



# Sherman Oaks Neighborhood Council

## Social Media Platform Metrics - October 2022

### 1. Ziff Flyer (October issue #10)

Sent to: 3248 subscriber e-mail addresses

Successful Deliveries: 96.7% or 3140

Bounces: 3.3% or 108 (9 undeliverable, 5 mailbox full, 76 suspended, 13 non-existent, 0 blocked, 4 on vacation, 1 other)

Open Rate: 51.8% or 1627 subscribers

Did not open: 48.2% or 1513 subscribers

Desktop Open Percentage: 95.1%

Mobile Open Percentage: 4.9%

Unsubscribed: 4 or .0012%

Spam Reports: 1

Click Rate: 1.8% or 131 clicks

Click-Through Distribution:

Link	Unique Clicks	Distribution
<a href="https://www.shermanoakscnc.org/committees/viewCommittee/public-safety-committee">https://www.shermanoakscnc.org/committees/viewCommittee/public-safety-committee</a>	8	6.1%
<a href="https://www.shermanoakscnc.org/committees/viewCommittee/planning-and-land-use-(plum)-and-vision-sub-committee">https://www.shermanoakscnc.org/committees/viewCommittee/planning-and-land-use-(plum)-and-vision-sub-committee</a>	8	6.1%
<a href="https://www.shermanoakscnc.org/committees/viewCommittee/green-&amp;-sustainability-committee">https://www.shermanoakscnc.org/committees/viewCommittee/green-&amp;-sustainability-committee</a>	7	5.3%
<a href="https://www.shermanoakscnc.org/committees/viewCommittee/education-committee">https://www.shermanoakscnc.org/committees/viewCommittee/education-committee</a>	6	4.6%
<a href="https://www.shermanoakscnc.org/committees/viewCommittee/387">https://www.shermanoakscnc.org/committees/viewCommittee/387</a>	6	4.6%
<a href="https://www.designyourgarden.ladwp.com/">https://www.designyourgarden.ladwp.com/</a>	6	4.6%
<a href="https://www.shermanoakscnc.org/committees/viewCommittee/traffic-&amp;-transportation">https://www.shermanoakscnc.org/committees/viewCommittee/traffic-&amp;-transportation</a>	5	3.8%
<a href="https://www.shermanoakscnc.org/committees/viewCommittee/executive-committee">https://www.shermanoakscnc.org/committees/viewCommittee/executive-committee</a>	5	3.8%
<a href="https://www.ftb.ca.gov/about-ftb/newsroom/middle-class-tax-refund/index.html">https://www.ftb.ca.gov/about-ftb/newsroom/middle-class-tax-refund/index.html</a>	5	3.8%
<a href="https://www.shermanoakscnc.org/committees">https://www.shermanoakscnc.org/committees</a>	4	3.1%
<a href="https://www.shermanoakscnc.org/assets/documents/7/committee62a8c52389edd.pdf">https://www.shermanoakscnc.org/assets/documents/7/committee62a8c52389edd.pdf</a>	4	3.1%
<a href="https://www.shermanoakscnc.org/committees/viewCommittee/human-services-committee">https://www.shermanoakscnc.org/committees/viewCommittee/human-services-committee</a>	4	3.1%
<a href="https://www.lacity.org/government/subscribe-agendasnotifications/neighborhood-councils">https://www.lacity.org/government/subscribe-agendasnotifications/neighborhood-councils</a>	3	2.3%
<a href="https://www.shermanoakscnc.org/calendar">https://www.shermanoakscnc.org/calendar</a>	3	2.3%
<a href="https://www.laworks.com/">https://www.laworks.com/</a>	3	2.3%
<a href="https://www.shermanoakscnc.org/committees/viewCommittee/board-">https://www.shermanoakscnc.org/committees/viewCommittee/board-</a>	3	2.3%
<a href="http://readyla.org/workshops">http://readyla.org/workshops</a>	3	2.3%
<a href="https://www.shermanoakscnc.org/committees/viewCommittee/finance-committee">https://www.shermanoakscnc.org/committees/viewCommittee/finance-committee</a>	2	1.5%
