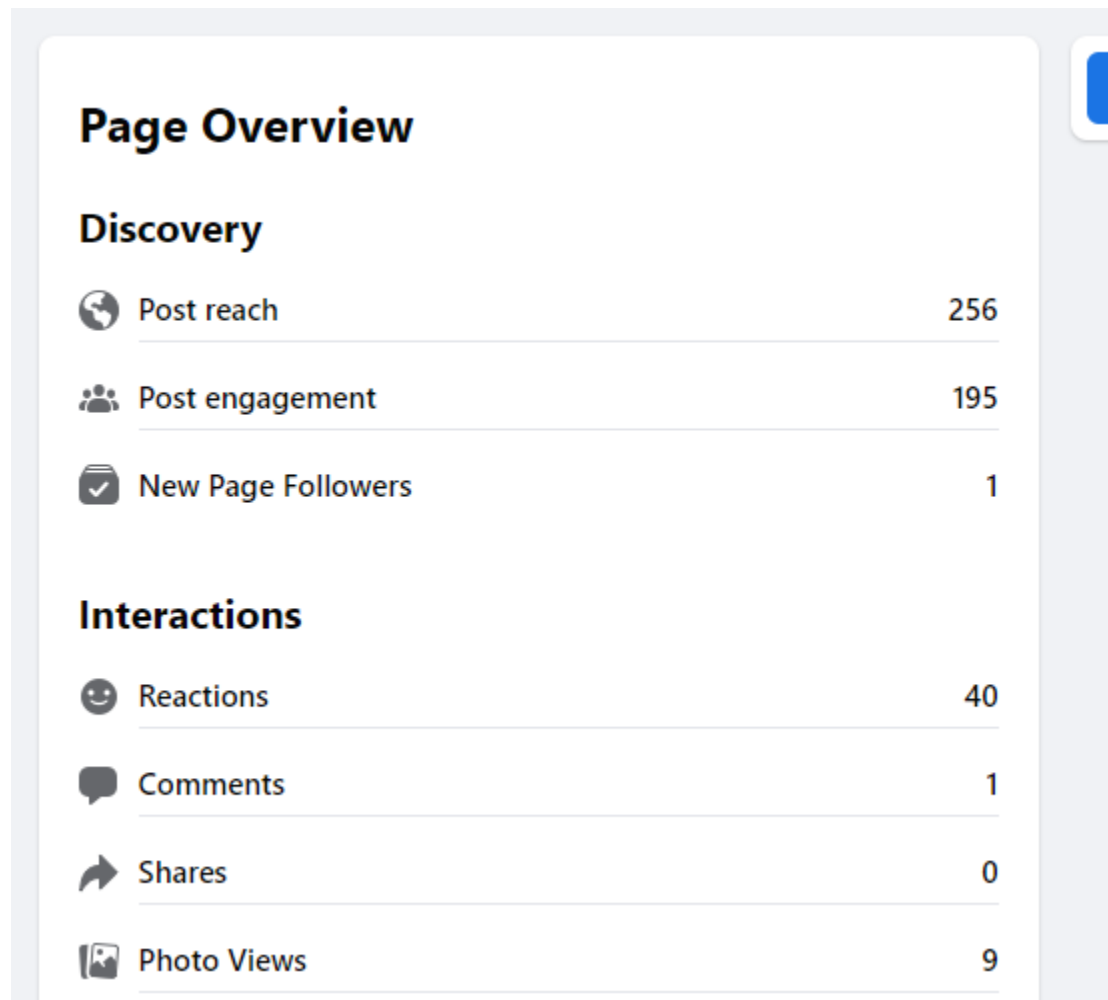


SONC Outreach Committee - Agenda Item 5C Supporting Documentation for 3/15/2022  
Social Media Metrics

Facebook February 2022 to March\_2022

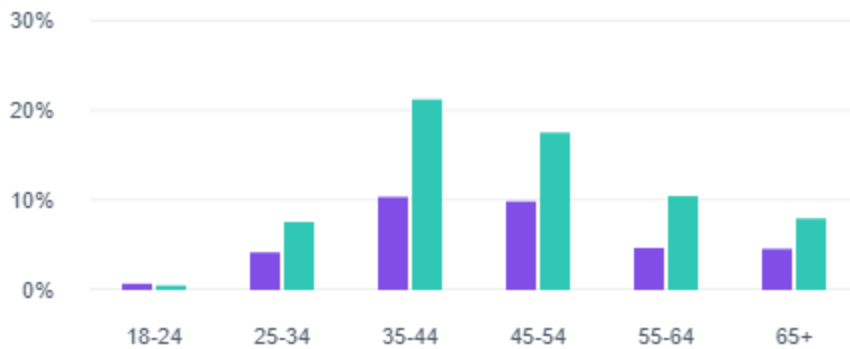


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Social Media Metrics

## Audience

### Age and Gender

Men 34.50%  
Women 65.50%



### Your 5 Most Recent Posts

Create post

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

Published	Post	Type	Targeting	Reach	Engagement	Promote
01/18/2022 2:42 AM		Video	Public	3	0   0	Boost post
01/18/2022 2:40 AM		Image	Public	2	0   0	Boost post
01/18/2022 2:38 AM		Video	Public	1	0   0	Boost post
01/18/2022 2:37 AM	10 Books to Understand Dr. Martin Luther King, Jr.'s Legacy Today	Link	Public	1	0   0	Boost post
01/18/2022 2:36 AM	To Exploited, Abused, Neglected Or Abandoned Animals, She's Forever A	Link	Public	1	0   0	Boost post

