



# Sherman Oaks Neighborhood Council

## Social Media Platform Metrics - November 2022

### 1. Ziff Flyer (November issue #11)

Sent to: 3356 subscriber e-mail addresses

Successful Deliveries: 96.1% or 3226

Bounces: 3.87% or 130 (10 undeliverable, 10 mailbox full, 23 suspended, 76 non-existent, 2 blocked, 4 on vacation, 5 other)

Open Rate: 50.5% or 1629 subscribers

Did not open: 49.5% or 1597 subscribers

Desktop Open Percentage: 97.3%

Mobile Open Percentage: 2.7%

Unsubscribed: 5 or .0015%

Spam Reports: 0

Click Rate: 1.2% or 59 clicks

Click-Through Distribution:

Link	Unique Clicks	Distribution
<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>	6	10.2%
<a href="https://www.shermanoakscnc.org/committees/viewCommittee/public-safety-committee">https://www.shermanoakscnc.org/committees/viewCommittee/public-safety-committee</a>	6	10.2%
<a href="https://www.lacity.org/government/subscribe-agendasnotifications/neighborhood-councils">https://www.lacity.org/government/subscribe-agendasnotifications/neighborhood-councils</a>	5	8.5%
<a href="https://www.shermanoakscnc.org/committees/viewCommittee/387">https://www.shermanoakscnc.org/committees/viewCommittee/387</a>	3	5.1%
<a href="https://www.shermanoakscnc.org/page/viewGallery/513">https://www.shermanoakscnc.org/page/viewGallery/513</a>	3	5.1%
<a href="https://www.shermanoakscnc.org/committees/viewCommittee/traffic-&amp;-transportation">https://www.shermanoakscnc.org/committees/viewCommittee/traffic-&amp;-transportation</a>	3	5.1%
<a href="https://www.shermanoakscnc.org/committees/viewCommittee/green-&amp;-sustainability-committee">https://www.shermanoakscnc.org/committees/viewCommittee/green-&amp;-sustainability-committee</a>	3	5.1%
<a href="https://www.designyourgarden.ladwp.com/">https://www.designyourgarden.ladwp.com/</a>	3	5.1%
<a href="https://www.shermanoakscnc.org/committees">https://www.shermanoakscnc.org/committees</a>	2	3.4%
<a href="https://docs.google.com/forms/d/1LnNV3piexICZvtnkr-8wxPd2azn6EtbFOICF8I2Tk8/viewform?edit_requested=true">https://docs.google.com/forms/d/1LnNV3piexICZvtnkr-8wxPd2azn6EtbFOICF8I2Tk8/viewform?edit_requested=true</a>	2	3.4%
<a href="https://planning.lacity.org/odocument/75d6824d-248b-4b12-a61e-f99616e032ef/2022_Wildlife_Ordinance_Staff_Report_EXHIBIT_A_-_Proposed_Wildlife_District_Ordinance_Components.pdf">https://planning.lacity.org/odocument/75d6824d-248b-4b12-a61e-f99616e032ef/2022_Wildlife_Ordinance_Staff_Report_EXHIBIT A - Proposed Wildlife District Ordinance Components.pdf</a>	2	3.4%
<a href="https://www.shermanoakscnc.org/committees/viewCommittee/executive-committee">https://www.shermanoakscnc.org/committees/viewCommittee/executive-committee</a>	2	3.4%
<a href="https://thevalleyofchange.org/">https://thevalleyofchange.org/</a>	2	3.4%
<a href="https://www.shermanoakscnc.org/committees/viewCommittee/183">https://www.shermanoakscnc.org/committees/viewCommittee/183</a>	2	3.4%
<a href="http://empowerla.org/elections">http://empowerla.org/elections</a>	1	1.7%
<a href="https://planning.lacity.org/odocument/f563056c-ef26-40fd-b0c4-046092387221/Revised_Wildlife_Ordinance_Summary_and_Changes.pdf">https://planning.lacity.org/odocument/f563056c-ef26-40fd-b0c4-046092387221/Revised_Wildlife_Ordinance_Summary_and_Changes.pdf</a>	1	1.7%
<a href="http://www.facebook.com/ShermanOaksNC/">http://www.facebook.com/ShermanOaksNC/</a>	1	1.7%
<a href="https://twitter.com/shermanoakscnc">https://twitter.com/shermanoakscnc</a>	1	1.7%
<a href="https://youtu.be/qsailUwcFio">https://youtu.be/qsailUwcFio</a>	1	1.7%
<a href="https://www.instagram.com/shermanoakscnc/?hl=en">https://www.instagram.com/shermanoakscnc/?hl=en</a>	1	1.7%
<a href="https://www.sos.ca.gov/elections/polling-place">https://www.sos.ca.gov/elections/polling-place</a>	1	1.7%
<a href="https://www.shermanoakscnc.org/calendar">https://www.shermanoakscnc.org/calendar</a>	1	1.7%
<a href="https://www.lapdonline.org/volunteer-opportunities/">https://www.lapdonline.org/volunteer-opportunities/</a>	1	1.7%
<a href="https://www.linkedin.com/company/la-works">https://www.linkedin.com/company/la-works</a>	1	1.7%
<a href="https://www.shermanoakscnc.org/committees/viewCommittee/education-committee">https://www.shermanoakscnc.org/committees/viewCommittee/education-committee</a>	1	1.7%
<a href="https://caearlyvoting.sos.ca.gov/">https://caearlyvoting.sos.ca.gov/</a>	1	1.7%
<a href="https://www.shermanoakscnc.org/page/sharePhoto">https://www.shermanoakscnc.org/page/sharePhoto</a>	1	1.7%
<a href="https://www.youtube.com/watch?v=u7heM6PwdoA">https://www.youtube.com/watch?v=u7heM6PwdoA</a>	1	1.7%
<a href="https://ballotpedia.org/Sample_Ballot_Lookup">https://ballotpedia.org/Sample_Ballot_Lookup</a>	1	1.7%
Total Click-throughs	59	100%