<a href="http://lavote.gov/">http://lavote.gov/</a>	2	1.5%
<a href="http://www.facebook.com/ShermanOaksNC/">http://www.facebook.com/ShermanOaksNC/</a>	2	1.5%
<a href="https://www.shermanoakscnc.org/committees/viewCommittee/government-affairs-committee">https://www.shermanoakscnc.org/committees/viewCommittee/government-affairs-committee</a>	2	1.5%
<a href="https://www.shermanoakscnc.org/committees/viewCommittee/outreach-committee">https://www.shermanoakscnc.org/committees/viewCommittee/outreach-committee</a>	2	1.5%
<a href="https://us02web.zoom.us/j/84270408817">https://us02web.zoom.us/j/84270408817</a>	2	1.5%
<a href="https://www.hacla.org/en/about-section-8">https://www.hacla.org/en/about-section-8</a>	2	1.5%
<a href="http://www.shermanoakscnc.org/">http://www.shermanoakscnc.org/</a>	2	1.5%
<a href="https://www.ladwp.com/ladwp/faces/ladwp/residential/r-financialassistance/r-fa-assistanceprograms/r-fa-ap-coolla.jsessionid=rzrQj5vPDyTfcNGHPjd5l4p9RDg63svnnk3z9jm1GgdYwzRK6Fsh!-1403109101?_adf.ctrl-state=clo7hex8g_4&amp;_afLoop=967595150387477&amp;_afWindowMode=0&amp;_afWindowId=null#%40%3F_afWindowId%3Dnull%26_afLoop%3D967595150387477%26_afWindowMode%3D0%26_adf.ctrl-state%3Dmids301y51_4">https://www.ladwp.com/ladwp/faces/ladwp/residential/r-financialassistance/r-fa-assistanceprograms/r-fa-ap-coolla.jsessionid=rzrQj5vPDyTfcNGHPjd5l4p9RDg63svnnk3z9jm1GgdYwzRK6Fsh!-1403109101?_adf.ctrl-state=clo7hex8g_4&amp;_afLoop=967595150387477&amp;_afWindowMode=0&amp;_afWindowId=null#%40%3F_afWindowId%3Dnull%26_afLoop%3D967595150387477%26_afWindowMode%3D0%26_adf.ctrl-state%3Dmids301y51_4</a>	2	1.5%
<a href="https://www.lapdonline.org/volunteer-opportunities/">https://www.lapdonline.org/volunteer-opportunities/</a>	2	1.5%
<a href="https://councildistrict4.lacity.org/ryan-ahari">https://councildistrict4.lacity.org/ryan-ahari</a>	2	1.5%
<a href="http://www.nextdoor.com/">http://www.nextdoor.com/</a>	2	1.5%
<a href="https://thevalleyofchange.org/">https://thevalleyofchange.org/</a>	2	1.5%
<a href="https://planning.lacity.org/odocument/fcab0f1b-37a6-46fb-a8fc-5ba655ab6d1d/Draft_Oil_and_Gas_Drilling_Ordinance.pdf">https://planning.lacity.org/odocument/fcab0f1b-37a6-46fb-a8fc-5ba655ab6d1d/Draft_Oil_and_Gas_Drilling_Ordinance.pdf</a>	2	1.5%
<a href="https://cd4.nationbuilder.com/newsletter?utm_campaign=cd4_newsletter_92922&amp;utm_medium=email&amp;utm_source=cd4">https://cd4.nationbuilder.com/newsletter?utm_campaign=cd4_newsletter_92922&amp;utm_medium=email&amp;utm_source=cd4</a>	2	1.5%
<a href="https://nhifp.org/volunteering/">https://nhifp.org/volunteering/</a>	1	0.8%
<a href="https://www.shermanoakscnc.org/page/maillingList">https://www.shermanoakscnc.org/page/maillingList</a>	1	0.8%
<a href="https://lapdonlinestrgeacc.blob.core.usgovcloudapi.net/lapdonlinemedia/2022/09/SLO-Newsletter-October-2022.pdf">https://lapdonlinestrgeacc.blob.core.usgovcloudapi.net/lapdonlinemedia/2022/09/SLO-Newsletter-October-2022.pdf</a>	1	0.8%
<a href="https://www.linkedin.com/company/la-works">https://www.linkedin.com/company/la-works</a>	1	0.8%
<a href="https://us02web.zoom.us/rec/share/oJobJrY5P6KN4MYbaJ49U35wBMLbirRZ634a2OkheU45yv-O9fHibMA7LrJ6gfZ2.mlZDJfLy_wglmKO?startTime=1661306276000">https://us02web.zoom.us/rec/share/oJobJrY5P6KN4MYbaJ49U35wBMLbirRZ634a2OkheU45yv-O9fHibMA7LrJ6gfZ2.mlZDJfLy_wglmKO?startTime=1661306276000</a>	1	0.8%

