



Marketing and Communications

May 2023

Metrics and Outcomes

May 2023 Highlights

Completed Events	Date	Outcome
YAB Earth Day Clean Ups	4/22	15 volunteers
Bike Month Kickoff	4/26	464 views
Litter League Kickoff	4/27	34 teams registered
Walking Program Kickoff	4/29	103 sign ups
WWW w/Gadus in D3	5/3	50 attendees
Vibrancy NOFA Deadline	5/3	85 applicants
Employee Pancake Breakfast	5/10	700 meals eaten
Forward Toledo Events Conclude	5/18	180 attendees

Upcoming Events	Date
Ambassador Academy Graduation	5/25
Pools Open	5/27
Memorial Day Parade	5/27
Food Trucks Lottery Deadline	6/1
Swayne Field Public Meeting	6/3
FUSUS Launch	6/6
Eviction Prevention Update	6/8
Beverly Drive Meeting	6/8
Employee Golf Outing	6/10

May 2023 In Progress

Ongoing Projects

Cities United Surveys

Landlord-Tenant Surveys

TFRD Survey

Smart Meter Replacements

Lead Line Replacements

Recycling Events

WIMBY Pledge

Sidewalk Grant

Litter League

Walking Program

Summer Rec

Disabled and Proud Fest

Juneteenth Weekend Events

Mowing Program

Urban Heat Island Campaign

Vision Zero

Fireworks Planning

May 2023 Social Media

Facebook

 40%	312,689 impressions	 0.5%	6.5% engagement rate	 13%	137 new followers
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Instagram

 18%	8,869 impressions	 4.5%	4.5% engagement rate	 58%	39 new followers
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Twitter

 13%	53,693 impressions	 10%	1.3% engagement rate	 40%	56 new followers
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TikTok

 68%	1,193 video views	 1233%	12% engagement rate	 700%	10 new subscribers
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May 2023 Social Media

Top Performing Posts

Ambassador Academy with Parks and Youth Services

 **City of Toledo**
Fri 5/5/2023 9:31 am PDT

Last night, Joe Fausnaugh, Director of Parks and Youth Services, led an Ambassador Academy session showcasing the City of Toledo's incredible park system. During the...



Post Reach **790**

Engage Rate **1.2%**

Comments **0**

Shares **1**

Link Clicks **0**

Wednesdays with Wade at the Believe Center

 **City of Toledo**
Wed 5/3/2023 1:47 pm PDT



Post Reach **1,294**

Engage Rate **5.1%**

Comments **18**

Shares **4**

Link Clicks **—**

Ambassador Academy with Mayor Kapszukiewicz

 **City of Toledo**
Sat 5/13/2023 12:48 pm PDT

Last Thursday, our Ambassador Academy participants had an incredible experience meeting Mayor Wade Kapszukiewicz, touring his office and learning about local...



Post Reach **4,315**

Engage Rate **4%**

Comments **8**

Shares **2**

Link Clicks **0**

May 2023 toledo.oh.gov

Audience Overview

↓ 5% **76,500**
users

↓ 9% **215,076**
pageviews

↓ 6% **117,736**
sessions

New and Noteworthy Content

Summer

→ toledo.oh.gov/summer

Swim Lessons

→ toledo.oh.gov/swim-lessons

Pools

→ toledo.oh.gov/pools

Let's Get Moving

→ toledo.oh.gov/get-moving

Litter League

→ toledo.oh.gov/litter-league

Road Construction

→ toledo.oh.gov/roads

Recycling Drop-Off Events

→ toledo.oh.gov/recycling-events

Mowing

→ toledo.oh.gov/mowing

Top Pages

	Pageviews	Entrances	%Exit
1. (home)	29,479	21,839	43.94%
2. /residents/water/pay-my-bill	25,961	13,891	74.13%
3. /residents/landlord-tenant-resources/assistance	16,091	10,293	75.00%
4. /residents/neighborhoods/trash-recycling	7,251	5,529	74.07%
5. /engage-toledo	6,608	2,458	53.45%

Appendix 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.