

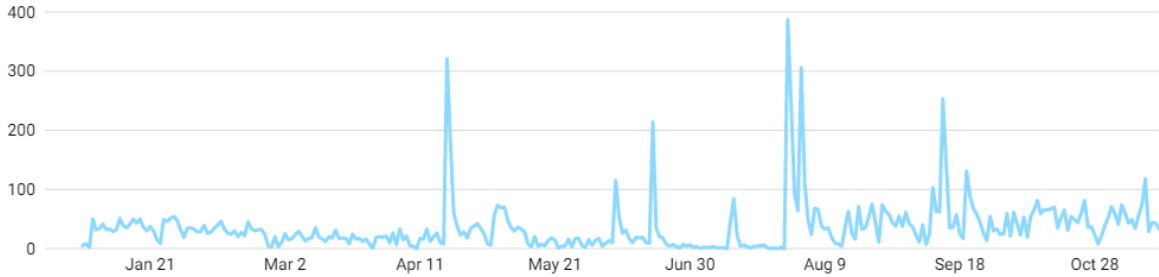
# SONC Outreach Committee - Agenda Item 5C Supporting Documentation for 11/16/2021 Social Media Metrics

Facebook Oct 19-Nov 15, 2021

**Results**

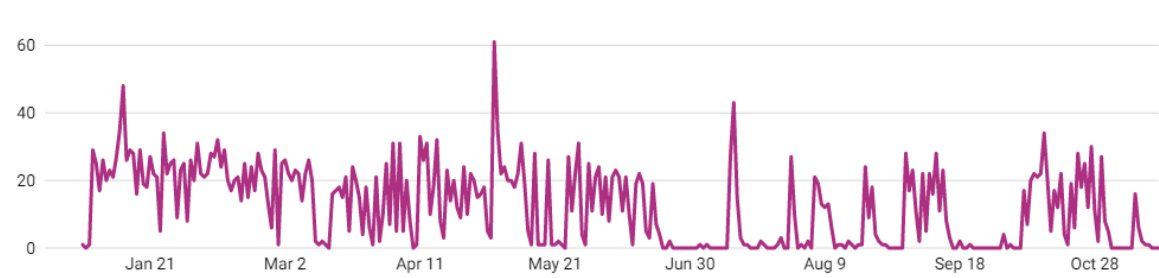
Facebook Page Reach ⓘ


**3,122** ↓ 15.9%








Instagram Reach ⓘ

**407** ↑ 105.6%



Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week
<b>YOU</b> <b>1</b>  <b>Sherman Oaks Neighbo...</b>	826	▲ 100%	93	59

Published	Post	Type	Targeting	Reach	Engagement	Promote
11/16/2021 1:33 AM		📄	🌐	14	0   0	<a href="#">Boost post</a>
11/16/2021 1:06 AM		📺	🌐	8	0   1	<a href="#">Boost post</a>
11/16/2021 12:58 AM		📄	🌐	9	0   0	<a href="#">Boost post</a>
11/16/2021 12:57 AM	 Biden to sign \$1 trillion bipartisan infrastructure bill into law, unlocking	📄	🌐	6	0   0	<a href="#">Boost post</a>
11/16/2021 12:54 AM	 Sesame Street makes history with the debut of its first Asian American	📄	🌐	9	0   0	<a href="#">Boost post</a>

[See All Posts](#)

# SONC Outreach Committee - Agenda Item 5C Supporting Documentation for 11/16/2021 Social Media Metrics

### Post Engagement

October 19 - November 15

# 166

Post engagement ▼1%

### Videos

October 19 - November 15

# 43

3-Second Video Views ▼16%

### Page Followers

October 19 - November 15

# 1

Page Followers ▼80%

### Ad Results Have Moved

All the info you're used to seeing, and more, is now in Ad Center. [Learn More](#)

[Visit Ad Center](#)

Your 5 Most Recent Posts
[Create post](#)

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

Published	Post	Type	Targeting	Reach	Engagement	Promote
11/16/2021 1:33 AM				14 <span style="display: inline-block; width: 20px; height: 10px; background-color: #f15a24; margin-left: 5px;"></span>	0 0	<a href="#" style="background-color: #1877f2; color: white; padding: 2px 5px; border-radius: 3px;">Boost post</a>

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

Results from Oct 19, 2021 - Nov 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

### Actions on Page

October 19 - November 15

We have insufficient data to show for the selected time period.

### Page Views

October 19 - November 15

# 51

Total Page Views ▼24%

### Page Likes

October 19 - November 15

# 2

Page Likes ▲0%

### Post Reach

October 19 - November 15

# 279

People Reached ▼5%

### Story Reach

October 19 - November 15

**Get Story Insights**

See stats on how your Page's recent stories have performed.

