



Marketing and Communications

March 2023

Metrics and Outcomes

March 2023 Highlights

Complete	Date	Outcome
WWW Live with Councilman Hobbs	3/1	443 views
Ambassador Academy Kickoff	3/2	20 ambassadors
Police Chief Interviews	3/3-4	34 attendees
Kid Mayor Announcement	3/7	4,300 video views
Public Utilities Water Forum	3/15	45 attendees
Recycling Event Calendar Announced	3/16	18,764 reached

Ongoing Projects

Cities United Surveys

Landlord-Tenant Surveys

TFRD Survey

Lifeguard Hiring

Rooftop Contractor Recruitment

Forward Toledo

Smart Meter Replacements

Lead Line Replacements

March 2023 Looking Ahead

Upcoming	Date
Greek Flag Raising	3/24
Employee Night at Walleye Game	3/25
State of the City	3/29
Lead Safe Phase 1 Deadline	3/31
Youth Advisory Board Applications Due	4/1
Water Conservation Month Kickoff	4/1
Ottawa Park Public Input Meeting	4/3
Broadband Listening Session	4/4
Food Truck Round-Up	4/4-5
Human Relations Commission Presser	4/10
Sidewalk Grant Application Deadline	4/10
Road Construction Begins Presser	4/11
Home Rescue Program Presser	4/12
WWW Live with Councilman Cherry	4/12
Free Recycling Drop-Off Events Begin	4/15
HRC Human Library	4/15
Toledo Income Tax Deadline	4/18
Vision Zero Presser	4/18
YAB Earth Day Park Clean Ups	4/22
Litter League Kickoff	4/27

March 2023 Social Media

Facebook

↓ 32% **237,753**
impressions

↓ 2.8% **5.3%**
engagement rate

↓ 22% **117**
new followers

Instagram

↓ 56% **6,726**
impressions

↓ 16% **4.9%**
engagement rate

↓ 19% **104**
new followers

Twitter

↓ 34.9% **47,795**
impressions

→ same **1.4%**
engagement rate

↓ 50% **62**
new followers

TikTok

↓ 82% **582**
video views

↓ 86% **0.9%**
engagement rate

↓ 33% **2**
new subscribers

March 2023 Social Media

Top Performing Posts

Recycling Drop-Off Events

City of Toledo
Posted by Sprout Social
6d · 🌐

The 2023 Clean Toledo Refuse and Recycling Drop-Off Events are here! Join us for our first event at [Imagination Station Toledo](#) on April 15 from 9 a... See more

Free Drop Off Refuse and Recycling Events

15 APR Imagination Station/ Promenade Park 1 Discovery Way 9 a.m. to 1 p.m.	17 JUN Scott High School 2400 Collingwood Blvd. 9 a.m. to 1 p.m.	19 AUG Longfellow Elementary 1955 W. Lasky Rd. 9 a.m. to 1 p.m.
22 APR Party for the Planet at the Toledo Zoo 2 Hippo Way 9 a.m. to 3 p.m.	24 JUN Start High School 4200 Tremaineville Rd. 9 a.m. to 1 p.m.	26 AUG Bowsher High School 2000 Arlington Ave. 9 a.m. to 1 p.m.
29 APR Toledo Technology Academy 2401 Upton Ave. 9 a.m. to 1 p.m.	1 JUL Waite High School 701 Morrison Dr. 9 a.m. to 1 p.m.	9 SEP Good Shepherd Church 3016 W. Lasky Rd. 9 a.m. to 1 p.m.
6 MAY Detwiler Park 4001 North Summit St. 9 a.m. to 1 p.m.	8 JUL Keyser Elementary 3900 Hill Ave. 9 a.m. to 1 p.m.	16 SEP Horizon Science Academy 2000 W. Sylvan Ave. 9 a.m. to 1 p.m.
13 MAY Robinson Elementary 1015 Horace St. 9 a.m. to 1 p.m.	15 JUL Whitmer High School 6401 Clegg Dr. 9 a.m. to 1 p.m.	23 SEP Lott Industries 3350 Hill Ave. 9 a.m. to 1 p.m.
20 MAY Rogers High School 222 McTigue Dr. 9 a.m. to 1 p.m.	22 JUL Manhattan Plaza 4444 W. Central Ave. 9 a.m. to 1 p.m.	30 SEP Cedar Creek Church 2910 S. Byrne Rd. 9 a.m. to 1 p.m.
3 JUN Point Place Plaza 1079 Butler Ave. 9 a.m. to 1 p.m.	29 JUL Epworth United Methodist Church 4444 W. Central Ave. 9 a.m. to 1 p.m.	7 OCT Friendship Park 2910 181 St. 9 a.m. to 1 p.m.
10 JUN Frederick Douglass Center 1001 Indiana Ave. 9 a.m. to 1 p.m.	5 AUG Burroughs Elementary 2420 South Ave. 9 a.m. to 1 p.m.	14 OCT Oakdale Elementary 1420 E. Broadway St. 9 a.m. to 1 p.m.
	12 AUG Woodward High School 701 E. Central Ave. 9 a.m. to 1 p.m.	

