



# Sherman Oaks Neighborhood Council

## Social Media Platform Metrics - July 2022

### 1. Ziff Flyer (July issue #7)

Sent to: 3317 subscriber e-mail addresses

Successful Deliveries: 93.6% or 3106

Bounces: 6.3% or 211 (109 undeliverable, 6 mailbox full, 69 suspended, 14 non-existent, 3 blocked, 5 other)

Open Rate: 49.3% or 1531 subscribers

Did not open: 50.6% or 1575 subscribers

Desktop Open Percentage: 96.3%

Mobile Open Percentage: 3.7%

Unsubscribed: 8 or .2%

Spam Reports: 0

Click Rate: 1.4% or 132 clicks

Click-Through Distribution:

Link	Unique Clicks	Distribution
<a href="http://www.shermanoaksnc.org/">http://www.shermanoaksnc.org/</a>	9	6.8%
<a href="https://www.shermanoaksnc.org/committees/viewCommittee/board-">https://www.shermanoaksnc.org/committees/viewCommittee/board-</a>	9	6.8%
<a href="https://www.shermanoaksnc.org/committees/viewCommittee/planning-and-land-use-(plum)-and-vision-sub-committee">https://www.shermanoaksnc.org/committees/viewCommittee/planning-and-land-use-(plum)-and-vision-sub-committee</a>	7	5.3%
<a href="https://www.lapdonline.org/volunteer-opportunities/">https://www.lapdonline.org/volunteer-opportunities/</a>	6	4.5%
<a href="https://www.shermanoaksnc.org/committees/viewCommittee/public-safety-committee">https://www.shermanoaksnc.org/committees/viewCommittee/public-safety-committee</a>	5	3.8%
<a href="https://www.designyourgarden.ladwp.com/">https://www.designyourgarden.ladwp.com/</a>	5	3.8%
<a href="https://www.shermanoaksnc.org/">https://www.shermanoaksnc.org/</a>	5	3.8%
<a href="https://www.metro.net/projects/sepulvedacorridor/">https://www.metro.net/projects/sepulvedacorridor/</a>	4	3%
<a href="https://www.shermanoaksnc.org/calendar">https://www.shermanoaksnc.org/calendar</a>	3	2.3%
<a href="https://www.shermanoaksnc.org/committees/viewCommittee/education-committee">https://www.shermanoaksnc.org/committees/viewCommittee/education-committee</a>	3	2.3%
<a href="https://www.shermanoaksnc.org/committees/viewCommittee/traffic-&amp;-transportation">https://www.shermanoaksnc.org/committees/viewCommittee/traffic-&amp;-transportation</a>	3	2.3%
<a href="https://www.shermanoaksnc.org/committees/viewCommittee/executive-committee">https://www.shermanoaksnc.org/committees/viewCommittee/executive-committee</a>	3	2.3%
<a href="https://us02web.zoom.us/j/85140543942">https://us02web.zoom.us/j/85140543942</a>	3	2.3%
<a href="https://pw.lacounty.gov/epd/sg/webinars.cfm">https://pw.lacounty.gov/epd/sg/webinars.cfm</a>	3	2.3%
<a href="https://www.lacity.org/government/subscribe-agendasnotifications/neighborhood-councils">https://www.lacity.org/government/subscribe-agendasnotifications/neighborhood-councils</a>	2	1.5%
<a href="https://www.lapl.org/branches/sherman-oaks">https://www.lapl.org/branches/sherman-oaks</a>	2	1.5%
<a href="https://www.youtube.com/channel/UCXTIDVq_eJdzF1RTiZIBJAQ/videos">https://www.youtube.com/channel/UCXTIDVq_eJdzF1RTiZIBJAQ/videos</a>	2	1.5%
<a href="https://leginfo.legislature.ca.gov/faces/billNavClient.xhtml?bill_id=202120220SB728">https://leginfo.legislature.ca.gov/faces/billNavClient.xhtml?bill_id=202120220SB728</a>	2	1.5%
