



Communications Snapshot: July 2026



Facebook

12,108 followers (+90)
275.1K views · 103.7K viewers (↑26%) 815 link clicks (↑41%)



Instagram

5,001 followers (+100)
83.7K views · 25.8K reach (↑19%) Link clicks up 324% to 123



YouTube

475 subscribers (+6)
1.6K views · 234.7 watch hours
Top video: July 13 City Council Meeting (149)



X

24.3K impressions (↑7%) 3.6K total followers



Flickr

96.3K views this month
Organic reach doubled in 3 months, 200K+ views since launch (4 months)



Nextdoor

6,364 impressions
35 engagements



WEB: *snoqualmiewa.gov*

73K active users this month
Top pages: Home, Calendar, Fireworks Safety, Twin Peaks Trail



EMAIL MARKETING

Weekly E-Newsletter (5 sent in July)
3,834 residents reached in July
28.7% open rate (↑10.5%)



NEWS RELEASES

9 news releases published on website and circulated with local media

