

# A Year in Review

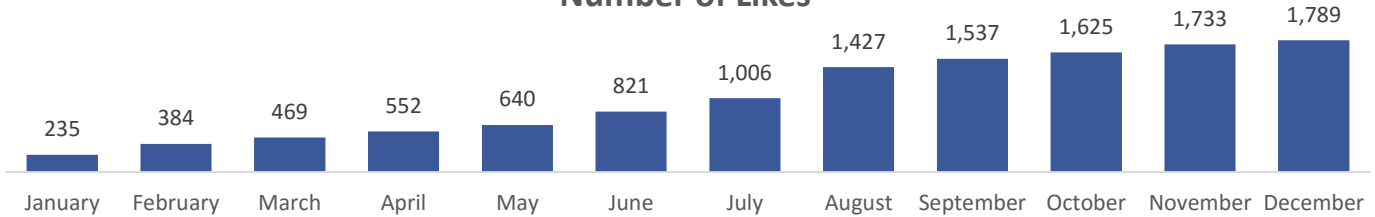
City of Waukesha Communications



# 2017

# facebook

## Number of Likes



## Post Reach

The number of people your posts were served to.



Gained  
**1,554**  
new likes

Average of  
**140**  
new likes  
per month

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

Page has been  
active for  
**15**  
months

## Top Posts

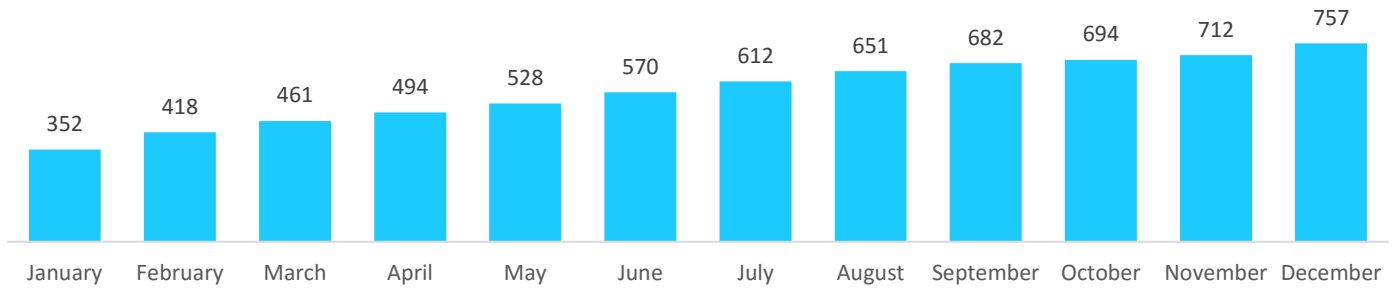
1. City of #Waukesha is the most livable City in Wisconsin and #36 on the list of America's 50 best cities to live in! #Waukesha Proud (link to article) – **Reach of 21,261** with **284 reactions**
2. Mouth is already watering just thinking about the good food at Oktoberfest! Remember you can purchase your concession tickets in advance (Link and picture of menu). **Reach of 19,499** with **43 reactions**
3. Thankful that all residents were safely 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

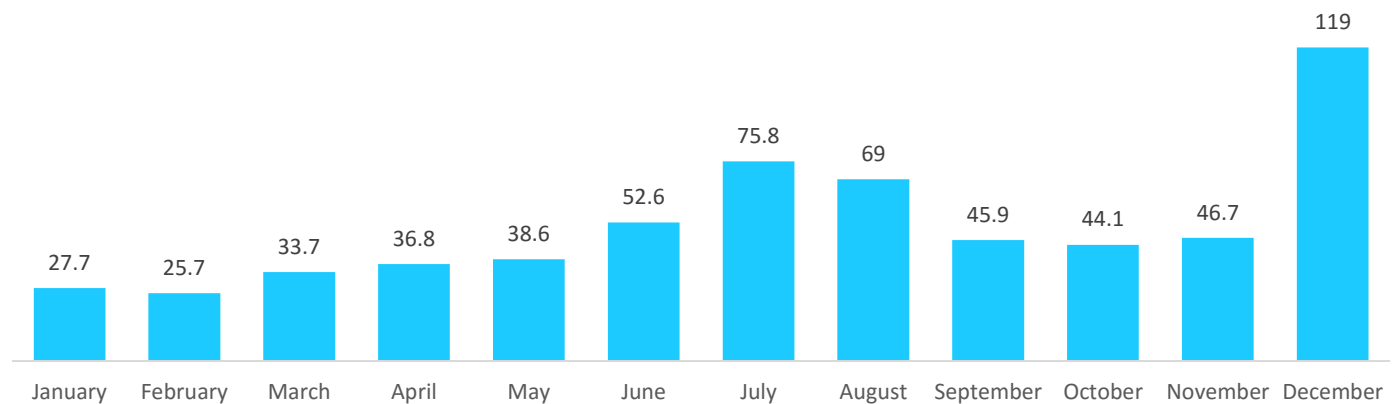
1. Howl-O-Ween (jointly hosted with County) **Reach of 79,545**
2. Oktoberfest **Reach of 65,181**
3. July 4<sup>th</sup> Parade **Reach of 30,300**
4. Tribute Tuesday- Kenny Chesney **Reach of 29,079**
5. Trick or Treat **Reach of 29,067**



