City of Toledo

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

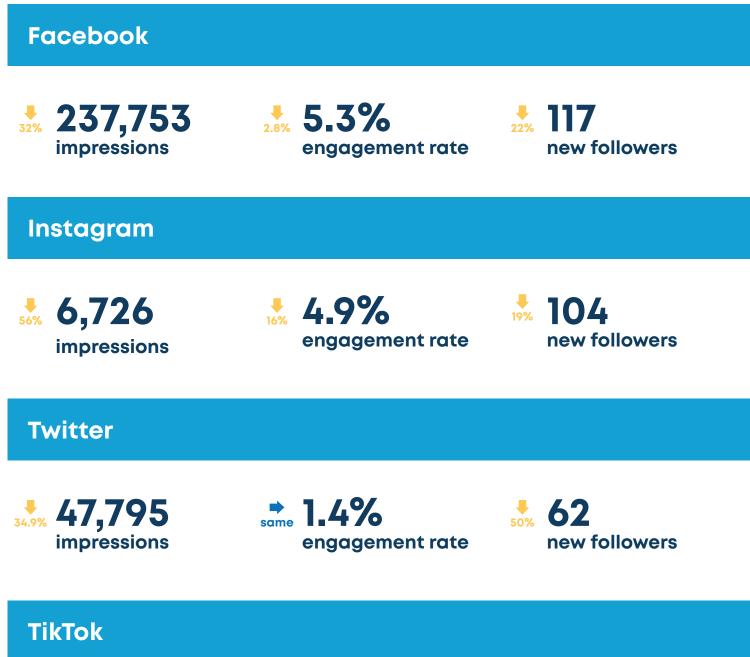Forward Toledo

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**

City of Toledo

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

Post Reach	**18,764**
Reactions	**232**
Comments	**70**
Shares	**170**
Link Clicks	**181**

Work at the Pools Promo

Post Reach	**9,963**
Reactions	**55**
Comments	**24**
Shares	**73**
Link Clicks	**51**

Kid Mayor Announcement

Post Reach	**7,800**
Reactions	**425**
Comments	**106**
Shares	**64**

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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%

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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%

City of Toledo

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.