Post Reach **18,764**

Reactions **232**

Comments **70**

Shares **170**

Link Clicks **181**

Work at the Pools Promo

City of Toledo
Posted by Sprout Social
6d · 🌐

Looking for a summer job that's both fun and rewarding? Look no further. We are hiring energetic and responsible teens to help us make the 2023 summer pool s... See more



Work at the Pools!

Pool Manager \$18/hour • starts May 27	Cashiers \$15/hour • starts May 27	Apply Now toledo.oh.gov/youth-jobs
Lifeguards \$16/hour • starts May 27	Rec Facility Assistants \$12/hour • starts May 27	

Post Reach **9,963**

Reactions **55**

Comments **24**

Shares **73**

Link Clicks **51**

Kid Mayor Announcement

City of Toledo
Posted by Sprout Social
Mar 7 · 🌐

We are excited to announce the 2023 Kid Mayor of Toledo, Gabrielle Mukira! Gabrielle is a 4th grader at Grove Patterson Elementary; outside of school, she li... See more



Post Reach **7,800**

Reactions **425**

Comments **106**

Shares **64**

March 2023 toledo.oh.gov

Audience Overview

↓ 13% **74,549**
users

↓ 8% **213,311**
pageviews

↓ 13% **114,051**
sessions

New and Noteworthy Content

Pay Income Taxes

→ toledo.oh.gov/taxes

Youth Advisory Board

→ toledo.oh.gov/youth-board

Recycling Drop-Off Events

→ toledo.oh.gov/recycling-events

Rooftop Contractors

→ toledo.oh.gov/rooftop-contractor

Cities United

→ toledo.oh.gov/cities-united

Vision Zero

→ toledo.oh.gov/zero

Pool Hiring

→ toledo.oh.gov/youth-jobs

Sidewalk Grant

→ toledo.oh.gov/sidewalks

Top Pages

Pageviews

Entrances

%Exit

1. (home)	30,846	21,098	40.31%
2. /residents/water/pay-my-bill	26,311	13,566	73.11%
3. /residents/renters/assistance	20,744	11,439	78.22%
4. /how-to-pay-your-income-taxes	10,796	5,626	69.18%
5. /residents/neighborhoods/trash-recycling	6,932	5,149	75.81%

March 2023 Email Campaigns

Wednesday With Wade Newsletter

52,003
subscribers



2%

35.9%
open rate



22%

1.4%
click rate

Employee Newsletters

2,431
subscribers



9%

15.1%
open rate



37%

5.6%
click rate

Emails Sent

Audience

Opened

Clicked

February 22 (Gadus)

WWW

37.9%

1.6%

February 28

Employee

15.1%

5.6%

March 1

WWW

36.1%

1.5%

March 8

WWW

33.4%

1.3%

March 15 (Hartman)

WWW

36.3%

1.1%

Appendix A Definitions

Social Analytics

Facebook and Instagram

Impressions

Number of times our content was viewed.

Engagement Rate

Percentage of impressions that resulted in a like, comment, or share.

New Followers

Number of people who followed our page in the month.

Twitter

Impressions

Number of times our content was viewed.

Engagement Rate

Percentage of impressions that resulted in a like, reply, or retweet.

New Followers

Number of people who followed our account in the month.

TikTok

Video Views

Number of times one of our videos was played for any amount of time.

Engagement Rate

Percentage of views that resulted in a like, comment, or share.

New Subscribers

Number of people who subscribed to our channel in the month.

Website Analytics

Users

Users are identified using cookies which assign a unique ID to each browser/device pair.

Pageviews

A page view is counted each time a page is loaded, regardless of the time spent on the page.

Entrances

Number of times a user entered the website through a particular page.

% Exit

Percentage of pageviews which end with a user leaving the website.

Sessions

A session is the period time a user is actively engaged with the website.

Email Analytics

Mailchimp

Subscribers

Number of people currently subscribed to a list. Different lists are used to manage different audience types.

Open rate

How many successfully delivered email campaigns were opened by subscribers.

Click rate

A percentage that defines how many successfully delivered emails registered at least one click.