



SOCIAL MEDIA REPORT 2022

COMMUNITY OUTREACH

REPORT DATE	SOCIAL MEDIA ACCOUNTS AND WEBPAGE	PREPARED BY
October 3, 2022	Facebook, Twitter, Instagram, YouTube, City Real Estate Webpage	Karleen Cortés

REPORT SUMMARY

Social Media accounts data and webpage data collected from January 1 until October 3, 2022, as part of DCD Community Outreach efforts. *Numbers may vary at time of report submission due to daily activity on mentioned accounts/pages*

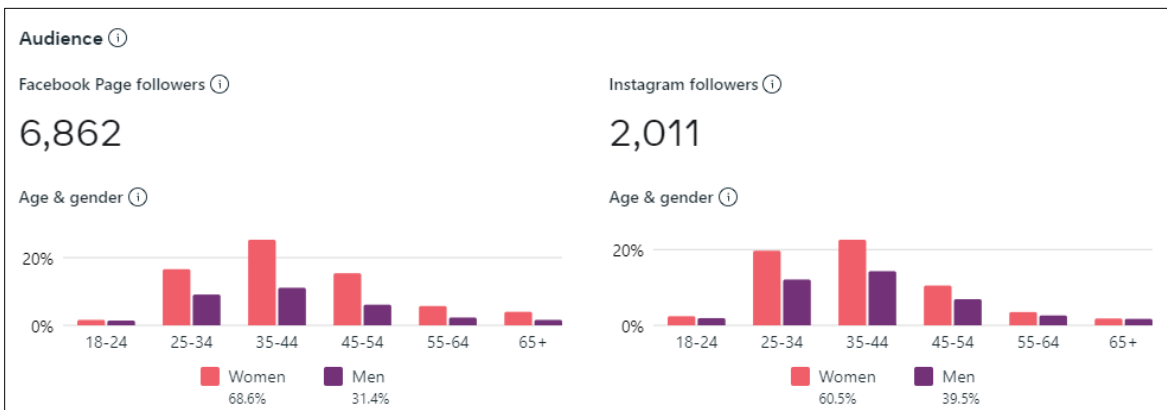