[Learn more](#)

### Recommendations

October 19 - November 15

We have insufficient data to show for the selected time period.

SONC Outreach Committee - Agenda Item 5C Supporting Documentation for 11/16/2021  
Social Media Metrics

NextDoor - Oct/Nov 2021

### Metrics

Membership	Content & Engagement
------------	----------------------

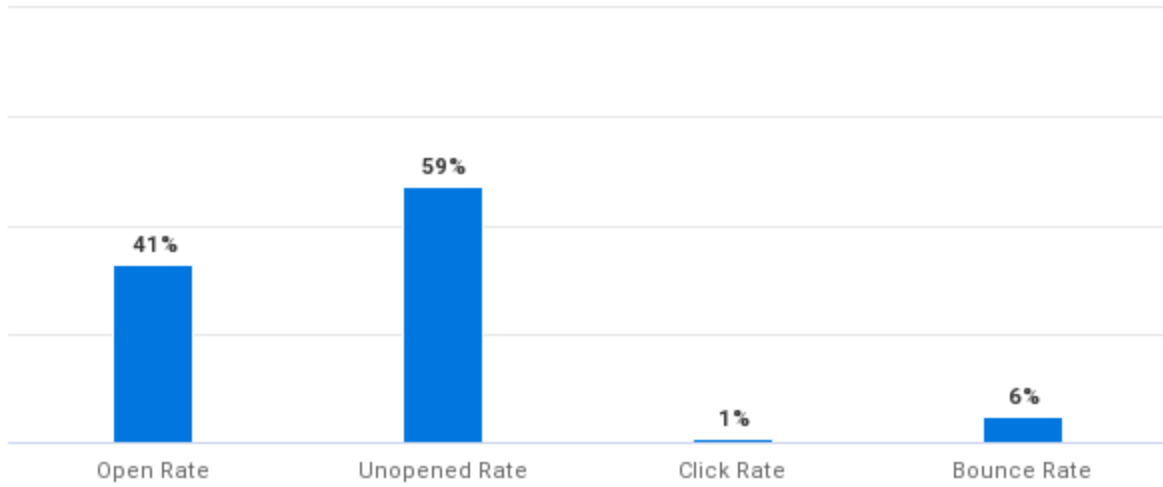
Viewing metrics by area. [Change View ...](#)

Area	Members	New members *	Claimed households	Agency posts *
Sherman Oaks NC	26,737	204	17494	4

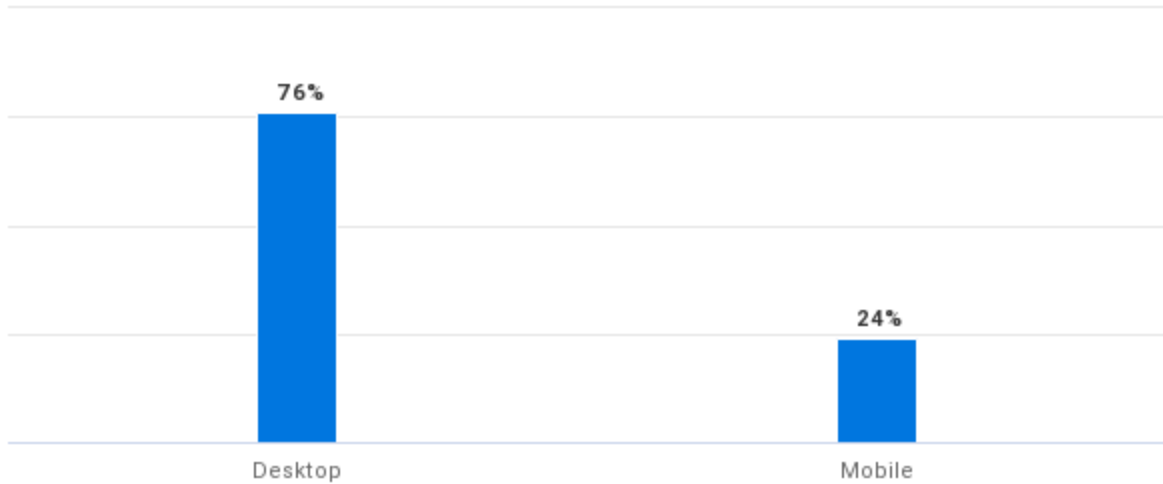
Constant Contact October-November, 2021

SONC Outreach Committee - Agenda Item 5C Supporting Documentation for 11/16/2021  
Social Media Metrics

**6,791 Sends**



**2,607 Opens**



**86 Clicks**

