

# Village of Kronenwetter - Social Media Landscape

Social media allows the Village to easily and quickly communicate with citizens.

- **Increased reach:** Social media allows the Village to reach a wider audience.

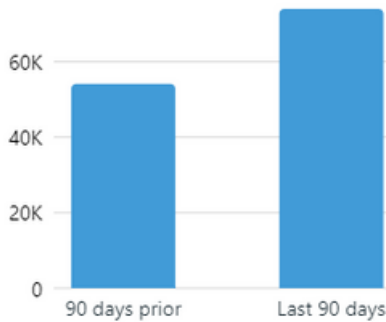


## Reach

Post reach ⓘ

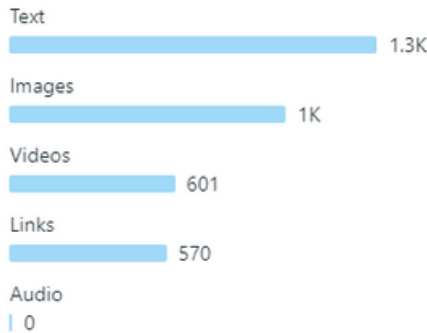
74K ↑ 36.7%

Total from last 90 days vs 90 days prior



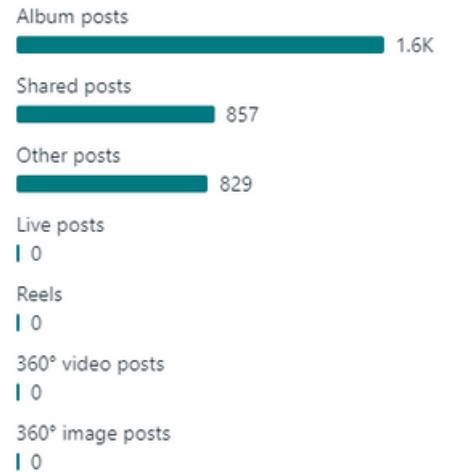
## Median post reach per media type ⓘ

For posts created in the last 90 days



## Median post reach per content format ⓘ

For posts created in the last 90 days



villageofkronenwetter

Edit profile

259 posts

228 followers

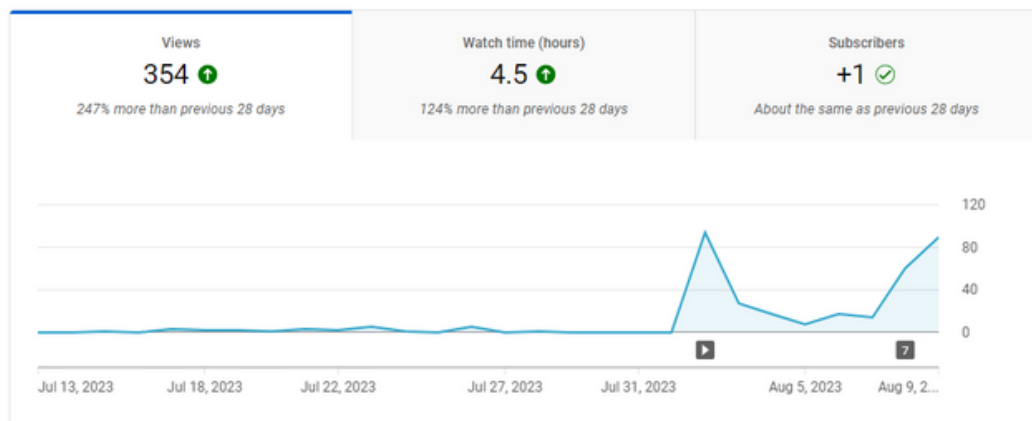
6 following

nextdoor

Area	Members	New members *	Claimed households	Agency posts *
Village of Kronenw...	2,316	19	1668	48



## Your channel got 354 views in the last 28 days





872  
Subscribed Contacts

- **Increased engagement** - provides an opportunity for resident engagement, allowing the Village to gather feedback, ideas and provide an open platform.



**Page overview** Create a post Last 28 days

**Discovery**

Post reach	21,116
Post engagement	10,072
New Page Followers	45

A red arrow points from the "Post reach" row to the "Discovery" header.

- **Greater accessibility:** Social media makes it easier for citizens to access Village information and resources.
- **Cost-effectiveness:** Social media is a cost-effective way for the Village to communicate and engage with residents. It does not require the same financial resources as printed announcements, newsletters, etc.



**Social media a critical tool in the current digital world . We need to protect the Village by staying compliant with public record law.**