See All Posts

Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week
YOU 1	826	▲ 100%	85	55

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Social Media Metrics

**Location**

Cities

Countries

Los Angeles, CA	617
Burbank, CA	17
New York, NY	7
San Diego, CA	5
Chicago, IL	4
Santa Clarita, CA	4
Anaheim, CA	3
Glendale, CA	3
Las Vegas, NV	3
Pasadena, CA	3

NextDoor - February 2022 to March\_2022

Search Nextdoor



## Metrics

Membership    Content & Engagement

Viewing metrics by area.

Change View ...

Area	Members	New members *	Claimed households	Agency posts *
Sherman Oaks NC	27,348	166	17770	0

Viewing metrics by neighborhood.

Change View ...

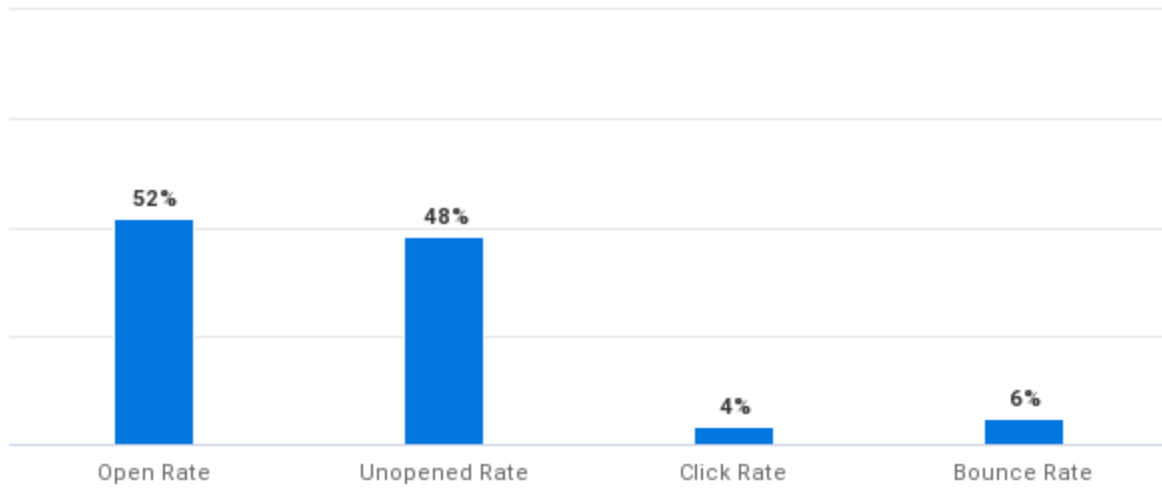
Area	Members	New members *	Claimed households	Agency posts *
Sherman Oaks S of ...	2,336	11	1526	0
Sherman Oaks - Ga...	2,105	18	1368	0
Beverly Glen	1,778	9	1158	0
Sherman Oaks (Haz...	1,487	8	961	0
Chandler Estates	1,473	5	968	0
Van Nuys-Sherman...	1,467	8	981	0
North of the Village	1,415	15	876	0
Magnolia Woods	1,386	10	900	0

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Social Media Metrics

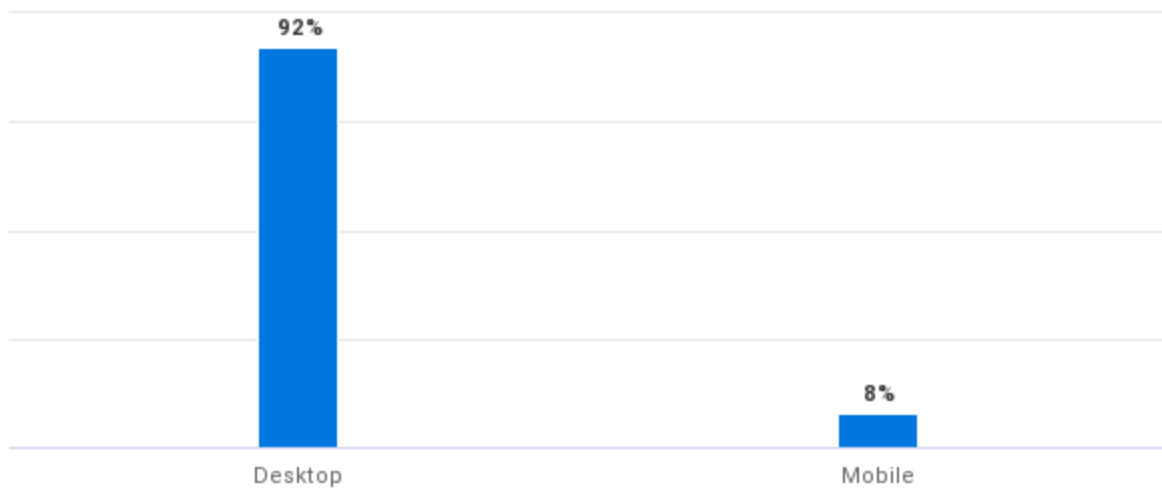
Constant Contact Dec 2021 to January 2022

