




SONC Outreach Committee - Agenda Item 5C Supporting Documentation for 10/19/2021 Social Media Metrics

Facebook Sep 18, 2021 - Oct 15, 2021

Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week
YOU 1  Sherman Oaks Neighbo...	823 	▲ 100%	184	75 

Your 5 Most Recent Posts

[Create Post](#)

■ Reach: Organic / Paid
 ■ Post Clicks
 ■ Reactions, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
10/16/2021 2:42 AM	 By a Nearly Unanimous Margin, IATSE Members in TV and Film			4 	0 0	Boost Post
10/16/2021 2:41 AM	 Unconfigured Simplecast Domain			2 	0 0	Boost Post
10/16/2021 2:41 AM	 Where the Rainbow Flag Began			4 	0 0	Boost Post
10/16/2021 2:20 AM	 Meat, Eggs and Dairy Label Guide			4 	0 0	Boost Post
10/16/2021 2:19 AM	 Beyond Animal Welfare: Get Involved			3 	0 0	Boost Post

[See All Posts](#)

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 Social Media Metrics

<p>Post Engagement i September 18 - October 15</p> <p>178 Post Engagement ▼3%</p>	<p>Videos i September 18 - October 15</p> <p>48 3-Second Video Views ▲12%</p>	<p>Page Followers i September 18 - October 15</p> <p>5 Page Followers ▲67%</p>
<p>Ad Results Have Moved i All the info you're used to seeing, and more, is now in Ad Center. Learn More</p> <p style="text-align: right;">Visit Ad Center</p>		

Page Summary Last 28 days ↕ [Export Data](#)

Results from Sep 18, 2021 - Oct 15, 2021
 Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account. ■ Organic ■ Paid

<p>Actions on Page i September 18 - October 15</p> <p>We have insufficient data to show for the selected time period.</p>	<p>Page Views i September 18 - October 15</p> <p>48 Total Page Views ▲33%</p>	<p>Page Likes i September 18 - October 15</p> <p>2 Page Likes ▼33%</p>
<p>Post Reach i September 18 - October 15</p> <p>312 People Reached ▼38%</p>	<p>Story Reach i September 18 - October 15</p> <p>Get Story Insights See stats on how your Page's recent stories have performed.</p> <p style="text-align: center;">Learn more</p>	<p>Recommendations i September 18 - October 15</p> <p>We have insufficient data to show for the selected time period.</p>

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Social Media Metrics

NextDoor - Sept/Oct 2021

Metrics

Membership	Content & Engagement			
Viewing metrics by area. Change View ...				
Area	Members	New members *	Claimed households	Agency posts *
Sherman Oaks NC	26,595	200	17437	4

Constant Contact Sept - October, 2021

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Campaigns Sent from Aug 17, 2021 - Oct 16, 2021

[Table](#) [Graph](#)

See how all your campaigns performed during the selected time range.

4 Items [Export All](#) [Compare Selected](#)

Q Search by Campaign Name

<input type="checkbox"/>	Time Sent ↓	Campaign Name	Sends	Opens	Clicks	Bounces	Unsubscribes
<input type="checkbox"/>	Wed, Oct 6, 2021, 3:40 PM	SONC Newsletter: October 2021, Issue 10.1	1	1 100%	0 0%	0 0%	0 0%
<input type="checkbox"/>	Wed, Oct 6, 2021, 11:06 AM	SONC Newsletter: October 2021, Issue 10	3,409	1,383 44%	69 2%	240 7%	10 1%
<input type="checkbox"/>	Fri, Sep 10, 2021, 9:32 AM	SONC Special Edition Newsletter: September 2021, Issue 9.5	3,421	1,294 41%	67 2%	235 7%	15 1%
<input type="checkbox"/>	Wed, Sep 1, 2021, 5:01 PM	SONC Newsletter: September 2021, Issue 9	3,432	1,401 44%	165 5%	262 8%	11 1%

Show 50 ▾

< Page 1 of 1 >

Campaigns Sent from Sep 16, 2021 - Oct 16, 2021

[Table](#) [Graph](#)

See how all your campaigns performed during the selected time range.

2 Items [Export All](#) [Compare Selected](#)

Q Search by Campaign Name

<input type="checkbox"/>	Time Sent ↓	Campaign Name	Sends	Opens	Clicks	Bounces	Unsubscribes
<input type="checkbox"/>	Wed, Oct 6, 2021, 3:40 PM	SONC Newsletter: October 2021, Issue 10.1	1	1 100%	0 0%	0 0%	0 0%
<input type="checkbox"/>	Wed, Oct 6, 2021, 11:06 AM	SONC Newsletter: October 2021, Issue 10	3,409	1,383 44%	69 2%	240 7%	10 1%

Show 50 ▾

< Page 1 of 1 >

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Social Media Metrics


Trends

Check out how your numbers compare over time.

Your open rate:	44%	Your click rate:	2%
vs. previous 30 days	+2% ▲	vs. previous 30 days	-2% ▼
vs. industry average	+21% ▲	vs. industry average	+0% —

Improve open rates


Open rates are most impacted by your subject lines. [Learn how to craft engaging subject lines that get more opens.](#)



← Previous Next →

Improve click rates

Make sure you always deliver on the promised content when a customer clicks through. Be careful not to mislead with empty promises.



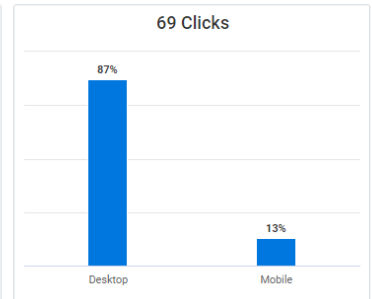
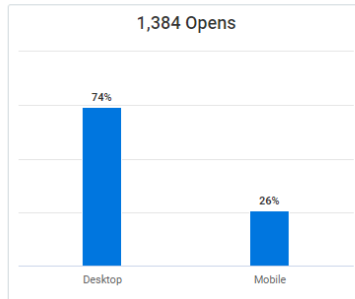
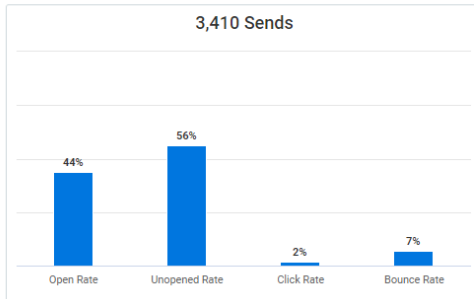
← Previous Next →

Past 30 Days Click rate ⓘ

Overview

A look at some of your top emailing stats during this time.

Download As ▾



Trends