### 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**
2. 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**
3. Mayor Reilly and Mayor Barrett sign the water agreement between Milwaukee and Waukesha. **Impressions of 6,944** with **66 Engagements**

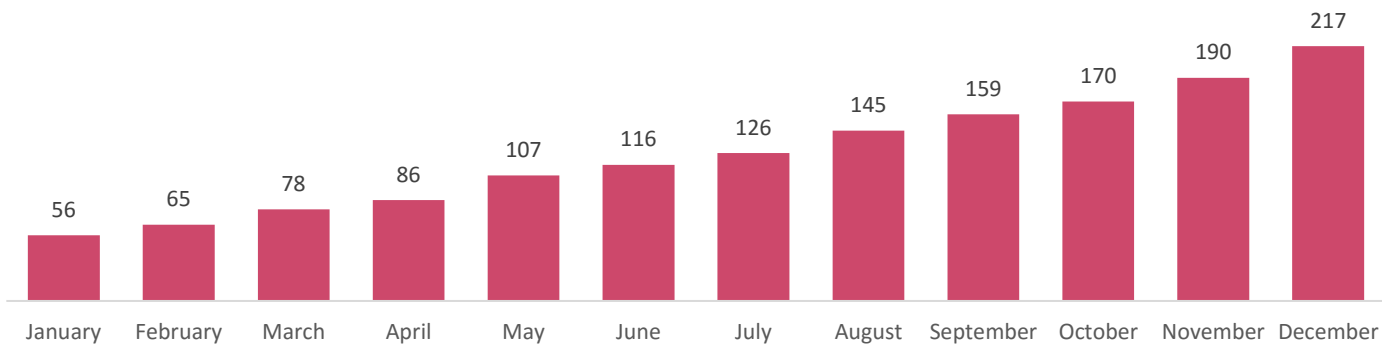
Gained  
**405**  
new followers

Average of  
**37**  
new followers  
per month

Page has been  
active for  
**20**  
months



## Followers



## Top Posts



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

18 Likes

Gained  
**161**  
 new followers



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

18 Likes (Video)

Average of  
**15**  
 new followers per month



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

18 Likes

Page has been active for  
**15**  
 months



Website ([www.waukesha-wi.gov](http://www.waukesha-wi.gov))

**Top 5 Pages Visited**

Page	# Pageviews	# Unique Pageviews	Avg. Time on Page
1. Homepage	88,272	50,424	1:33
2. Job Opportunities	35,537	29,031	1:33
3. Bus Routes and Schedules	39,651	28,773	1:43
4. Activity Guides	33,450	26,550	1:55
5. Property Information	30,324	20,268	2:00

**Top 5 Document Downloads from website**

Item	# Downloads	# Unique Downloads
1. Bus Route 901	6,179	4,278
2. Bus Route 1	5,417	3,377
3. Leaf Pickup Schedule	5,805	3,004
4. Bus Trip Planner	3,797	2,987
5. Drop Off Center Rates	3,566	2,863