### Year to Date Constant Contact Metrics:

36,558 sends, 17,609 opens (51%), 535 clicks (2%), 6% bounce rate

173 Contacts added manually, 135 added organically, 226 dropped, 107 unsubscribed = -25 net

## 2. Nextdoor.com

Total Sherman Oaks Area Members – 28,750

Broken down into 24 local neighborhoods

New members (last 30 days) – 198

Claimed Households – 18282

Total Posts – 11 (last 30 days)

Total impressions – 9162

Average Impressions per post – 832

Most viewed post – 11/5/2022 “**General Elections Are November 8th, 2022**” – 1337 impressions

Replies to posts – 5

Thank You Count – 21

## 3. SONC Website – shermanoaksnc.org

Total unique visitors (last 28 days) – 888 (up 116 or 17.2% users from 772 previous period)

59 (6.6%) - returning visitors, 829 (93.3%) - new visitors up 16.4% from previous period

Total Page Views (last 28 days) – 3,094 (similar to 3,036 last period)

101 clicks, 555 file downloads

Acquisition: 459 via organic search, 328 direct, 40 referral, 2 organic social

## 4. Facebook

999 followers, 301 following (down from 315 last period)

Last 28 days – 103 posts, 11 likes, 1 comment, 0 shares

## 5. Instagram

389 total posts - 5 new posts in last 28 days

324 followers (up 7 in last 28 days)

50 following (increase of 7 in last 28 days)

229 Reach

17 Likes

## 6. Twitter – not available/no access

## 7. Patch – nothing for this period

## 8. Youtube.com – 14 Subscribers (up 3 from last period) 29 uploads (1 new), 2 likes, 1320 total views (since inception on 9-25-2020)

Last 28 days – 137 views, 15.3 hours watch time, 1 upload

most viewed = LWV Nov. 8 Ballot Measures – 46 views