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Social Media Metrics

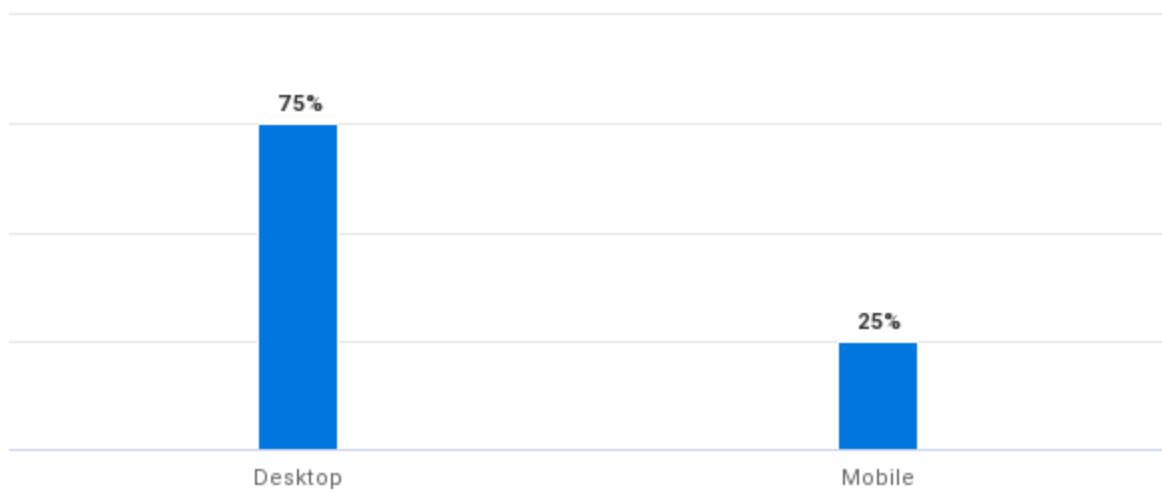
**3,370 Sends**



**1,648 Opens**

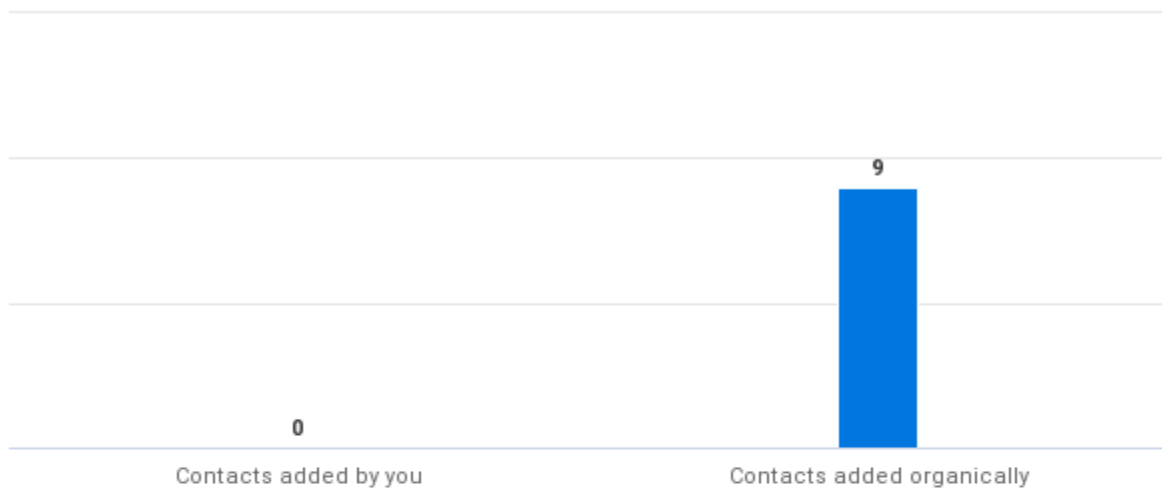


**112 Clicks**



**Constant Contact Subscriber January 2021-January 2022**

**Growth**



**Deletes and Unsubscribes**