**Top 5 Site Searches**

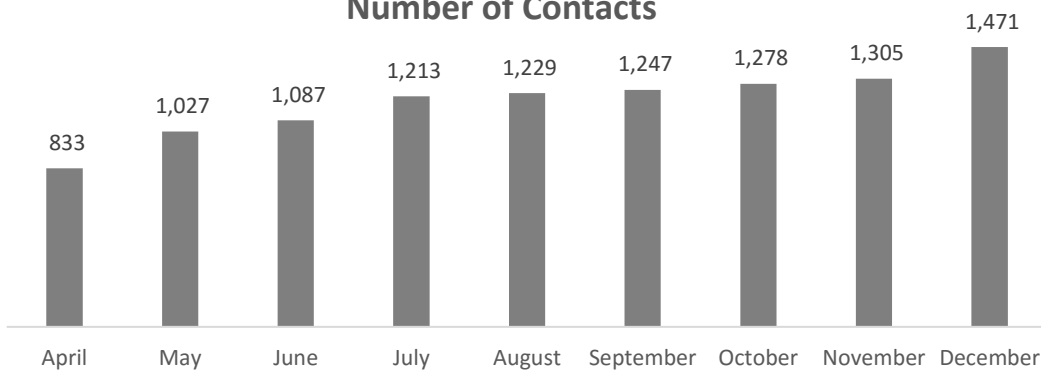
Keyword	# Searches
1. paying parking citations	433
2. pay citation	256
3. frame park	237
4. jobs	192
5. horeb pool	171



# What's Up In Waukesha

A Newsletter from the City of Waukesha

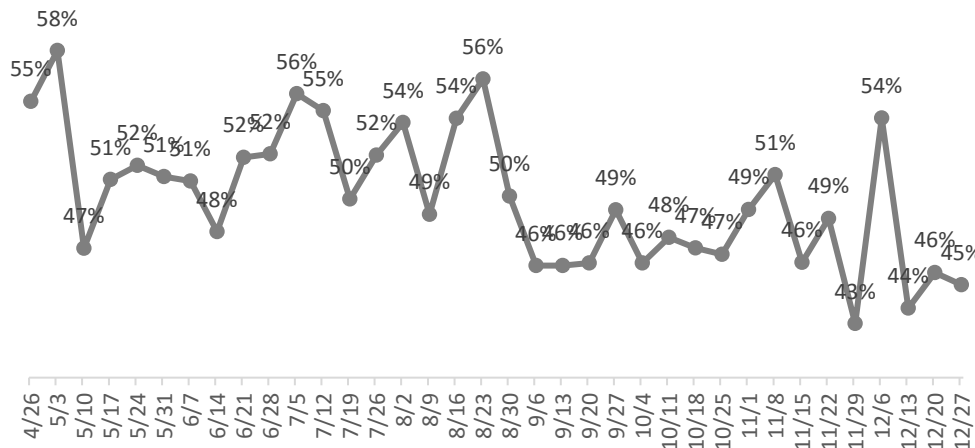
## Number of Contacts



Gained  
**638**  
new contacts

## Open Rate Percentages

Note: Industry Average is 22.8%



Average Open Rate

**50%**

Click Through Rate

**18%**

Unsubscribe Rate

**0%**

## Most Opened Titles

1. Breaking New Ground... **58% Open Rate**
2. Survey Says... **56% Open Rate**
3. Round 2 **56% Open Rate**
4. What's Up in Waukesha **55% Open Rate**
5. BATMAN **55% Open Rate**
6. 613 Pounds **54% Open Rate**
7. First Stop: Rivers Crossing **54% Open Rate**
8. Who is #6 **54% Open Rate**

Sent out

**36**

e-newsletters



## Video Series

# WHAT'S UP IN WAUKESHA

Produced

**18**

videos

### Titles

1. How to Pay Your Tax Bill
2. Snow Operations
3. Winter JanBoree
4. Pet Licenses
5. Clean Water Facility- Part 1
6. Clean Water Facility- Part 2
7. Drug Drop-Off Box
8. Safe Internet Exchange Zone
9. Kitchen Fire Safety Tips
10. Home Fire Safety Tips
11. What Can you recycle?
12. What's up at the Library this Summer
13. EAB and Your Yard
14. Prairie Home Cemetery
15. From the Ground Up
16. Reminders for Fall Leaf Collection
17. Trick or Treat Safety
18. A Space for Every Event

The City of Waukesha

## *The Faces of the City*

Produced

**2**

videos

### Titles

1. Meet Aaron Lehnert- Arborist
2. Meet Kristin Stone – Building Inspector