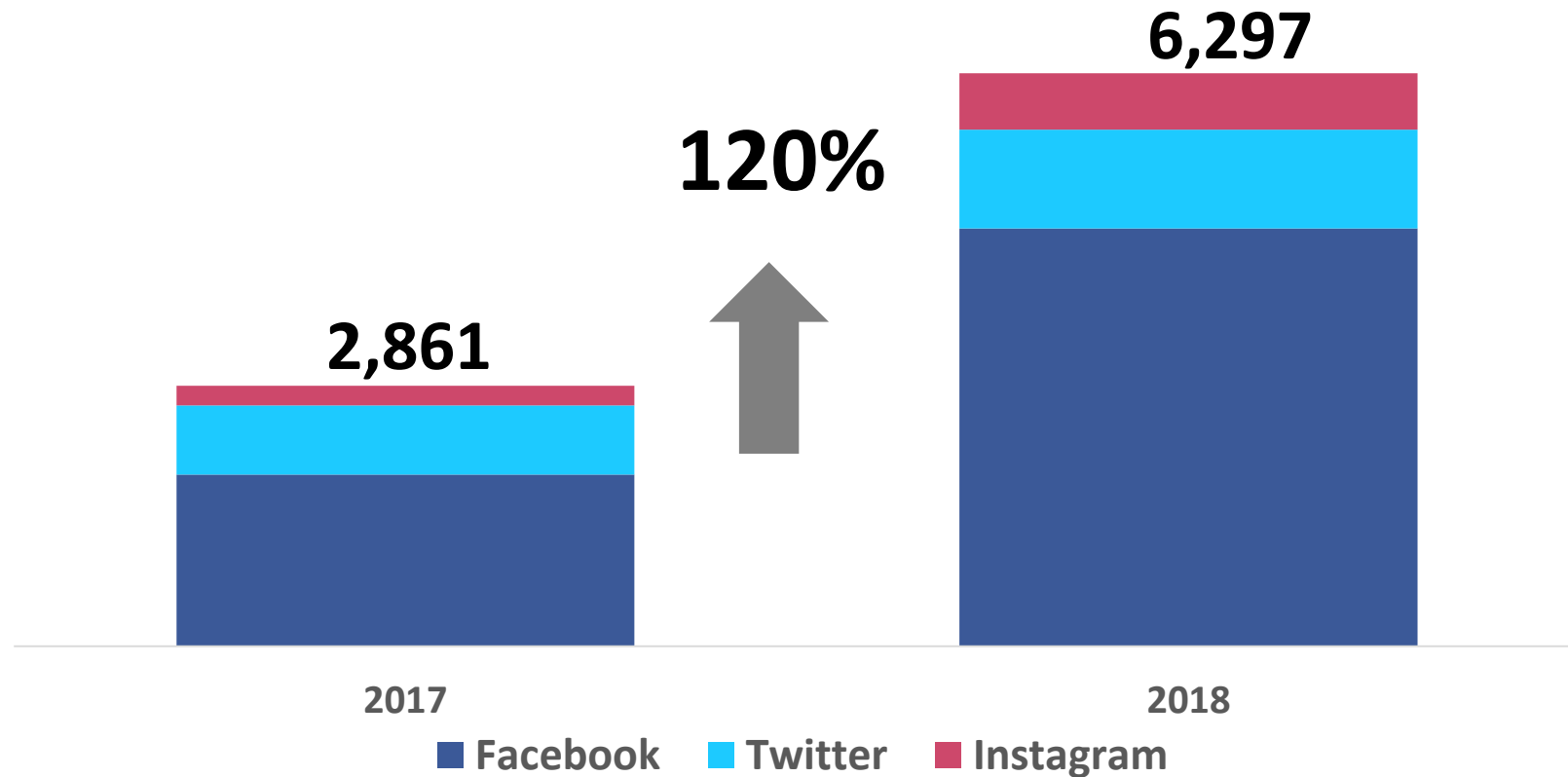
- **Keep** people informed
- **Reach** new audiences
- **Answer** questions quickly
- **Engage** in the dialogue