FACEBOOK

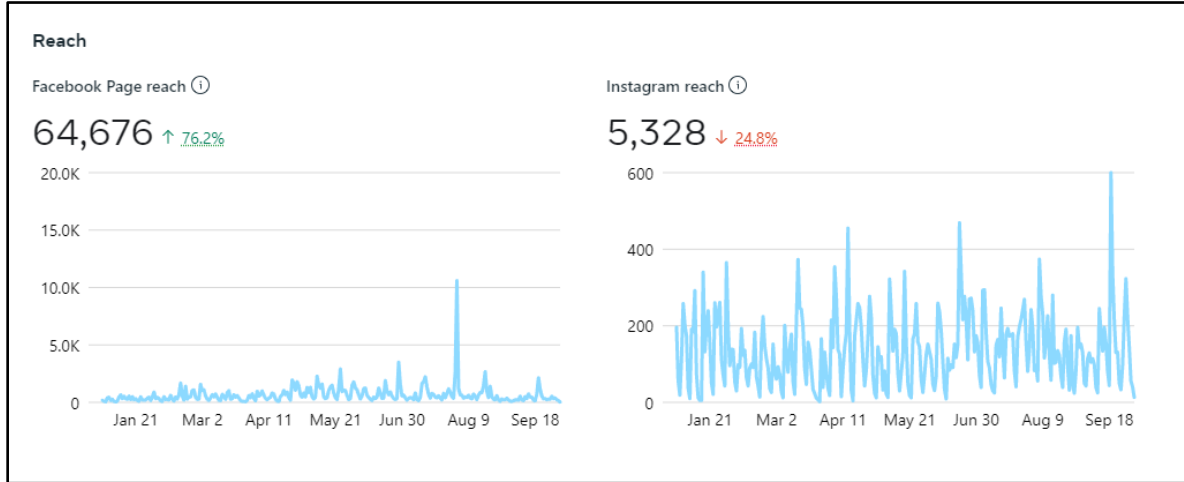
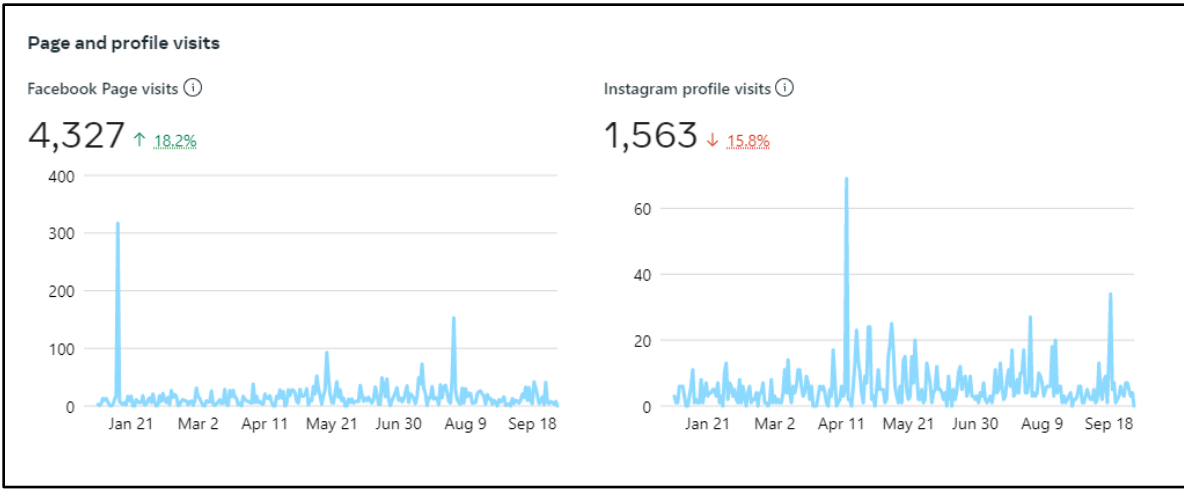
FOLLOWERS	% INCREASE FROM 2021	FOLLOWERS IN 2021	REACH	MAIN AGE GROUP	GENDER GROUP
6,862	5.8%	6,476	64,000+	35-44	WOMEN 68.5%
					MEN 31.5%

Facebook Page updates eliminated Page likes and the Page like button in mid-2021. It now only provides the number of Followers

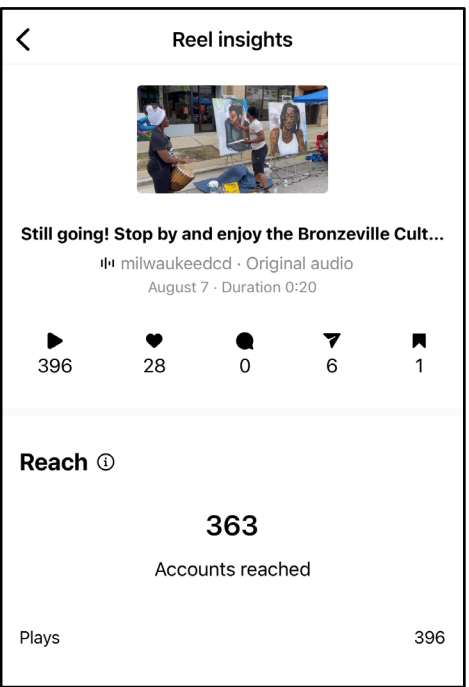
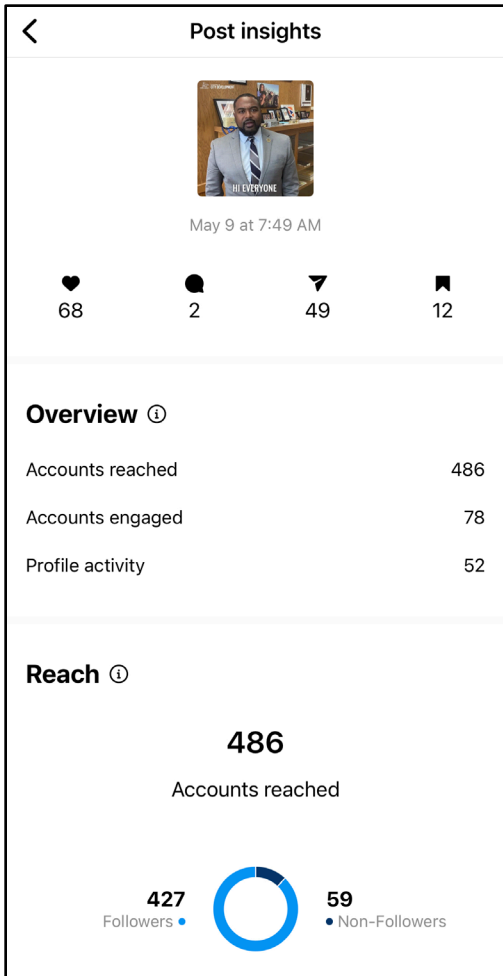
INSTAGRAM

