

SOCIAL MEDIA REPORT 2025

COMMUNITY OUTREACH

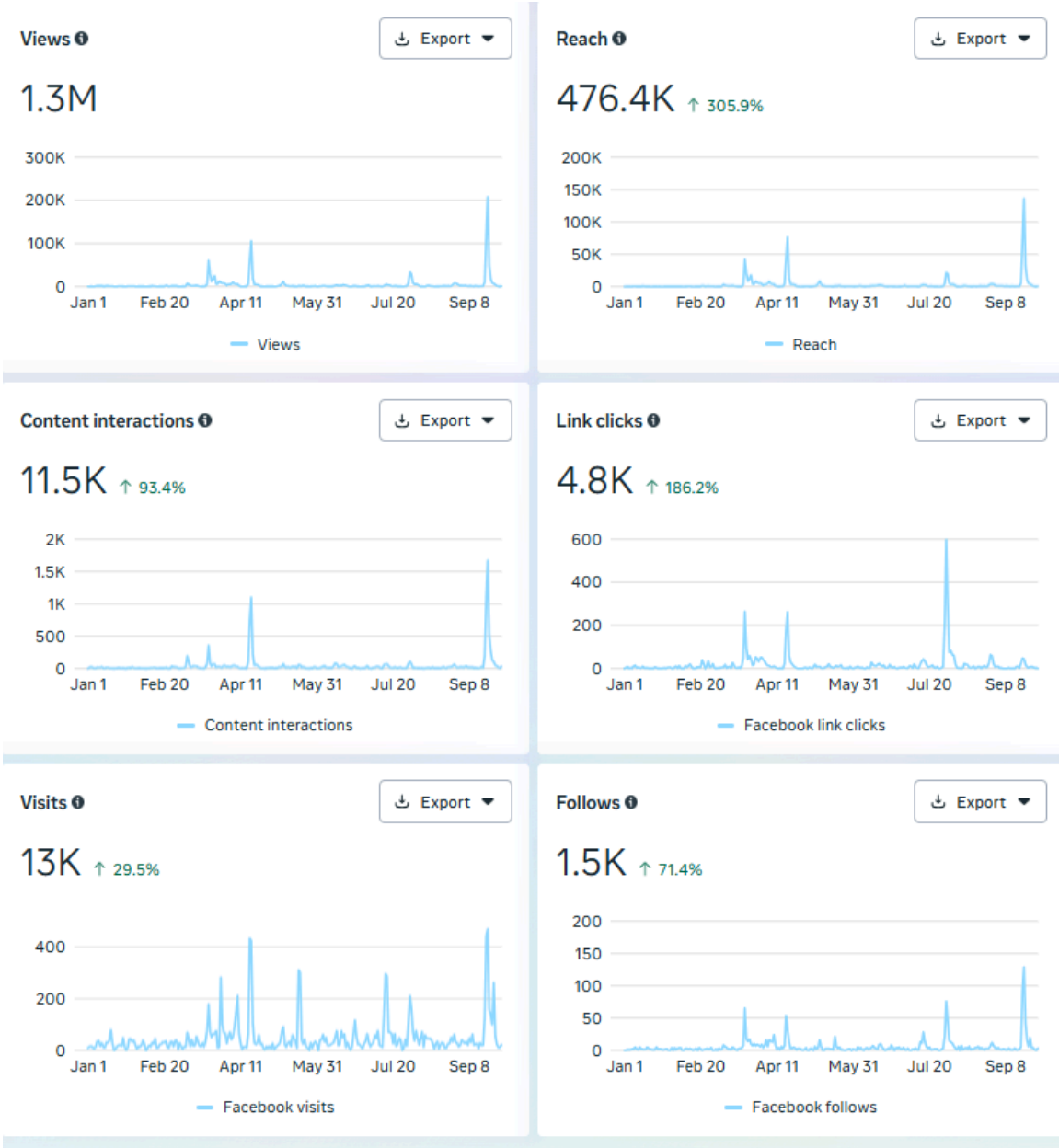
REPORT DATE	SOCIAL MEDIA ACCOUNTS AND WEBPAGE	PREPARED BY
September 30, 2025	Facebook, Twitter (X), LinkedIn, Instagram, YouTube, City Real Estate, Webpage	Madison Goldbeck

