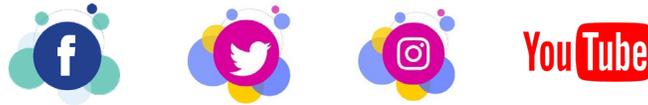


SOCIAL MEDIA REPORT



COMMUNITY OUTREACH

REPORT DATE	SOCIAL MEDIA ACCOUNTS AND WEBPAGE	PREPARED BY
September 28, 2021	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 28, 2021, as part of DCD CommunityOutreach efforts. *Numbers may vary at time of report submission due to daily activity on mentioned accounts/pages*

FACEBOOK

LIKES	% INCREASE FROM 2020	FOLLOWS	% INCREASE FROM 2020	REACH/IMPRESSIONS	MAIN AGE GROUP
4,651	8 %	6,476	17 %	100,000+	35-44

Page Overview

Followers: 6,476

Last 28 days

 Post Reach 5,026	 Post Engagement 592	 New Followers 22
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*Facebook Page Updates eliminated Page likes and the like button. Likes above were recorded from January 1 until August 26, 2021 (before updates) *

Facebook Live Streaming:

Past Live Videos



Bay View Neighborhood Plan 2040 - Public Meeting
77 Views · 4 days ago



Mayor Tom Barrett announces launch of the Milwaukee Home Down Payment...
338 Views · 14 weeks ago



City of Milwaukee 24th Annual Mayor's Design Awards
549 Views · 16 weeks ago



Dredged Material Management Facility Virtual Public Information Meeting | Reunion...
213 Views · 18 weeks ago



Envision 13th - April 20th Public Meeting / Visualicemos la calle sur de ...
126 Views · 22 weeks ago

DCD started using Live Streaming more consistently as of **April 20, 2021** (first and only stream was on October 2019, according to FB data). This, as a way to increase engagement with residents.
Total Views: 1,303.

*Live streams become “regular” posts or videos once they end, which is beneficial for followers who missed the live stream and are interested in the topic. These videos can be downloaded and uploaded to the DCD YouTube channel (most recently, the Bay View Neighborhood Plan 2040) *

Ex. of Social Media Content Strategies used to maximize exposure of available properties and resources

Milwaukee City Development
Published by Milwaukee Dcd · September 3 at 12:24 PM ·

[VIDEO] Don't forget about this exciting new development site on North Avenue, within the #Bronzeville Cultural and Entertainment District!
<https://www.youtube.com/watch?v=bOr03GbassU&t=1s>
#RealEstate #Development #Milwaukee #forsale

6TH AND NORTH AVENUE DEVELOPMENT OPPORTUNITY
Bronzeville Cultural and Entertainment District
milwaukee.gov/CRE

YOUTUBE.COM
Prime Development Opportunity in Historic Bronzeville!
Exciting new development site on North Avenue, within the Bronzeville Cultural a...

You Tube views: 70

Milwaukee City Development
Published by Milwaukee Dcd · May 10 ·

[VIDEO] Learn about OWNS! Our new program to encourage Milwaukeeans to invest in their community!
#OWNSMKE #Milwaukee #MKE #homeowner #rentalproperty #rent #landlord #MKEMyHome

OWNS MILWAUKEE
Ownership, Wealth, Neighborhood Stabilization

What is OWNS?
Do I qualify?
Take a look at our FAQ!

YOUTUBE.COM
OWNS: Ownership, Wealth and Neighborhood Stabilization
What is OWNS? The OWNS program (Owens, Wealth, Neighborhood Stabilization...

You Tube views: 116

Milwaukee City Development
Published by IG milwaukee city development · June 15 ·

Don't forget to take a look [at our updated Extended Listing](#) and our New Listing of City-Owned Houses for Sale!
Visit milwaukee.gov/CityHouses for information about available #homeownership and #investment opportunities.
#milwaukee #homeowner #homebuyers #forsale

Updated Extended Listing!
Offers may be submitted at any time.
Homeownership AND investment opportunities at milwaukee.gov/CityHouses.
3149 North 25th Street

Impressions: 166 Reach: 141 (on day posted)

Milwaukee City Development
Published by Karleen Cortes · May 17 ·

Proposals are due by 12:00 noon on Wednesday, May 19, 2021!
The Proposal Summary and Public Disclosure Statement must be filled out in order to be considered for the RFP bit.ly/NorthKingDrive

DEPARTMENT OF CITY DEVELOPMENT
CITY OF MILWAUKEE

YOUTUBE.COM
DCD Highlight: 1937-39 N. Martin L. King Jr. Drive
Take a look at 1937-39 N. Martin L. King Drive! This Commercial Property, locate...

You Tube views: 928

Links have been shared multiple times on all of DCD's SM accounts
Videos have been created in-house
QR codes are added to graphics, if deemed appropriate

TWITTER

FOLLOWERS	% INCREASE FROM 2020	REACH/IMPRESSIONS	NOTES
3,773	4 %	249,000+	20.8K impressions from September 1 to 28, 2021. During this 28-day period: 750 impressions per day.

INSTAGRAM

FOLLOWERS	% INCREASE FROM 2020	REACH/IMPRESSIONS	MAIN AGE GROUPS
1,791	20 %	From June 30 to September 27: 2,587 accounts reached 30,741 impressions	36.4 %: 35-44 32.8 %: 25-34 60.4 %: Women 39.6 %: Men

YOUTUBE: COMMUNITY OUTREACH DEPARTMENT OF CITY DEVELOPMENT

SUBSCRIBERS	% INCREASE FROM 2020	TOTAL VIDEO VIEWS	NOTES
126	115 %	5,129+ Most viewed: HBA Orientation	Number of subscribers before channel "reactivation" on June 29, 2020: 11

CITY REAL ESTATE WEBPAGE: TOP PAGES

CITY HOUSES	EXTENDED LISTING
98,212+	41,295+

*Commercial Properties page (milwaukee.gov/CRE) has been in the top 5 visited pages during the reported time period, with a TOTAL of 39,906 as of time of submittal

SOCIAL MEDIA REPORT



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

NIDC WEBPAGE: TOP PAGES

NIDC	NIDC STRONG LOAN	NIDC HBA	NOTES
13,050+	6,259+	23,603+	HBA has remained in the top 10 visited webpages (DCD) from January until September 2021. NIDC main page has been in the top 10 from January until May 2021 (#12 from June until August 2021)

Based on data available from January to September 2021

INSTAGRAM

FOLLOWERS	REACH/IMPRESSIONS	MAIN AGE GROUPS	NOTES
544 44 % increase from 2020	537 accounts reached from June 30 to September 27 4,112 Impressions	37.6 %: 35-44 36.1 %: 25-34 Women 72.5 % Men 27.5 %	*Resident "testimony" gets a huge response on NIDC Social Media accounts. Anything directly related to what NIDC can do gets "hits" *

FACEBOOK

LIKES	FOLLOWS	REACH/IMPRESSIONS	MAIN AGE GROUP	NOTES
210 92 % increase from 2020	271 99% increase from 2020	393 in the last 28 days (August 31 to September 27).	35-44 Women 73 % Men 25 %	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.

*Reach: total number of people who see our content.
 Impressions: number of times our content is displayed, regardless of if it was clicked on or not.