FOLLOWERS	% INCREASE FROM 2021	IMPRESSIONS	REACH	MAIN AGE GROUP	GENDER GROUP
2,011	11.6%	63,000+	5,150+	35-44 35.5%	WOMEN 60.4%
				25-34 31.6%	MEN 39.5%





Facebook and Instagram data recuperated from Meta Business Suite



Screenshots of some of the most popular Reels on IG

TWITTER

FOLLOWERS	% INCREASE FROM 2021	REACH	NOTES
4,139	9.3%	259,000+	

YOU TUBE: MILWAUKEE CITY DEVELOPMENT *CHANNEL NAME WAS CHANGED TO CONFORM TO CITY BRANDING GUIDELINES*

SUBSCRIBERS	% INCREASE FROM 2021	TOTAL VIDEO VIEWS	NOTES
183	37%	9,726 *since reactivation*	Subscribers before channel "reactivation" in 2020: 11
		Most viewed all time: HBA	
		Partial list of most viewed videos: DCD Highlight: 1937-39 N. Martin L. King Jr. Drive (1K views) Homes MKE PreBid/Informational meeting 248 views OWNS program (239 views) Healing Spaces Initiative (232 views) DCD New Offer to Purchase (241 views)	Channel views: 4.7K+ Impressions: 9K+ Average view duration: 4:20

Screenshot of most popular videos

CITY REAL ESTATE WEBPAGE: TOP PAGES

CITY HOUSES	CURRENT LISTING
98,000+	45,706+

*Current Listing webpage was the most viewed from January-August 2022. The Commercial Properties webpage (milwaukee.gov/CRE); and Extended Listing webpage are among the top 5 most visited webpages in 2022.

Commercial Properties page: 64,261+ visits

Extended Listing page: 31,069+ visits

Based on data available from January – August 2022

DCD webpages by rank: January 2022 data (the pages listed below have remained consistently in the Top 10 according to available data as of October 2022, with few variations)

