



City of Waukesha Communications Report



3 SOCIAL MEDIA PLATFORMS

Facebook
Twitter
Instagram



Started in 2016

E NEWSLETTER – WHAT'S UP IN WAUKESHA



Started in 2017

CITY WEBSITE



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.

Why are these channels important?

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



Social Media Overview

252,972 ENGAGEMENTS



↑ 94%
from 2018

4,950,278 IMPRESSIONS



↑ 57%
from 2018

10,492 FOLLOWERS



↑ 67%
from 2018

facebook

6,876 PAGE LIKES



80%
from 2018

REACH OF **2,273,349**



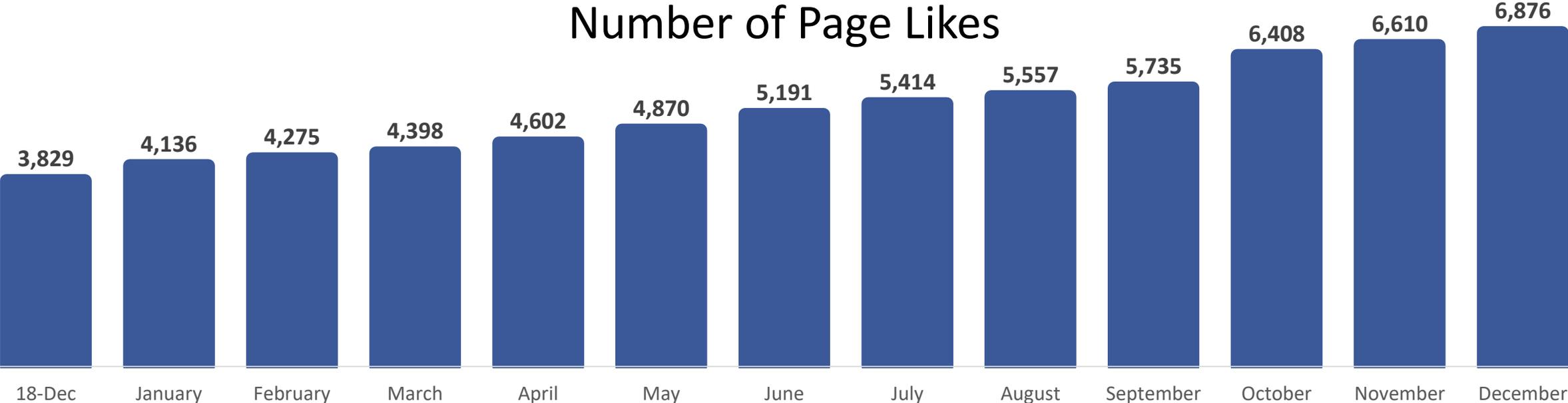
82%
from 2018

235,142 ENGAGEMENTS



105%
from 2018

Number of Page Likes



facebook

TOP POSTS (Reach- not paid)

- 70.4K** Police Dept. Press Release on South High School Incident
- 46K** ADA Accessible Kayak Launch in at Frame Park
- 31K** Heat Safety Tips
- 25.9K** Volunteers from Kids Around the World repurposing Frame Park Playground

TOP EVENTS (Reach)

- 87.6K** Sunset Candelight Hike-Retzer Nature Center (joint event)
- 76.5K** Tribute Tuesday Beach Boys *
- 69.6K** Wauk-Tober
- 63K** TV/Electronics/Appliances Drop-Off Event

