

# SOCIAL MEDIA REPORT 2023

## COMMUNITY OUTREACH

REPORT DATE	SOCIAL MEDIA ACCOUNTS AND WEBPAGE	PREPARED BY
September 25, 2023	Facebook, Twitter, Instagram, YouTube, City Real Estate Webpage	Karleen Cortés

## REPORT SUMMARY

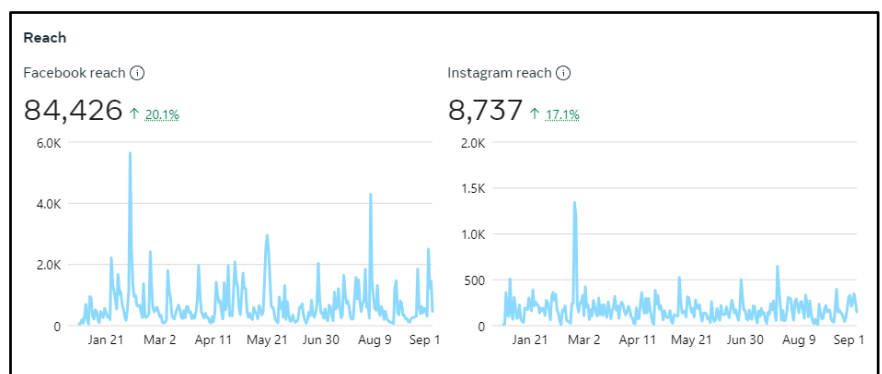
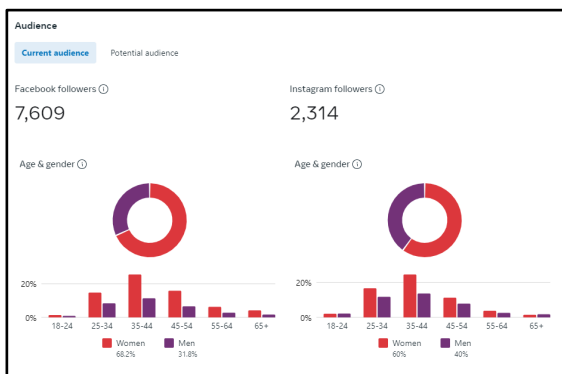
Social Media accounts data and webpage data collected from **January 1 until September 25, 2023**, as part of DCD Community Outreach efforts. \*Numbers may vary at time of report submission due to daily activity on mentioned accounts/pages\*

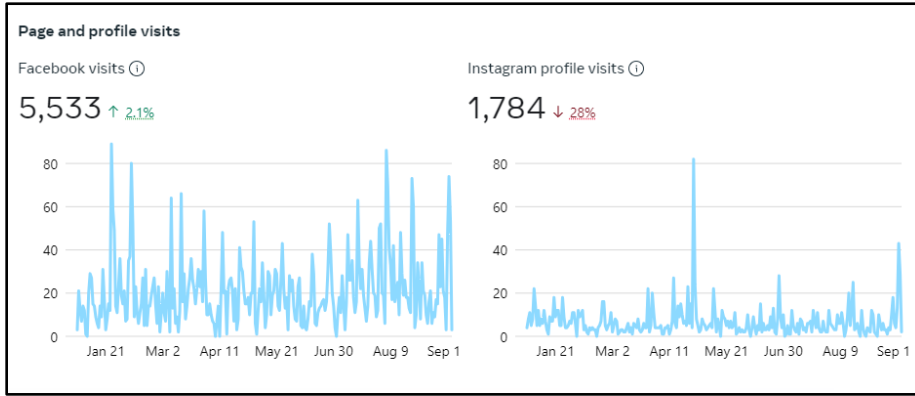
### FACEBOOK

FOLLOWERS	FOLLOWERS IN 2022	% INCREASE FROM 2022	PAGE LIKES	2023 REACH	MAIN AGE GROUP	GENDER GROUP
7,609	6,862	10%	5,976	84,826+	35-44	WOMEN 68.2% MEN 31.8%
			*16.9% increase from 2022*	*20.1% increase from 2022*		

### INSTAGRAM

FOLLOWERS	FOLLOWERS IN 2022	% INCREASE FROM 2022	2023 REACH	MAIN AGE GROUP	GENDER GROUP
2,314	2,011	14%	8,737+	35-44	WOMEN 60% MEN 40%
			*17.1% increase from 2022*		