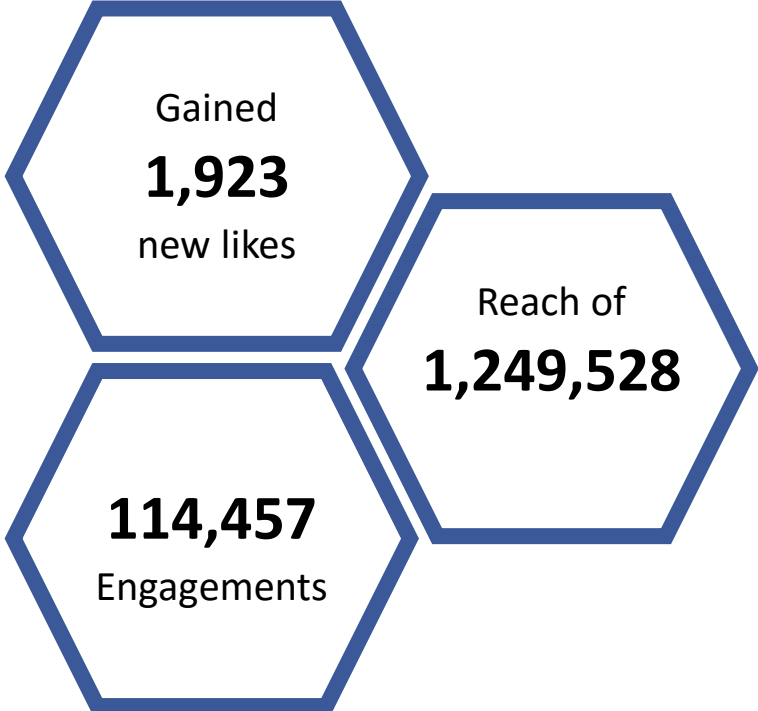
# Social Media Overview

**3,157,681**  
Impressions

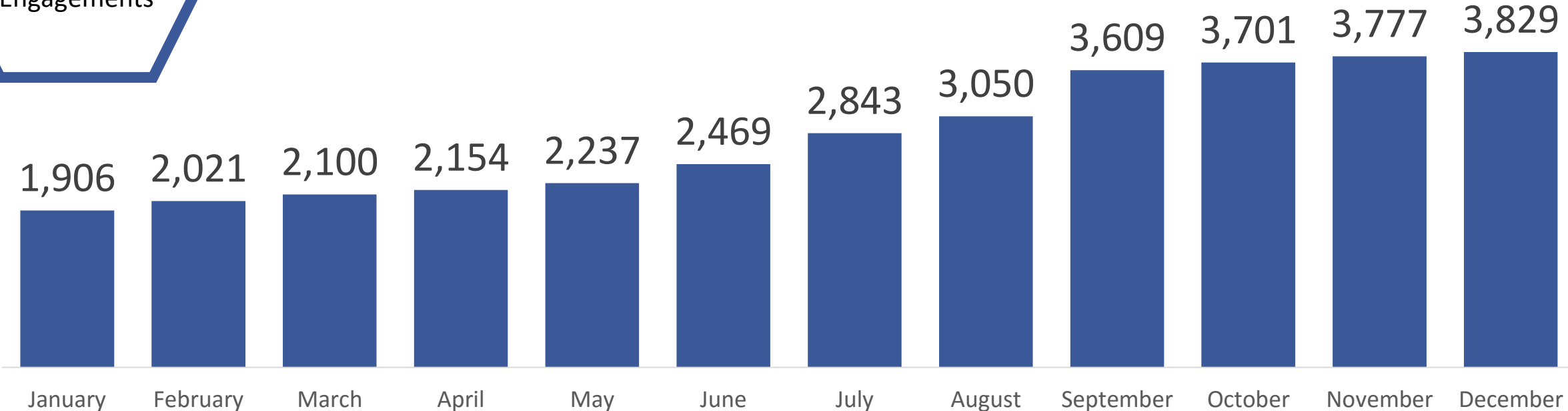
## Number of Followers



# facebook



Number of Likes






# facebook

## Top Posts

1. With the current rains, do not drive through flooded roadways. At this time, Pewaukee Rd at North Street is closed due to a wash out on the slope (picture attached)– **Reach of 156,027** with **7,701 reactions**
2. Though it has moved locations a few times to best respond to growth in the City, a Fire Station #2 for the City of Waukesha has been in operation for 100 years! (Video attached) **Reach of 16,509** with **514 reactions**
3. We got a rainy day! Messages are appearing on downtown sidewalks! #spreadjoy #DowntownWaukesha **Reach of 14,972** with **965 reactions**