*event was boosted



1,518 FOLLOWERS



40%
from 2018

12,500 ENGAGEMENTS



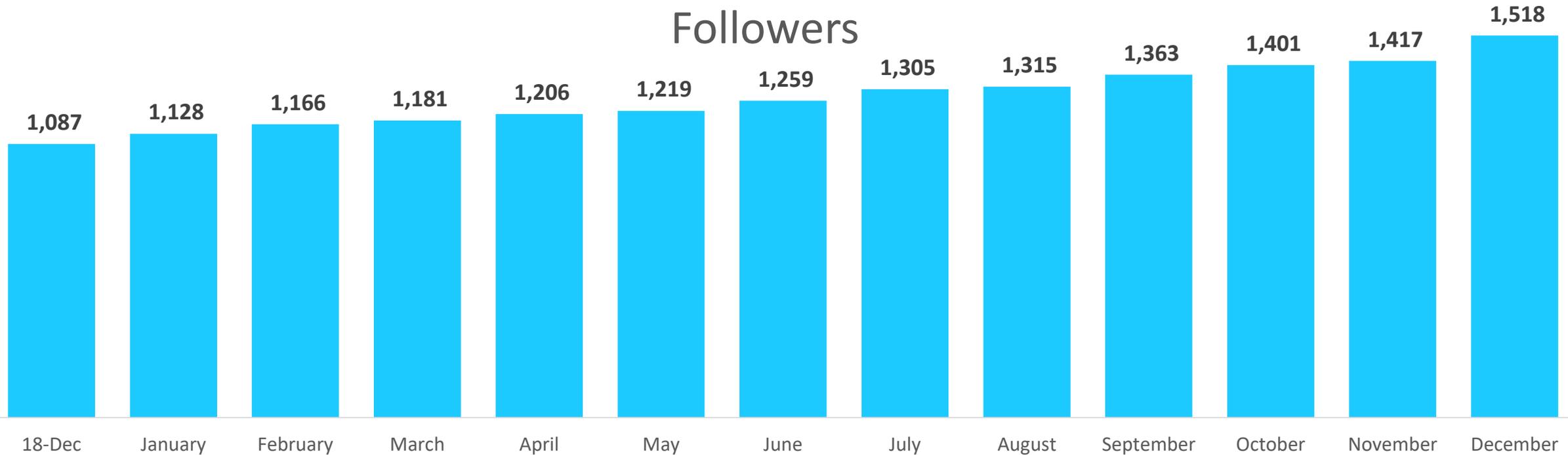
.3%
from 2018

553,900 IMPRESSIONS



21%
from 2018

Followers



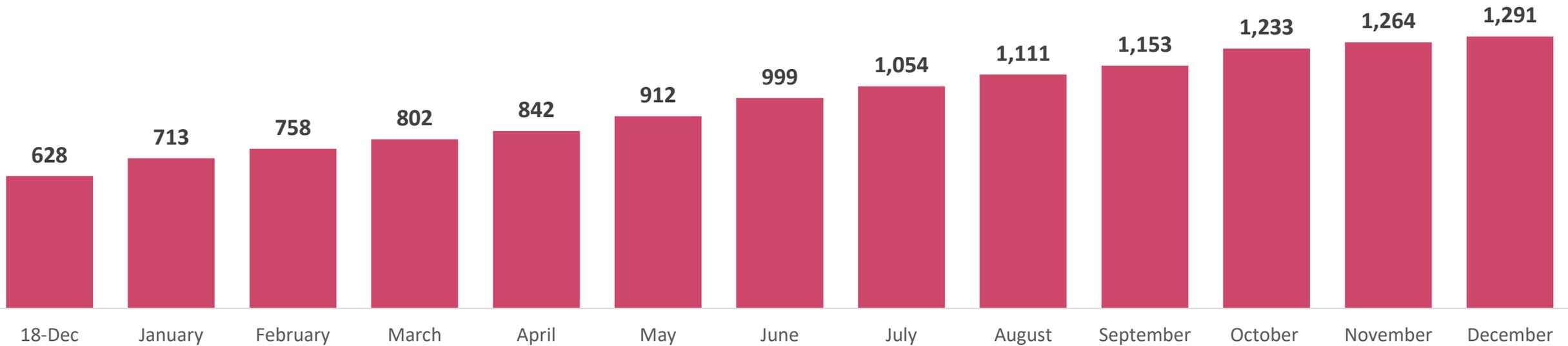


1,291 FOLLOWERS
  **106%**
from 2018

129,564 IMPRESSIONS

5,330 ENGAGEMENTS

Followers



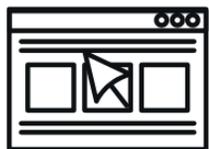


CITY WEBSITE

TOP PAGES Unique Visitors

- 58.5K** Homepage
- 30.3K** Bus Routes and Schedules
- 26.3K** Activity Guides
- 23.3K** Property Information
- 19.5K** Drop-Off Center

838,492 UNIQUE PAGEVIEWS



1%
from 2018

37,141 SEARCHES



3%
from 2018

539,990 VISITS



3%
from 2018

E NEWSLETTER – WHAT'S UP IN WAUKESHA



3,067 SUBSCRIBERS



↑ 28%
from 2018

57% AVERAGE OPEN RATE



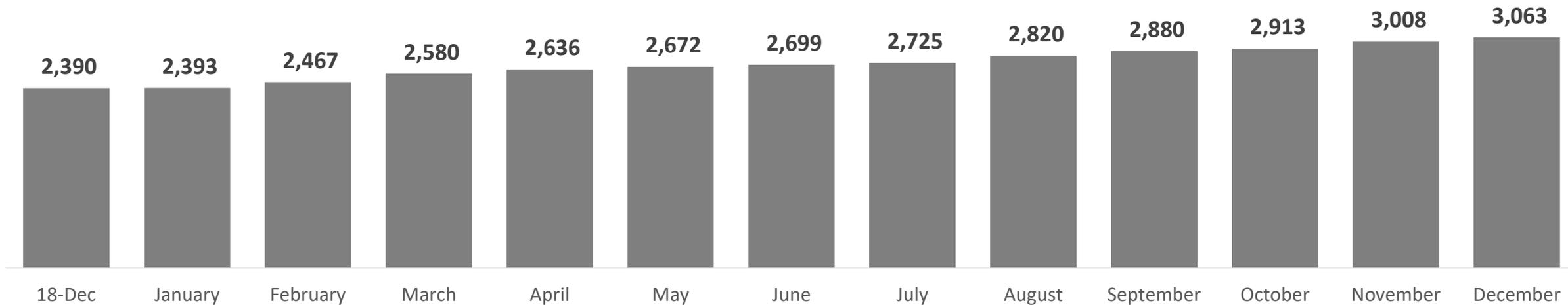
↑ 12%
from 2018

21% AVERAGE CLICK RATE



Equal to 2018

Number of Contacts



67% INCREASE IN SOCIAL MEDIA
FOLLOWERS

4,950,278 SOCIAL MEDIA
IMPRESSIONS

838,492 UNIQUE WEB PAGE
VIEWS

2019 Communication Summary