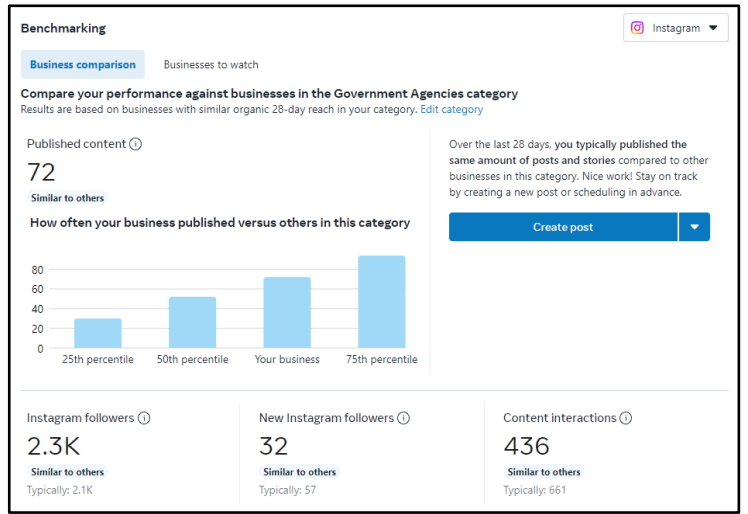
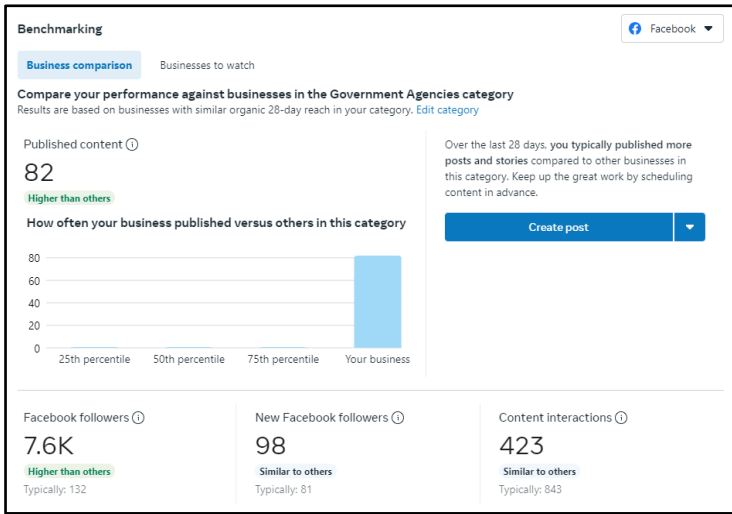




**Benchmarking:**

Performance results based on businesses with similar organic 28-day reach in our category (**Government Agencies**).

Milwaukee DCD is above the 75<sup>th</sup> percentile for this metric. \*Data: August 24 to September 20, 2023\*



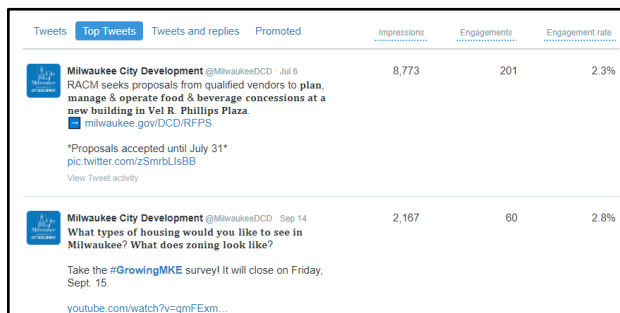
**X (formerly TWITTER)**

FOLLOWERS	FOLLOWERS IN 2022	% INCREASE FROM 2022	IMPRESSIONS	ACTIVITY	NOTES
4,195	4,139	1.3%	79,000+ *801 impressions per day*	Engagement rate 3.2% Link clicks 286 Retweets without comments 182 Likes 483	Updates to the X platform have resulted in incomplete data.

\*Data available from June 22 to September 20, 2023\*

**Impressions:** number of times a user saw our tweets.

**Engagements:** number of times a user interacted with the tweets.



# YOU TUBE: MILWAUKEE CITY DEVELOPMENT

SUSCRIBERS	VIDEOS ON CHANNEL	VIDEO VIEWS IN 2023	NOTES
220	67	2,435	Subscribers before channel "reactivation" in 2020: <b>11</b>
SUSCRIBERS in 2022		Watch time (hours): 193.8	Channel views: 2,481 Impressions: 7,706 Average view duration: 4:46
183			
% INCREASE FROM 2022		<b>Most viewed in 2023:</b> HBA Program Orientation: How do I start the process? Growing MKE Kick-Off HBA Program Orientation: How do I apply? 2022 DCD New Residential Offer to Purchase and Procedures Updates	
18%			

