

# SOCIAL MEDIA REPORT



## COMMUNITY OUTREACH

REPORT DATE	SOCIAL MEDIA ACCOUNTS AND WEBPAGE	PREPARED BY
September 23, 2020	Facebook, Twitter, Instagram, YouTube, City Real Estate Webpage	Karleen Cortés

## REPORT SUMMARY

Social Media accounts data and webpage data collected from January 1<sup>st</sup> until September 23, 2020 as part of DCD Community Outreach efforts. \*Numbers may vary at time of report submission due to daily activity on mentioned accounts/pages\*

## FACEBOOK

LIKES	% INCREASE FROM 2019	FOLLOWS	% INCREASE FORM 2019	REACH/IMPRESSIONS	MAIN AGE GROUP
4,305	9 %	5,462	15.2 %	177,199+	35-44

## TWITTER

FOLLOWERS	% INCREASE FROM 2019	REACH/IMPRESSIONS	NOTES
3,624	4 %	249,167+	27.6K impressions from August 27 until September 23 During this 28-day period: 985 impressions per day

## INSTAGRAM

FOLLOWERS	REACH/IMPRESSIONS	MAIN AGE GROUPS	NOTES
1,471	4,948	35 %: 25-35 34 %: 35-44	Data comparison not available. Information presented is current: "as of today".

Department of City Development  
City Real Estate, 809 North Broadway, Milwaukee, WI 53202  
414-286-5730



### CITY REAL ESTATE WEBPAGE: TOP PAGES

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CITY HOUSES	EXTENDED LISTING
78,358+	66,467+

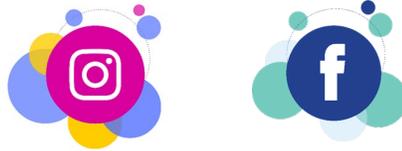
### YOUTUBE: COMMUNITY OUTREACH DEPARTMENT OF CITY DEVELOPMENT

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SUBSCRIBERS	TOTAL VIDEO VIEWS	NOTES
34	742+	*Inactive channel (last video posted before reactivation: May 17, 2019)* Data comparison not available. Number of subscribers before "reactivation" on June 29, 2020: 11

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

## NIDC WEBPAGE: TOP PAGES

NIDC	NIDC STRONG LOAN	NIDC HBA	NOTES
8,590+	4,754+	3,053+	HBA increased from 668 visits in July 2020 to 2,385 in August 2020

\*Based on data available from March to September 2020\*

## INSTAGRAM

FOLLOWERS	REACH/IMPRESSIONS	MAIN AGE GROUPS	NOTES
348	49	40 %: 25-34 32 %: 35-44	Data comparison not available. Information presented is current: "as of today".

## FACEBOOK

LIKES	FOLLOWS	REACH/IMPRESSIONS	MAIN AGE GROUP	NOTES
78	92	956 in the last 28 days	*Data unavailable until 100 likes are reached*	DCD Real Estate Social Media and NIDC Social Media content creators are collaborating to facilitate "cross promotion". This, to increase reach/followers on IG and FB.