



# **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 <b>Imagination Station/ Promenade Park</b> 1 Discovery Way 9 a.m. to 1 p.m.	17 JUN <b>Scott High School</b> 2400 Collingwood Blvd. 9 a.m. to 1 p.m.	19 AUG <b>Longfellow Elementary</b> 1952 W. Lasky Rd. 9 a.m. to 1 p.m.
22 APR <b>Party for the Planet at the Toledo Zoo</b> 2 Hippo Way 9 a.m. to 3 p.m.	24 JUN <b>Start High School</b> 4200 Tremaineville Rd. 9 a.m. to 1 p.m.	26 AUG <b>Bowsher High School</b> 2000 Arlington Ave. 9 a.m. to 1 p.m.
29 APR <b>Toledo Technology Academy</b> 2401 Upton Ave. 9 a.m. to 1 p.m.	1 JUL <b>Waite High School</b> 701 Morrison Dr. 9 a.m. to 1 p.m.	9 SEP <b>Good Shepherd Church</b> 3014 W. Lasky Rd. 9 a.m. to 1 p.m.
6 MAY <b>Detweiler Park</b> 4001 North Summit St. 9 a.m. to 1 p.m.	8 JUL <b>Keyser Elementary</b> 3900 Hill Ave. 9 a.m. to 1 p.m.	16 SEP <b>Horizon Science Academy</b> 2000 W. Sylvan Ave. 9 a.m. to 1 p.m.
13 MAY <b>Robinson Elementary</b> 1015 Horace St. 9 a.m. to 1 p.m.	15 JUL <b>Whitmer High School</b> 6401 Clegg Dr. 9 a.m. to 1 p.m.	23 SEP <b>Lott Industries</b> 3350 Hill Ave. 9 a.m. to 1 p.m.
20 MAY <b>Rogers High School</b> 222 McTigue Dr. 9 a.m. to 1 p.m.	22 JUL <b>Manhattan Plaza</b> 665 E. Manhattan Blvd. 9 a.m. to 1 p.m.	30 SEP <b>Cedar Creek Church</b> 2910 S. Byrne Rd. 9 a.m. to 1 p.m.
3 JUN <b>Point Place Plaza</b> 1079 Sulew Ave. 9 a.m. to 1 p.m.	29 JUL <b>Epworth United Methodist Church</b> 4440 W. Central Ave. 9 a.m. to 1 p.m.	7 OCT <b>Friendship Park</b> 2910 181 St. 9 a.m. to 1 p.m.
10 JUN <b>Frederick Douglass Center</b> 1001 Indiana Ave. 9 a.m. to 1 p.m.	5 AUG <b>Burroughs Elementary</b> 2420 South Ave. 9 a.m. to 1 p.m.	14 OCT <b>Oakdale Elementary</b> 1420 E. Broadway St. 9 a.m. to 1 p.m.
	12 AUG <b>Woodward High School</b> 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!**

<b>Pool Manager</b> \$18/hour • starts May 27	<b>Cashiers</b> \$15/hour • starts May 27	Apply Now <a href="#">toledo.oh.gov/youth-jobs</a>
<b>Lifeguards</b> \$16/hour • starts May 27	<b>Rec Facility Assistants</b> \$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](https://toledo.oh.gov/taxes)

### Youth Advisory Board

→ [toledo.oh.gov/youth-board](https://toledo.oh.gov/youth-board)

### Recycling Drop-Off Events

→ [toledo.oh.gov/recycling-events](https://toledo.oh.gov/recycling-events)

### Rooftop Contractors

→ [toledo.oh.gov/rooftop-contractor](https://toledo.oh.gov/rooftop-contractor)

### Cities United

→ [toledo.oh.gov/cities-united](https://toledo.oh.gov/cities-united)

### Vision Zero

→ [toledo.oh.gov/zero](https://toledo.oh.gov/zero)

### Pool Hiring

→ [toledo.oh.gov/youth-jobs](https://toledo.oh.gov/youth-jobs)

### Sidewalk Grant

→ [toledo.oh.gov/sidewalks](https://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.