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	88,806 % of Total: 100.00% (88,806)	70,854 % of Total: 100.00% (70,854)	00:01:41 Avg for View: 00:01:41 (0.00%)	31,268 % of Total: 100.00% (31,268)	54.94% Avg for View: 54.94% (0.00%)	35.21% Avg for View: 35.21% (0.00%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /DCD/CityRealEstate/CityHouses	12,476 (14.05%)	8,483 (11.97%)	00:00:53	6,259 (20.02%)	28.74%	22.84%	\$0.00 (0.00%)
2. /DCD/CityRealEstate/CityHouses/Current-Listing-02-07-22	7,894 (8.89%)	5,991 (8.46%)	00:01:41	1,696 (5.42%)	51.53%	25.21%	\$0.00 (0.00%)
3. /DCD/CityRealEstate/CRE/CommercialProperty	4,838 (5.45%)	3,283 (4.63%)	00:03:15	1,362 (4.36%)	76.36%	47.64%	\$0.00 (0.00%)
4. /DCD/CityRealEstate/CRE	4,832 (5.44%)	2,947 (4.16%)	00:00:39	1,683 (5.38%)	29.23%	20.16%	\$0.00 (0.00%)
5. /DCD/CityRealEstate/CityHouses/ExtendedListing	4,468 (5.03%)	3,432 (4.84%)	00:01:23	567 (1.81%)	46.91%	19.63%	\$0.00 (0.00%)
6. /DCD/CityRealEstate	4,213 (4.74%)	3,102 (4.38%)	00:00:58	2,102 (6.72%)	28.92%	23.52%	\$0.00 (0.00%)
7. /DCD/NIDC/HBA	2,555 (2.88%)	2,219 (3.13%)	00:03:10	1,090 (3.49%)	65.60%	49.75%	\$0.00 (0.00%)
8. /DCD/CityRealEstate/CityHouses/Broker-Listed-Properties	2,085 (2.35%)	1,866 (2.63%)	00:03:24	243 (0.78%)	76.95%	48.20%	\$0.00 (0.00%)
9. /DCD/NIDC/MILWAUKEE-HOME-DOWN-PAYMENT-ASSISTANCE-PROGRAM	1,752 (1.97%)	1,578 (2.23%)	00:04:27	1,368 (4.38%)	80.77%	77.00%	\$0.00 (0.00%)
10. /DCD/NIDC	1,411 (1.59%)	1,111 (1.57%)	00:01:40	755 (2.41%)	51.26%	40.82%	\$0.00 (0.00%)

GOALS

- **Increase Reach and Impressions:** Analytics have told the story of utilizing consumer behavior to increase the reach and impressions of social media content. People use certain social media channels at various times throughout the week. For this reason, DCD staff will continue working to meet them where they are, when they are, by revising and evaluating best days and times to post social media content. This will vary by the targeted social media outlet (IG, FB, and Twitter).
- **Introduce New Social Media Strategies:** As the social media landscape evolves, new content strategies are required to maintain a strong online presence on these digital platforms. This is also needed to continue increasing the overall number of followers/subscribers to DCD Social Media accounts.
 - **Examples:** Instagram Reels, Live/Recorded clips and pictures of DCD- related activities or events (housing fairs, community events, etc.), and Spanish translations of posts/images to better reach the Latino community.
- **Shorter Content for More Eyes:** The average view duration for social media videos is approximately four minutes in length. DCD staff will work to create shorter videos for all social media outlets to create increased visibility that will enhance awareness of the department's work and services.



SOCIAL MEDIA REPORT 2022



**Neighborhood Improvement
 Development Corporation**
In partnership with the City of Milwaukee

NIDC WEBPAGE: TOP PAGES

NIDC	MHDPA program	NIDC HBA	NOTES
11,921+	15,690+	16,563+	HBA and Milwaukee Home Down Payment Assistance (MHDPA) Program pages have remained in the top 10 visited webpages (DCD) from January until August 2022; followed closely by the NIDC main page.

Based on data available from January to August 2022

INSTAGRAM

FOLLOWERS	REACH/IMPRESSIONS	MAIN AGE GROUP	NOTES
675 21.5% increase from 2021	819+	35-44 Women 70.1 % Men 29.9 %	*Resident “testimony” gets a huge response on NIDC Social Media accounts. Anything directly related to what NIDC can do gets “hits” *

FACEBOOK

LIKES	REACH/IMPRESSIONS	MAIN AGE GROUP	NOTES
295 34% increase from 2021	5,275+	35-44 Women 76.4% Men 36.6%	Page would benefit from additional support from NIDC staff in terms of content, and program/project information updates to create content. DCD Social Media Manager will continue efforts to support this page.