City Communications

A YEAR IN REVIEW

3 SOCIAL MEDIA PLATFORMS

Facebook Twitter Instagram (All started in mid-2016)



TOP 5 POSTS (Reach- not paid)

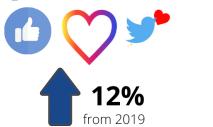
51.1K Reunification of dog Minnie with her family after a Fire50K Notification that Trick or Treat was going to take place

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

284,428 ENGAGEMENTS



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

4,745,667 IMPRESSIONS







E NEWSLETTER – WHAT'S UP IN WAUKESHA

3,524 SUBSCRIBERS







CITY WEBSITE



665,376 visits



863,675 UNIQUE PAGEVIEWS

TOP PAGES (Unique Visitors)

72.3K Homepage

28.4K Drop-OffCenter

24.9K Property Information

20.7K Activity Guides

18.2K COVID-19 Updates