REPORT SUMMARY

Social Media account data and webpage data were collected from **January 1, 2025, until September 30, 2025**, as part of DCD Community Outreach efforts. *Numbers may vary at the time of report submission due to daily activity on the mentioned accounts/pages.*

FACEBOOK

FOLLOWERS 2025	FOLLOWERS 2024	% INCREASE FROM '24	2025 INTERACTIONS	2025 REACH	AUDIENCE
10K	8.4K	+ 19%	11.5K 93.4% increase from 2024	476.4K 305.9% increase from 2024	Main age group: 35-44 Women: 68.1% Men: 31.9%



3-second views 12.3K ↑ 262.7% **1-minute views** 900 ↑ 210.3%

Above: Facebook video views in 2025
Below: Top Facebook post of 2025



Milwaukee City Development

Published by [Madison Lee](#)
September 18 at 11:00 AM

It's official. The former Northridge Mall is down, paving the way for future development. The final structural demolition occurred last night. Crews worked hard to ensure the safest environment possible. They made surgical cuts in the steel beams and pulled the structure with cables. Activity now moves into earthwork. The DCD team is currently in the redevelopment planning process and anticipates listing the site for sale in early 2026.

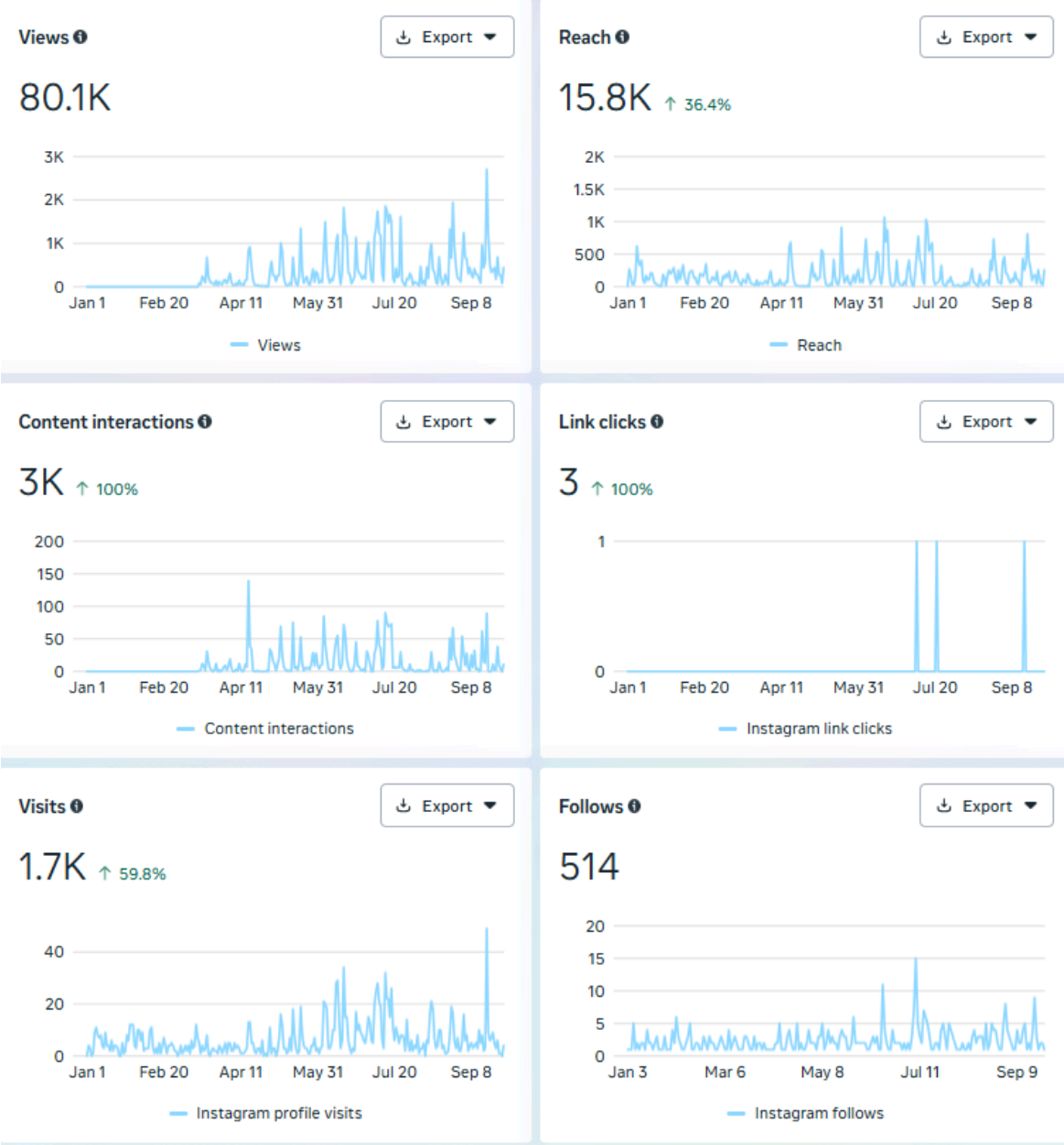
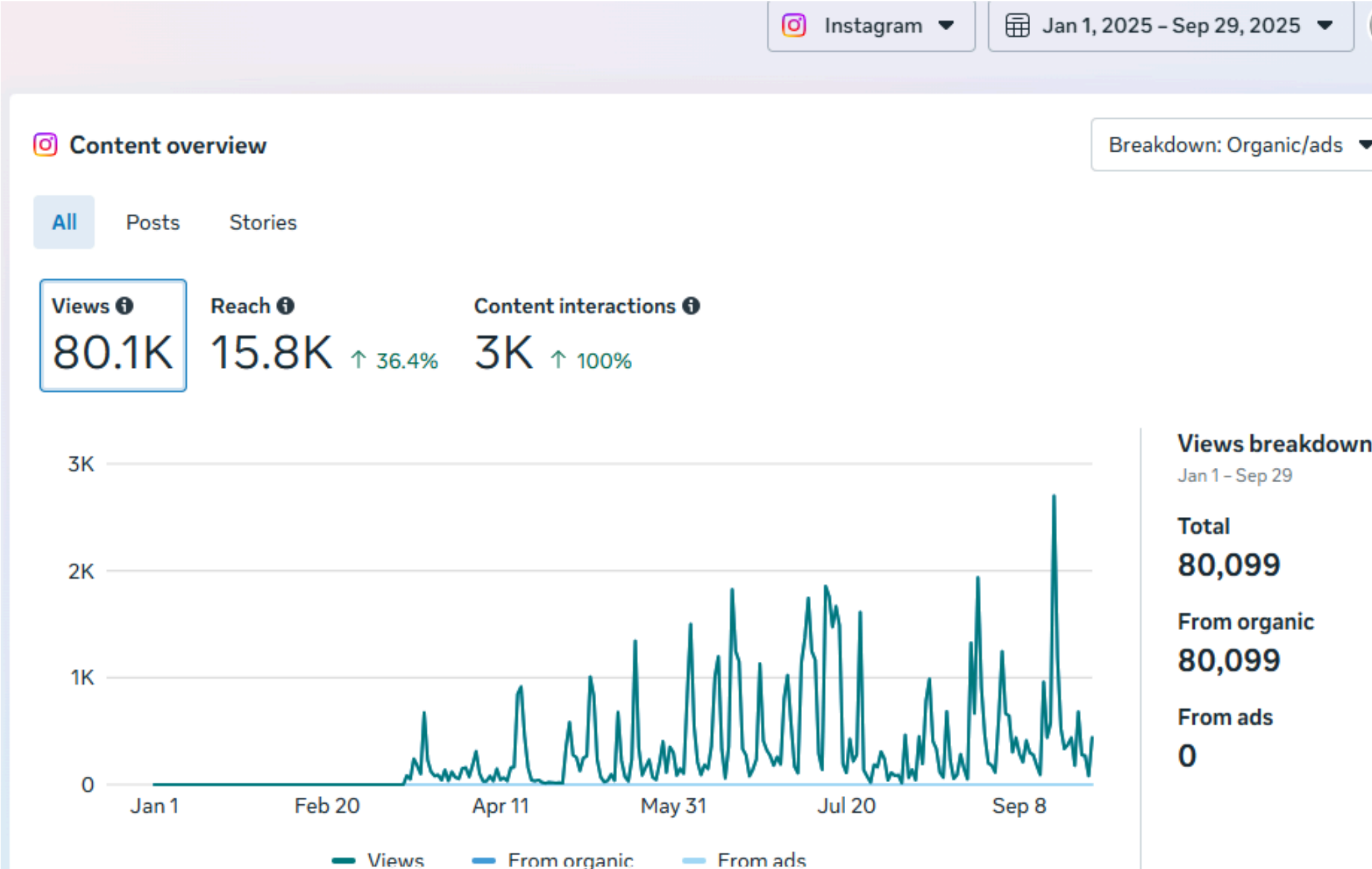