## Top Events

1. Wauk-Tober (jointly hosted with Downtown Page) **Reach of 150.2K**
2. Oktoberfest\* **Reach of 99.7K**  **53%** increase from last year
3. Trick or Treat **Reach of 59.1K**  **95%** increase from last year
4. Tribute Tuesday- Neil Diamond\* **Reach of 55.8K**  **92%** increase from last year's highest concert
5. Waukesha Night Out **Reach of 51K**

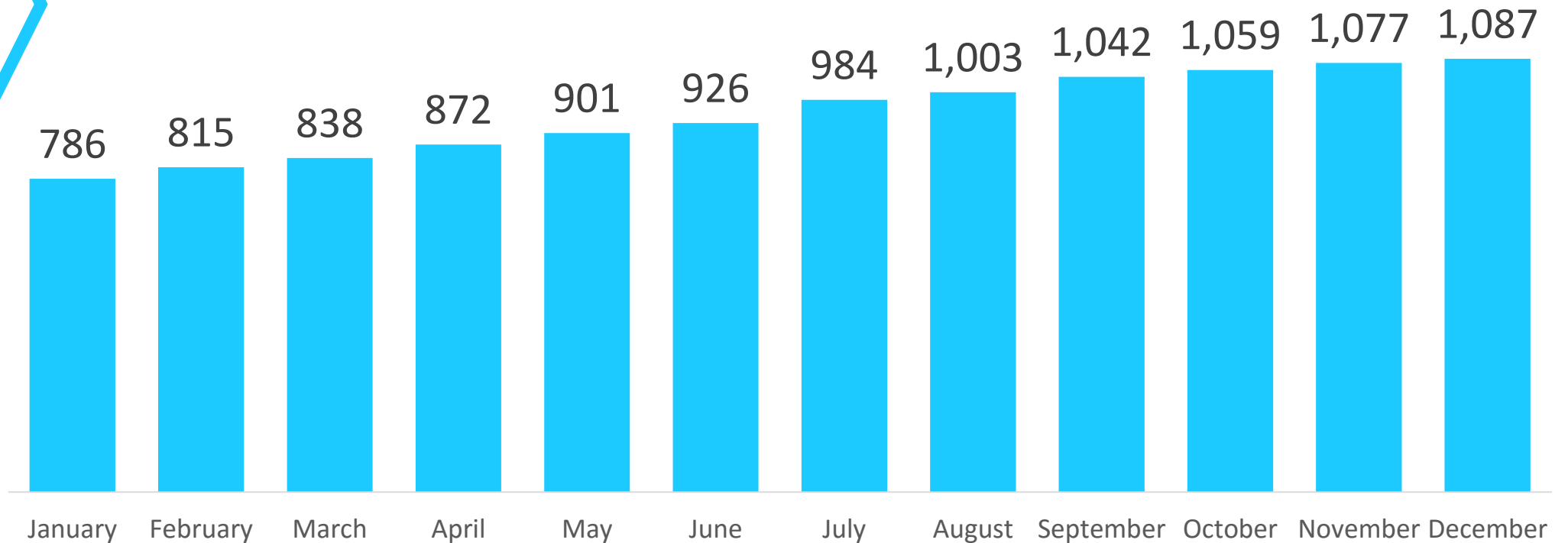
\*event was boosted



Gained  
**301**  
new  
followers

Average of  
**28**  
new followers  
per month

## Followers



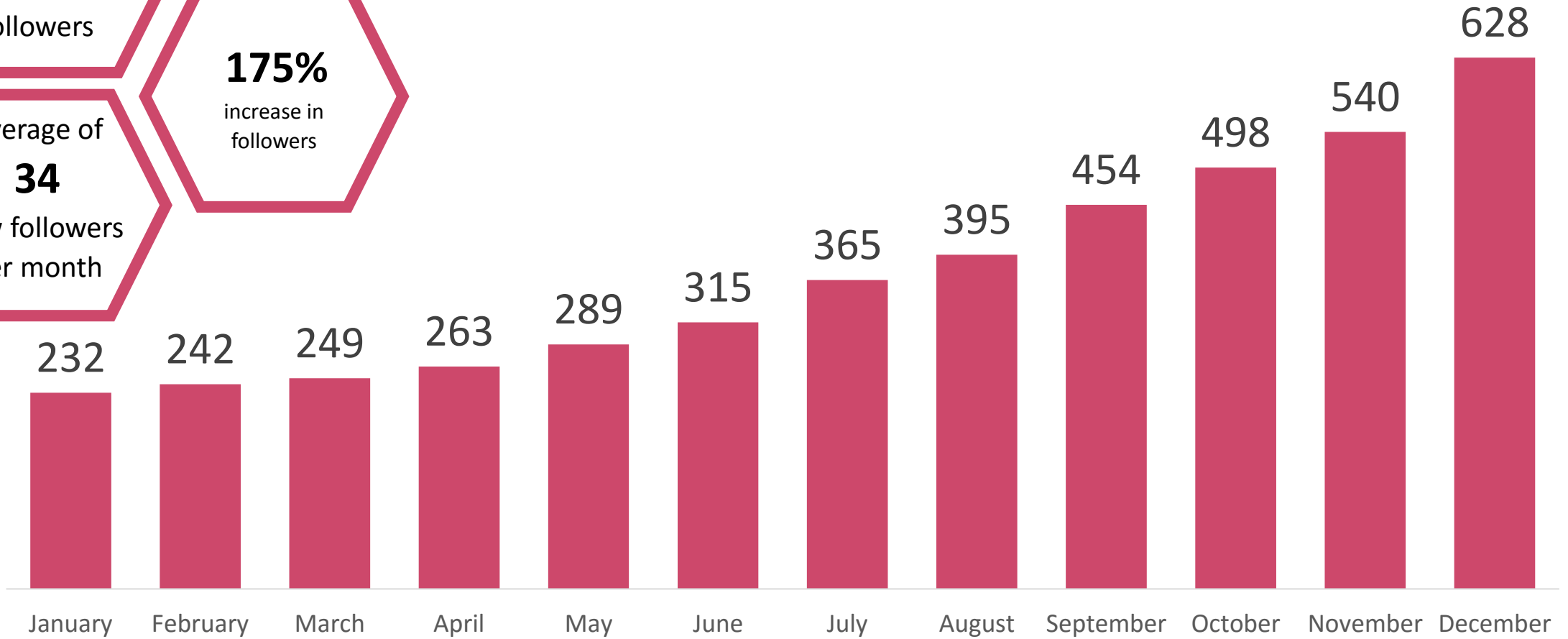


Instagram

Gained  
**396**  
new  
followers

**175%**  
increase in  
followers

Average of  
**34**  
new followers  
per month







# Instagram



cityofwaukesha  
The City of Waukesha

cityofwaukesha Fall day in Waukesha as captured by Angela Theus! #waukesha #downtownwaukesha #fall #fallleaves 🍂 #beauty #riverwalk #lovewaukesha #livelovewaukesha



Liked by waukeshacivic and

OCTOBER

Add



cityofwaukesha

cityofwaukesha We got a rainy day! Messages are appearing on downtown sidewalks! #spreadjoy #downtownwaukesha #rainyday #rainydaysmiles 🌧️ #waukesha

- mkerider Love this! ❤️
- disneylove24 cool idea 🍂 ❤️
- antiques\_and\_uniques Awesome 🤩!!! ❤️
- fittechosting I haven't been lucky enough to be out while it's been raining yet. Never thought I'd say that. ❤️



Liked by downtownwaukesha and 43 others

SEPTEMBER 18, 2018

Add a comment...



cityofwaukesha

cityofwaukesha Our new Fire Engine is going to be featured in the 2019 @piercemfg catalog. You will see the engine around town today getting it's photo taken. Thanks to Gallery 1 for letting us take our first photo outside their building! #fireengine #prettyphoto #waukesha

View all 5 comments

cityofwaukesha Let us check with the Fire Dept and we will comment back! ❤️

cityofwaukesha @sudbrinkacademy please contact Joseph Hoffman, Asst. Fire Chief for your photo. He would be happy to arrange it. ❤️

JWHoffma@waukesha-wi.gov

waukesharealtor Great photo! ❤️

Liked by springcitywoodworks and 38 others

JUNE 27, 2018

Add a comment...

