

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

312,689 impressions

6.5% 6.5% engagement rate

137 new followers

Instagram

8,869 impressions

4.5% 4.5% engagement rate

39
new followers

Twitter

53,693 impressions

1.3% engagement rate

56 new followers

TikTok

1,193 video views 12% engagement rate

10 new subscribers



May 2023 Social Media

Top Performing Posts

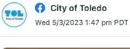
Ambassador Academy with Parks and Youth Services





Post Reach	790
Engage Rate	1.2%
Comments	0
Shares	1
Link Clicks	0

Wednesdays with Wade at the Believe Center





Post Reach	1,294
Engage Rate	5.1%
Comments	18
Shares	4
Link Clicks	_

Ambassador Academy with Mayor Kapszukiewicz





Post Reach	4,315
Engage Rate	4%
Comments	8
Shares	2
Link Clicks	0



May 2023 toledo.oh.gov

Audience Overview

76,500 users

215,076 pageviews

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.