



Communications

REPORT

April

City of Fair Oaks Ranch

April Communications Report

Website Snapshot



How did our website perform in April 2023?



Total **Visitors** to Website

7,207

Average **Time** visitors Spent on Site

1m 39s

Total **# of** Pageviews

22,303

Total **Notification** Subscribers*

1919

Top Pages

- **Newsflash**
- **City Elections**
- **Police**

*Notification subscribers is a total of all subscribers from Notify Me and Regroup



Live Videos
2

Videos



Created Videos
2

Live Video Totals

2.2%

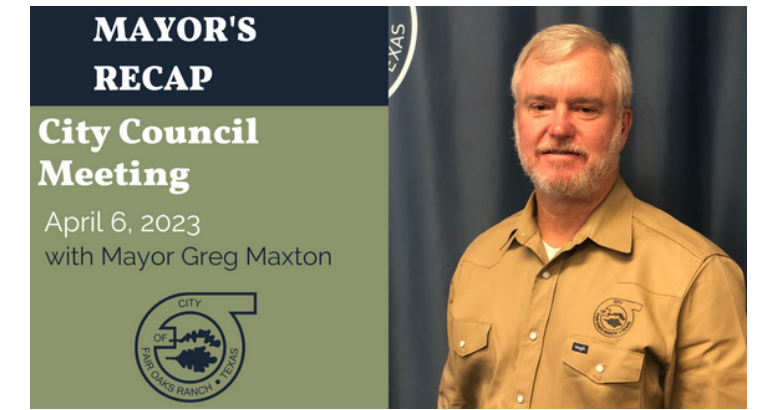
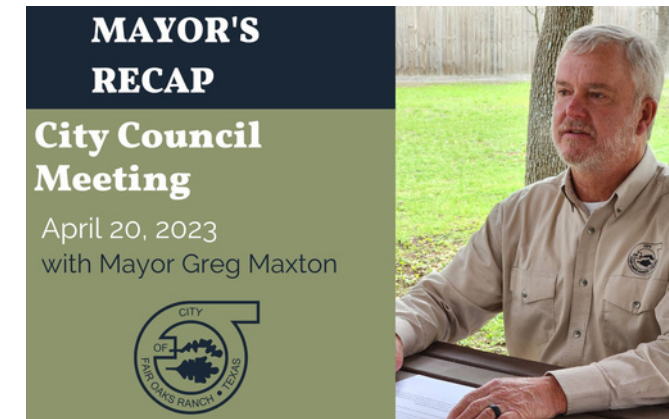
CTR

5.9K

Total Impressions

112

New Viewers



198
Views

8.9
Watch Time (hours)

14:14
Avg. View Duration

90.4%
Avg. Percentage Viewed

2:11
Avg. View Duration

100%
Likes vs. Dislikes

April - Social Media

Social Media Snapshot



How did our Social Media landscape look in April 2023?

Total Audience on Social

9,824

Total Reach on Social

66,523

Average Engagement Rate

8.35%

New Followers

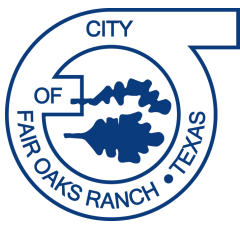
52

Total # of Posts on Social

169

Amplification Rate

0.57%



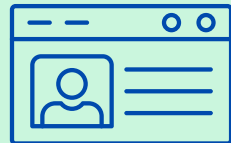
Facebook

3.4K Followers



Page Reach

25,708



Page Visits

2,181



Page Likes (new)

18

47K

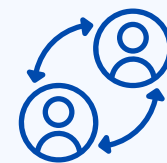
Total Post
Reach

18

New
Followers

55

POST THIS
MONTH



ENGAGEMENTS

647



SHARES

55



LIKES

538

TOP POST



Fair Oaks Ranch named 4th Safest City

REACH: 5,804
REACTIONS: 200
SHARES: 22



The Battle Intense Sidewalk repair...

REACH: 15,696
REACTIONS: 3
SHARES: 2



NextDoor

5.9K Members

Top Engagement



After

Battle Intense Sidewalk Repair



IMPRESSIONS

593



ENGAGEMENTS

13

Top Impressions



IMPRESSIONS

1,595



ENGAGEMENTS

2



3.8K Claimed Households



16.7K Total Impressions

37 POSTS

34 NEW MEMBERS

66 ENGAGEMENTS

TOP POSTS



Twitter

236 Followers

TOP TWEET

39 Total # of Posts

100 Total Engagements

42.4% Engagement Rate

2111 Total Impressions

Growth Rate
0 %

276 Profile Visits



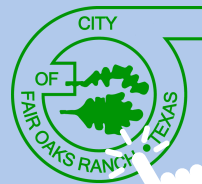
358

Impressions



19

Engagements



276 Profile Visits



LinkedIn

228 Followers

0

NEW FOLLOWERS

34

Page views

22

Unique visitors

2.9%
GROWTH RATE

CTR

Click-Through-Rate tracks the amount of link clicks a post received. Tracked as a percentage of clicks/impressions.

CTR

11.5%

38

POSTS

778

IMPRESSIONS

Visitor Demographics