<a href="https://www.shermanoaksnc.org/committees/viewCommittee/outreach-committee">https://www.shermanoaksnc.org/committees/viewCommittee/outreach-committee</a>	2	1.5%
<a href="https://www.shermanoaksnc.org/page/viewPage/neighborhood-purpose-grants">https://www.shermanoaksnc.org/page/viewPage/neighborhood-purpose-grants</a>	2	1.5%
<a href="https://lapl.org/branches/sherman-oaks">https://lapl.org/branches/sherman-oaks</a>	2	1.5%
<a href="https://www.laworks.com/">https://www.laworks.com/</a>	2	1.5%
<a href="https://www.laparks.org/foodprogram">https://www.laparks.org/foodprogram</a>	2	1.5%
<a href="https://docs.google.com/forms/d/e/1FAIpQLSdU-8XeyS9rKlp1jVok8FM2RgqXh2AML2dfqh8TIAErYzbQaQ/viewform">https://docs.google.com/forms/d/e/1FAIpQLSdU-8XeyS9rKlp1jVok8FM2RgqXh2AML2dfqh8TIAErYzbQaQ/viewform</a>	2	1.5%
<a href="https://www.shermanoaksnc.org/committees/viewCommittee/387">https://www.shermanoaksnc.org/committees/viewCommittee/387</a>	2	1.5%
<a href="https://twitter.com/shermanoaksnc">https://twitter.com/shermanoaksnc</a>	2	1.5%
<a href="https://twitter.com/ValleyChange">https://twitter.com/ValleyChange</a>	2	1.5%
<a href="https://www.watercalculator.org/news/news-briefs/your-plastic-water-footprint/">https://www.watercalculator.org/news/news-briefs/your-plastic-water-footprint/</a>	2	1.5%
<a href="https://councildistrict4.lacity.org/transpo-form">https://councildistrict4.lacity.org/transpo-form</a>	2	1.5%
<a href="https://lapdonlinestrgeacc.blob.core.usgovcloudapi.net/lapdonlinemedia/2021/03/Van-Nuys-June-Newsletter.pdf">https://lapdonlinestrgeacc.blob.core.usgovcloudapi.net/lapdonlinemedia/2021/03/Van-Nuys-June-Newsletter.pdf</a>	2	1.5%
<a href="https://www.shermanoaksnc.org/assets/documents/7/committee60a855cc82708.pdf">https://www.shermanoaksnc.org/assets/documents/7/committee60a855cc82708.pdf</a>	2	1.5%
<a href="https://planning.lacity.org/">https://planning.lacity.org/</a>	2	1.5%
<a href="https://thevalleyofchange.org/">https://thevalleyofchange.org/</a>	2	1.5%
<a href="http://www.budgetadvocates.org/">http://www.budgetadvocates.org/</a>	2	1.5%
<a href="http://www.ladwp.com/wateringdays">http://www.ladwp.com/wateringdays</a>	2	1.5%
<a href="https://www.instagram.com/thevalleyofchange/?hl=en">https://www.instagram.com/thevalleyofchange/?hl=en</a>	2	1.5%
<a href="https://www.shermanoaksnc.org/committees/viewCommittee/finance-committee">https://www.shermanoaksnc.org/committees/viewCommittee/finance-committee</a>	1	0.8%
<a href="https://www.shermanoaksnc.org/committees">https://www.shermanoaksnc.org/committees</a>	1	0.8%
<a href="https://nhifp.org/volunteering/">https://nhifp.org/volunteering/</a>	1	0.8%
<a href="https://planning.lacity.org/plans-policies/wildlife-pilot-study">https://planning.lacity.org/plans-policies/wildlife-pilot-study</a>	1	0.8%
<a href="https://www.shermanoaksnc.org/committees/viewCommittee/government-affairs-committee">https://www.shermanoaksnc.org/committees/viewCommittee/government-affairs-committee</a>	1	0.8%

