



Sherman Oaks Neighborhood Council

Social Media Platform Metrics - January & February 2023

1. Ziff Flyer (February issue #2)

Sent to: 3240 subscribers
Successful Deliveries: 3186
Bounces: 54
Open Rate: 1640 (51.5%)
Did not open: 1546 (48.5%)
Desktop Open %: 97.1%
Mobile Open %: 2.9%
Unsubscribed: 5
Spam Reports: 1
Clicks: 44 unique links
Click-throughs: 57
Click rate: 1.4%
Most clicked: (7) 1-9-2023 SONC Board Meeting recording

2. Ziff Flyer (January issue #1)

Sent to: 3247 subscriber e-mail addresses
Successful Deliveries: 3196
Bounces: 51
Open Rate: 1689 (52.8%)
Did not open: 1507
Desktop Open Percentage: 96%
Mobile Open Percentage: 4%
Unsubscribed: 5
Spam Reports: 1
Clicks: 84 unique links
Click-throughs: 121
Click Rate: 2.6%
Most clicked: (21) SONC Website Board of Directors Page

3. Nextdoor.com (January 1 to February 17)

Total Sherman Oaks Area Members – 29,220
Broken down into 34 local neighborhoods
New members (last 48 days) – 470
Claimed Households – 18434
Total Posts – 13 (last 48 days), Total impressions – 8300
Average Impressions per post – 638
Most viewed post – 1-2-2023 “Upcoming Metro High Speed Rail Plans - Meetings & Town Halls” – 872 impressions
Replies to posts – 3, Thank You Count – 20

4. SONC Website – shermanoaksnc.org (January 1 to February 16)

Total unique visitors (last 48 days) – 1,300

100 (7.7%) - returning visitors, 1,200 (92.3%) - new visitors

Total Page Views (last 48 days) – 4,400

153 clicks, 548 file downloads

Acquisition: 628 via organic search, 381 direct, 55 referral, 13 organic social

5. Facebook (January 1 through February 17)

1,007 followers, 281 following - 65.9% women, 34.1% men (down 12 from last period)

Facebook reach: 378 (down 51.3%)

Page visits: 188 (up 33.3%)

Last 48 days – 94 posts, 11 new likes (up 33.3%), 1 comment, 0 shares

Highest post reaction: “SONC mourns loss of Sidonia Lax”

6. Instagram (January 1 through February 17)

395 total posts - 6 new posts in last 48 days

342 followers – 62.7% women, 37.3% men (up 18 in last 48 days)

50 following (increase of 17 in last 28 days) up 88.9%

186 Reach (up 9.4%)

Profile visits: 65 (up 54.8%)

62 Likes (down 19.5%)

Top Performing Post: “SONC mourns loss of Sidonia Lax”

7. Twitter – not available/no access

8. Patch – nothing for this period

9. Youtube.com – 20 Subscribers (up 3 from last period) 34 uploads, 2097 total views (since inception on 9-25-2020)

Last 48 days (January 1, 2023 – February 17) – 357 views, 5.4 hours watch time, 1 upload, 3,900 impressions, 239 views from impressions, 6.2% click-through rate, 0:54 average view duration

most viewed = “The Truth About Metro Sepulveda...” – 275 views