Boost

1.8K 433 403

INSTAGRAM

FOLLOWERS 2025	FOLLOWERS 2024	% INCREASE FROM '24	2025 INTERACTIONS	2025 REACH	AUDIENCE
2,889	2,510	+14.3%	3K 100% increase from 2024	15.8K 36.4% increase from 2024	Main age group: 35-44 Women: 59.3% Men: 40.7%



X (formerly TWITTER)

2025 FOLLOWERS	ENGAGEMENT	IMPRESSIONS	2025 ACTIVITY	AUDIENCE
4,285	4.3% rate 4.9K engagements	112.9K	Likes: 1K Reposts: 357 Profile visits: 282 Video views: 2.7K	Age: 35-44 (42%) Male: 70.7% Female: 28.9% Not specified: 0.4%

Impressions: Number of times a user saw our tweets
Engagements: Number of times a user interacted with our tweets



LINKEDIN

The Department of City Development created a LinkedIn page on September 30, 2024.

FOLLOWERS	IMPRESSIONS	REACTIONS	ENGAGEMENT RATE	PAGE VIEWS	UNIQUE VISITORS
940	102,501	3,044	12.4%	744	424

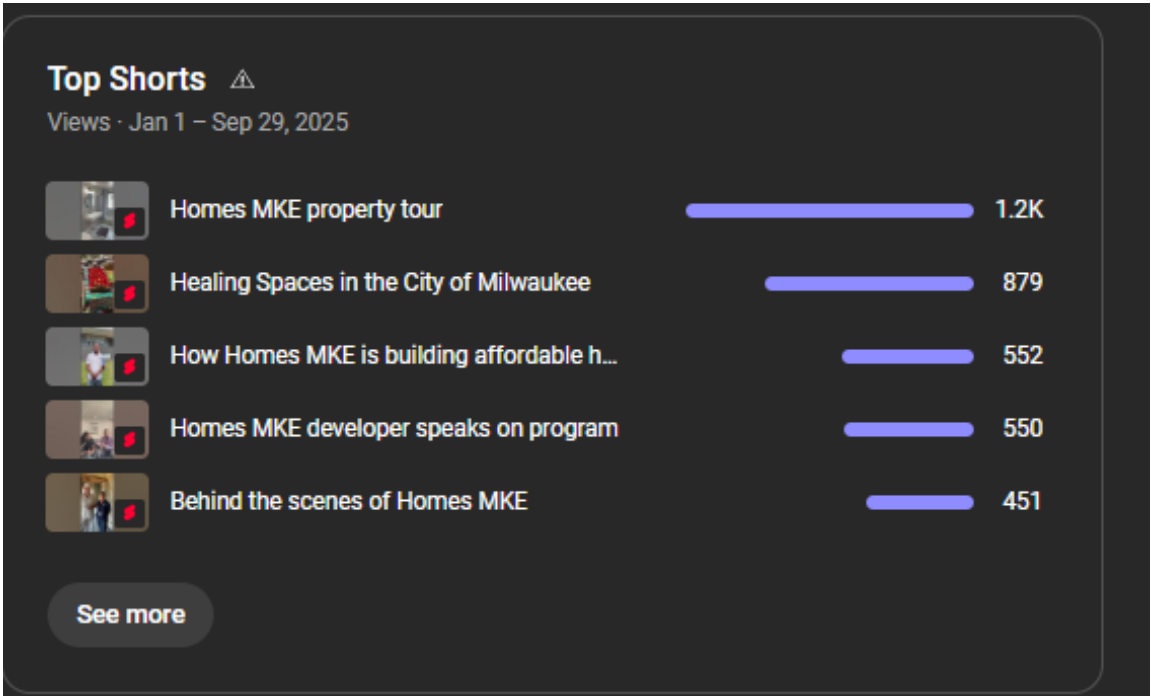
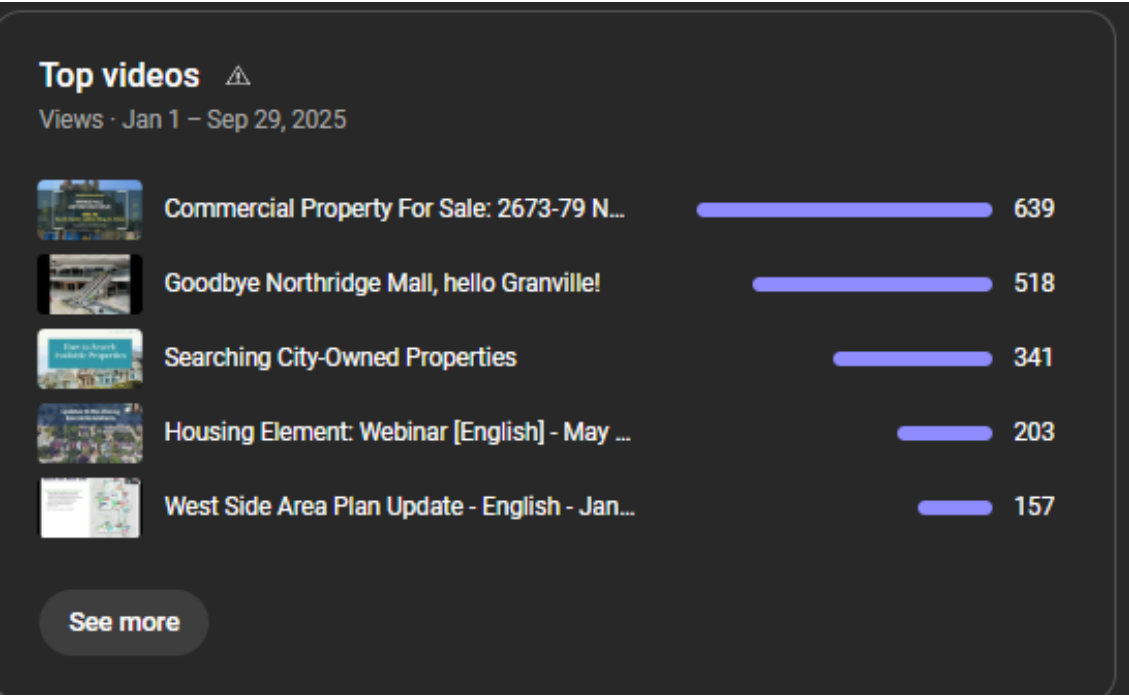
Follower demographics: A majority of DCD’s followers on LinkedIn are from the Greater Milwaukee Area (68.5%), with other followers residing in the Greater Madison Area (3.3%) and the Greater Chicago Area (3.1%). Followers have jobs in business development (15%), community/social services (10.7%), operations (8.3%), and media/communications (5.8).