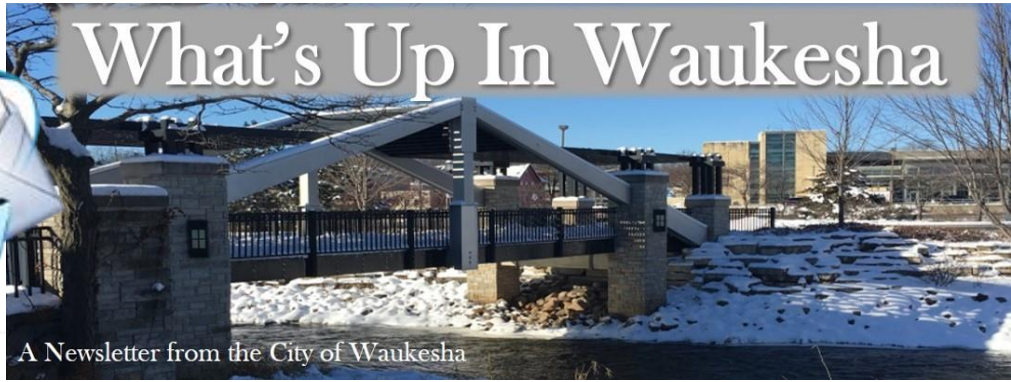


Website (www.Waukesha-wi.gov)