**Milwaukee Department of City Development**  
@milwaukeedepartmentofcityd5474 220 subscribers 67 videos

HOME VIDEOS SHORTS PLAYLISTS COMMUNITY CHANNELS ABOUT

Latest Popular Oldest

- DCD Highlight: 1937-39 N. Martin L. King Jr. Drive**  
1K views • 2 years ago
- 2022 DCD New Residential Offer to Purchase and Procedures Updates**  
700 views • 1 year ago
- OWNS: Ownership, Wealth and Neighborhood Stabilization**  
376 views • 2 years ago
- Growing MKE Project Kick-off**  
358 views • 2 months ago
- Healing Spaces Initiative | 2021 Recap | Neighborhood Improvement Development...**  
319 views • 1 year ago
- Request for Proposal Informational Meeting – 2673 N. MLK Drive**  
316 views • 1 year ago
- 23rd Annual Mayor's Design Awards! Recap**  
225 views • 2 years ago
- Bay View Neighborhood Plan 2040: Virtual Meeting**  
202 views • 1 year ago
- Connecting MKE: Downtown Plan Public Meeting**  
187 views • 1 year ago
- Connecting the Corridor Draft Plan: Presentation and Discussion**  
179 views • 3 years ago
- Bay View Neighborhood Plan 2040: Second Community Meeting**  
178 views • 1 year ago
- Envision South 13th Street Together | Visualicemos la Calle Sur de la 13 Juntos**  
171 views • 3 years ago

**\*View of most popular videos\***



After obtaining the greenlight from the City's Creative Design and Branding Specialist, we were able to add a Linktree to the bio of all of our Social Media accounts, @milwaukeedcd.

The purpose of a Linktree is to group any number of links we want to highlight under one main link, like "a tree and its branches." This makes it easier for users to find the page they're looking for, without necessarily having to navigate the whole site until they do.

Linktree: [@milwaukeeecitydevelopment](https://www.linktree.com/@milwaukeeecitydevelopment)

## CITY REAL ESTATE WEBPAGE: TOP PAGES

CITY HOUSES	CURRENT LISTING
94,701+	66,282+

\*Based on data available from January - August 2023\*

\*The City Houses landing page ([milwaukee.gov/CityHouses](https://milwaukee.gov/CityHouses)) has been the most viewed from January-August 2023, followed by the Current Listing page.

The Commercial Properties page ([milwaukee.gov/CRE](https://milwaukee.gov/CRE)), the Extended Listing page, and the City Real Estate landing page have been in the top 5 visited pages during the reported time period.

Commercial Properties: 25,983+

City Real Estate: 22,716+

Extended Listing: 37,959+

## GOALS

- **Increase Engagement.**
  - Publish clear and concise content, in EN and SP, with improved and "eye-catching" graphics.
  - Shorten the length of videos created by DCD.
  - Increase the use of IG stories (which produce the most engagement), and continue to collaborate with City departments (cross-promotion).
  - Utilize free tools to identify trending queries/keywords and include these in our content. Ex. [Google Trends](https://www.google.com/trends/)
  - **Continue to publish posts regarding Outreach events**, which are proving to increase reach/impressions. "Candid" pictures/videos at events, while tagging the organizers, help reach this goal while giving DCD a "face": *we're accessible to the community.*
- **Repost media coverage**, as applicable, to maintain a professional relationship. \*Including SP news coverage to better engage and/or reach the community. \*
- **Continue to increase the number of followers/subscribers** to our Social Media accounts (IG, FB, X) and You Tube channel.

# SOCIAL MEDIA REPORT 2023

## NIDC WEBPAGE: TOP PAGES



NIDC	MHDPA program	NIDC HBA	NOTES
10,739+	15,533+	14,570+	HBA, Milwaukee Home Down Payment Assistance (MHDPA) Program and the main NIDC pages have remained in the top 10 visited webpages (DCD) from January until August 2023.

\*Based on data available from January to August 2023\*

## INSTAGRAM

FOLLOWERS	FOLLOWERS 2022	REACH/IMPRESSIONS	MAIN AGE GROUP	NOTES
838 21.5% increase from 2022	675	943+	WOMEN: 70% Age group: 35-44 MEN: 29.7% Age group: 35-44	

## FACEBOOK

LIKES	LIKES 2022	REACH/IMPRESSIONS	MAIN AGE GROUP	NOTES
340 14% increase from 2022	295	11,659+	WOMEN: 77% Age group: 35-44 MEN: 23% Age group: 35-44	Page would continue to benefit from 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.