Top Page searcher demographics ?



YOUTUBE: MILWAUKEE CITY DEVELOPMENT

SUBSCRIBERS	VIDEOS ON CHANNEL	VIDEO VIEWS	WATCH TIME
308	121	9.5K	184 hours
+61 new subscribers in 2025	+43 new videos in 2025	+352.38% increase from 2024	+51% increase from 2024



DCD TOP WEB PAGES: 2025 OVERALL

The following web page information is based on data available from January 1, 2025 to September 30, 2025

Total Views: 490,458

- 1. /DCD/CityRealEstate/CityHouses
- 2. /DCD/CityRealEstate/CRE
- 3. /DCD/BoardsCommissions/July4th
- 4. /DCD/NIDC/MILWAUKEE-HOME-DOWN-PAYMENT-ASSISTANCE-PROGRAM
- 5. /DCD/Projects/RiverWalk
- 6. /DCD/NIDC/HBA
- 7. /DCD/Planning/PlanningAdministration/ZoningMap
- 8. /DCD/NIDC/Homes-MKE
- 9. /DCD/Planning/PlanningAdministration/Zoning
- 10. /DCD/Projects/RFPs



NIDC WEB PAGE: 2025 TOP PAGES

Home Down Payment Assistance Program	Homebuyer Assistance Program	Homes MKE	STRONG Homes Loan Program	BID Packages
21,045 views +8% increase from 2024	9,432 views 24% decrease from 2024	7,676 views <i>2024 data NA</i>	6,786 views <i>2024 data NA</i>	5,325 views <i>2024 data NA</i>

CITY REAL ESTATE WEB PAGE: TOP PAGES

CITY HOUSES	COMMERCIAL PROPERTIES
100,287 views 38.7% decrease from 2024	40,779 1.74% decrease from 2024

The City Houses landing page (milwaukee.gov/CityHouses) has been the most viewed DCD web page from January 1 to September 30, 2025, followed by the Commercial Properties For Sale page (/DCD/CityRealEstate/CRE).

2026 DIGITAL GOALS

- **Boost Audience Engagement**
 - Continue to develop original and compelling content tailored to our target audience, as showcased in our audience analytics from 2025.
 - Post consistently at optimal engagement times.
 - Leverage strategic hashtag use to improve discoverability and reach new audiences.
 - Increase two-way communication with the public by actively responding to comments and questions on social media posts.
 - Explore collaboration opportunities with other city departments to expand our reach.
- **Amplify Media Coverage**
 - Repost media and press conference to extend visibility
 - Schedule reposts during high-traffic times to maximize impressions
- **Grow Followers & Subscribers**
 - Refresh social media profiles with updated bios, profile images, and visual branding
 - Use profile features, such as highlights or pinned posts, to further showcase our department’s mission and services.
 - Continue cross-promotion with other departments and community partners to widen our audience base.
- **Expand Video Content Creation**
 - Build on the momentum from 2025's success with short-form videos to further boost our engagement.
 - Produce trend-conscious, platform-native videos to resonate with younger and older audiences.
 - Explore storytelling formats and behind-the scenes content to further showcase our department’s work.
- **Increase Web Traffic**
 - Redesign and update the department’s web pages to improve accessibility and highlight current initiatives
 - Address declining traffic to City Real Estate pages by promoting available properties through social/media campaigns.
 - Utilize calls-to-action in posts and videos to direct users to relevant web pages.