<a href="https://nhifp.org/volunteers">https://nhifp.org/volunteers</a>	1	0.8%	
<a href="https://leginfo.legislature.ca.gov/faces/billNavClient.xhtml?bill_id=202120220SB478">https://leginfo.legislature.ca.gov/faces/billNavClient.xhtml?bill_id=202120220SB478</a>	1	0.8%	
<a href="https://www.shermanoaksnc.org/committees/viewCommittee/green-&amp;-sustainability-committee">https://www.shermanoaksnc.org/committees/viewCommittee/green-&amp;-sustainability-committee</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://www.shermanoaksnc.org/page/map">https://www.shermanoaksnc.org/page/map</a>	1	0.8%	
<a href="https://planning.lacity.org/plans-policies/wildlife-pilot-study#outreach-&amp;-events">https://planning.lacity.org/plans-policies/wildlife-pilot-study#outreach-&amp;-events</a>	1	0.8%	
<a href="http://www.ladwp.com/">http://www.ladwp.com/</a>	1	0.8%	
<a href="https://www.plasticfreejuly.org/">https://www.plasticfreejuly.org/</a>	1	0.8%	
<a href="https://www.budgetadvocates.org/budget-day-2022">https://www.budgetadvocates.org/budget-day-2022</a>	1	0.8%	
<a href="https://www.lafoodbank.org/volunteer/">https://www.lafoodbank.org/volunteer/</a>	1	0.8%	
<a href="https://achieve.lausd.net/summerschool">https://achieve.lausd.net/summerschool</a>	1	0.8%	
<a href="https://www.facebook.com/laworks">https://www.facebook.com/laworks</a>	1	0.8%	
<a href="https://planning.lacity.org/odocument/98193a4a-70b5-4bcb-a4c7-e2a152bc394e/Final_202206_Wildlife_HearingNotice.pdf">https://planning.lacity.org/odocument/98193a4a-70b5-4bcb-a4c7-e2a152bc394e/Final_202206_Wildlife_HearingNotice.pdf</a>	1	0.8%	
<a href="https://achieve.lausd.net/cms/lib/CA01000043/Centricity/Domain/126/2022%20SFSP%20School%20List.pdf">https://achieve.lausd.net/cms/lib/CA01000043/Centricity/Domain/126/2022%20SFSP%20School%20List.pdf</a>	1	0.8%	
<a href="https://planning.lacity.org/plans-policies/community-plan-update/southeast-valley-news/help-plan-ventura-cahuenga-corridor-sign">https://planning.lacity.org/plans-policies/community-plan-update/southeast-valley-news/help-plan-ventura-cahuenga-corridor-sign</a>	1	0.8%	

Total Click-throughs: 132

## 2. Nextdoor.com

Total Sherman Oaks Area Members – 28,074

Broken down into 24 local neighborhoods

New members (last 30 days) – 187

Claimed Households – 18051

Total Posts – 14 (last 30 days)

Total impressions – 17963

Average Impressions per post – 1156

Most viewed post – “Fire Danger is High, Buy Pet food for an Animal Shelter instead of fireworks” – 6694 impressions

Replies to posts – 2

Thank You Count – 55

## 3. SONC Website – shermanoaksnc.org

Total unique visitors (last 28 days) - 661

42.8% - returning visitors, 57.2% - new visitors

Total Page Views (last 28 days) – 1,165

## 4. Facebook

995 followers, 355 following

Last 28 days – 291 posts, 0 likes, 0 comments, 0 shares

0 people reached, 0 post engagements, 0 reactions, 0 comments, 0 shares

\* Majority of posts with no text – is an issue as searches will not discover these posts

Followers dropped by 99 since last month’s report (454)

## 5. Instagram

307 followers

Highest post received 5 likes, reached 47 people - High School Student recruitment for 2022-23 SONC

Youth Representative posted 7-13-2022

## 6. Twitter – not available/no access

## 7. Patch - Promoted event: FREE Movies in the Park

Dates & Location: From Jun 24 to Jun 25 (2 days) In Sherman Oaks

Total impressions 1,401 – 1033 email, 368 Web