<a href="https://planning.lacity.org/plans-policies/wildlife-pilot-study#about">https://planning.lacity.org/plans-policies/wildlife-pilot-study#about</a>	1	0.8%
<a href="https://lapl.org/branches/sherman-oaks">https://lapl.org/branches/sherman-oaks</a>	1	0.8%
<a href="http://www.ladwp.com/">http://www.ladwp.com/</a>	1	0.8%
<a href="https://docs.google.com/forms/d/e/1FAIpQLSdU-8XeyS9rKlp1jVok8FM2RgqXh2AML2dfqh8TIAErYzbQaQ/viewform">https://docs.google.com/forms/d/e/1FAIpQLSdU-8XeyS9rKlp1jVok8FM2RgqXh2AML2dfqh8TIAErYzbQaQ/viewform</a>	1	0.8%
<a href="https://www.metro.net/projects/sepulvedacorridor/">https://www.metro.net/projects/sepulvedacorridor/</a>	1	0.8%
<a href="http://shermanoaksnc.org/">http://shermanoaksnc.org/</a>	1	0.8%
<a href="https://www.lafoodbank.org/volunteer/">https://www.lafoodbank.org/volunteer/</a>	1	0.8%
<a href="https://twitter.com/LAWorksNow">https://twitter.com/LAWorksNow</a>	1	0.8%
<a href="https://www.facebook.com/laworks">https://www.facebook.com/laworks</a>	1	0.8%
<a href="https://www.dropbox.com/sh/0byerm183ks8dvy/AADrndj_9S5i-XuaNYZLq6Xca/Reports%20and%20Info/Scoping%20Summary%20Report%20-%20June%202022?dl=0&amp;subfolder_nav_tracking=1">https://www.dropbox.com/sh/0byerm183ks8dvy/AADrndj_9S5i-XuaNYZLq6Xca/Reports%20and%20Info/Scoping%20Summary%20Report%20-%20June%202022?dl=0&amp;subfolder_nav_tracking=1</a>	1	0.8%
<a href="https://ladot.lacity.org/sites/default/files/documents/2020-factsheet-whatyouneedtoknowaboutsppedhumps-2pg.pdf">https://ladot.lacity.org/sites/default/files/documents/2020-factsheet-whatyouneedtoknowaboutsppedhumps-2pg.pdf</a>	1	0.8%
<a href="https://www.shermanoaksnc.org/">https://www.shermanoaksnc.org/</a>	1	0.8%
<a href="https://cityclerk.lacity.org/lacityclerkconnect/index.cfm?fa=ccfi.viewrecord&amp;cfnumber=17-0447">https://cityclerk.lacity.org/lacityclerkconnect/index.cfm?fa=ccfi.viewrecord&amp;cfnumber=17-0447</a>	1	0.8%
Total Click-throughs	131	100%

## 2. Nextdoor.com

Total Sherman Oaks Area Members – 28,599

Broken down into 24 local neighborhoods

New members (last 30 days) – 226

Claimed Households – 18236

Total Posts – 14 (last 30 days)

Total impressions – 13501

Average Impressions per post – 964

Most viewed post – 10/10/2022 “Sherman Oaks NC Public Safety Committee Meeting Tuesday, October 11th, 2022 at 6:30pm” – 1458 impressions

Replies to posts – 9

Thank You Count – 48

## 3. SONC Website – shermanoaksnc.org

Total unique visitors (last 28 days) – 772 (down 1 user from 773 previous period)

49 (6%) - returning visitors, 723 (94%) - new visitors

Total Page Views (last 28 days) – 3,036 (up from 2,700 last period)

128 clicks, 424 file downloads

Acquisition: 438 via organic search, 247 direct, 29 referral, 9 organic social

## 4. Facebook

999 followers, 315 following

Last 28 days – 141 posts, 11 likes, 0 comments, 0 shares

## 5. Instagram

383 total posts - 9 new posts in last 28 days

317 followers

50 following (increase of 7 in last 28 days)

403 Reach

28 Likes

## 6. Twitter – not available/no access

## 7. Patch – nothing for this period

## 8. Youtube.com – 11 Subscribers 28 uploads, 3 likes, 1187 total views (since inception on 9-25-2020)

Last 28 days – 63 views, 5.4 hours watch time, 1 upload & most viewed = LWV Nov. 8 Ballot Measures – 30 views