### 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

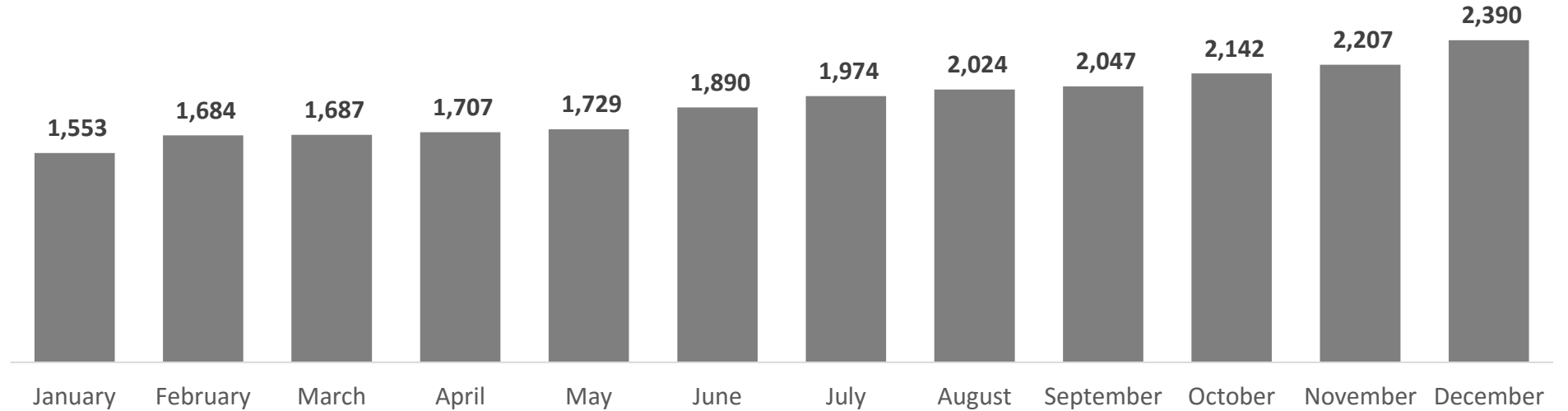


Sent out  
**52**  
e-newsletters

Gained  
**837**  
new  
contacts

Average  
Open Rate  
**51%**

## Number of Contacts





# Video Series

## WHAT'S UP IN WAUKESHA

Produced

**3**

videos

Reach of

**14,871**

### Titles

1. Next Steps in the Water Project
2. Seconds Matter
3. Trick or Treat Safety

## *The Faces of the City*

Produced

**5**

videos

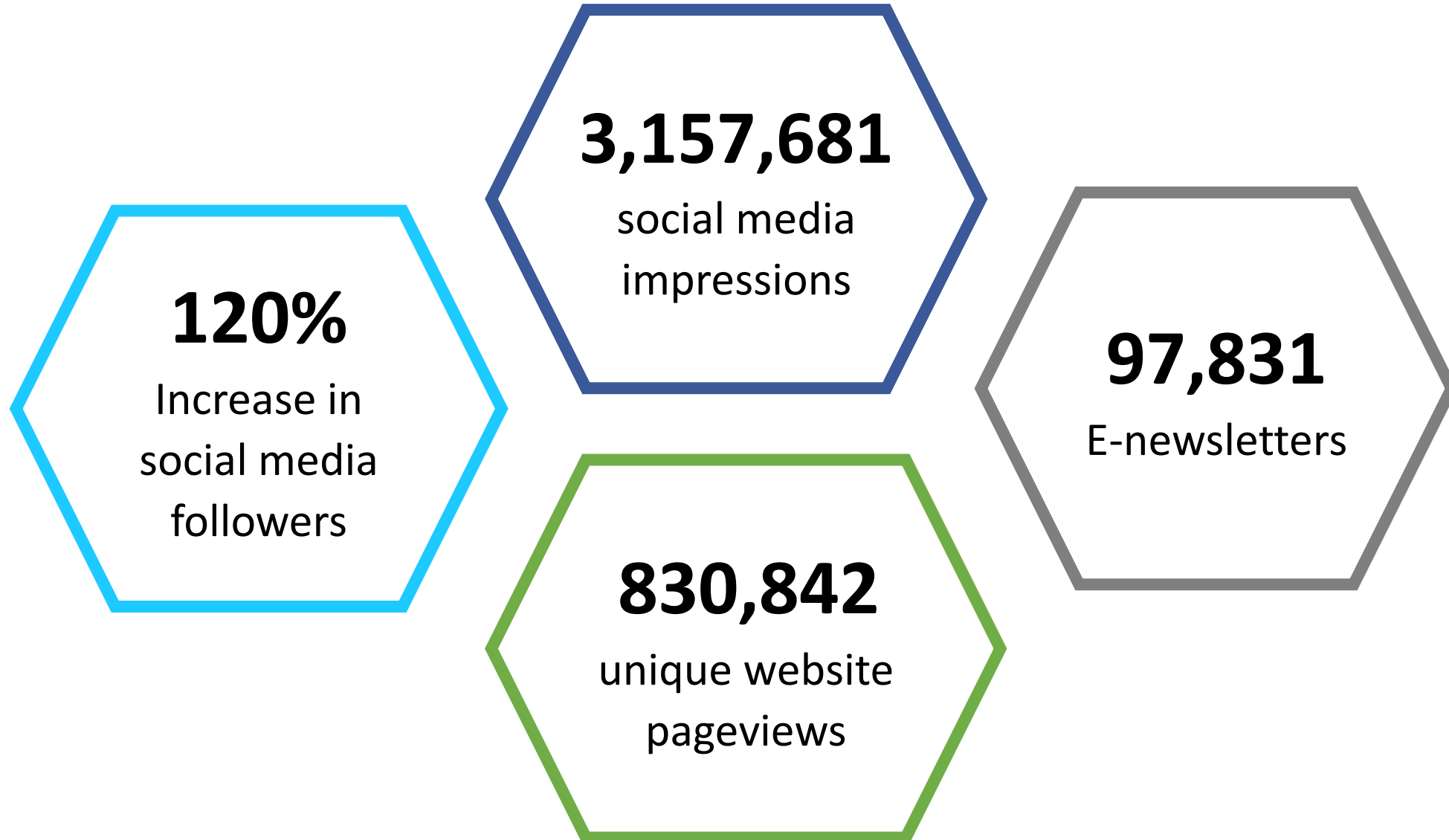
Reach of

**11,383**

### Titles

1. Meet Kerri – Clerk/Treasurers Office
2. Meet Aaron – Firefighter/Paramedic
3. Meet Brandon- Engineer
4. Meet Nate – Clean Water Plant
5. Meet Maria – City Planner

# 2018 Communication Summary



**120%**  
Increase in  
social media  
followers

**3,157,681**  
social media  
impressions

**97,831**  
E-newsletters

**830,842**  
unique website  
pageviews