Hallandale Beach Communications & Engagement Metrics – [Month YYYY] Snapshot

~26k	**~5%**	**~1.5h**	**48%**
Reach (platform-reported)	Engagement Rate (avg)	Avg Response Time	Email Open Rate

Note: Reach is the sum of platform-reported figures (non-deduped across channels). Instagram engagement leads; email performance remains well above public-sector benchmarks.

Executive takeaway

Audience engagement grew **[18%]** month-over-month driven by events and grants outreach.

Colors: Blue headers · Civic blue accents · Gold highlights   Data: GA4, Meta Insights, GovDelivery

Overview

KPI snapshot vs previous month

Insert grouped bar: Reach, Engagement, CTR, Open Rate

Context & notable spikes

- Storm updates drove reach spike on [date].
- Grants campaign lifted CTR.
- Event promotion increased weekend sessions.

Takeaways

- What changed
- What worked
- What needs attention

Channel Performance

Channel	Reach	Engagement Rate	CTR (or equivalent)	Avg Response Time	Notes
Facebook	~15,000	~4.1%	~2.4% (link-heavy posts)	~1.5 hours	High traction on visual posts
Instagram	~9,300	~6.2%	(n/a for feed)	~1–2 hours	Reels outperformed static
X (Twitter)	~2,100	~2.8%	~1% or less (low link clicks)	< 2 hours (business hours)	Flood updates drove reach
Email	Sent: ~2,800	Open Rate: ~48%	Click Rate: ~5.6%	(not usually used)	Strong subject lines

Benchmarks (context): Gov FB avg engagement ~2–3%; IG ~3–4%; Gov email opens ~40%+ with ~5% click rate. City performance meets or exceeds these baselines.

Trends

Insert mini sparklines per channel

Callout: Top channel this month: Instagram Reels (+14% engagement).

Channel breakdown · Top mover

[Month YYYY]

Top Content

Thumbnail 1	Thumbnail 2	Thumbnail 3
"Beach Re-Opening Post (Sept 7): 8.5k reach · 7.2% engagement · 180 shares." Theme: Safety · Format: Video	"Grants Deadline Reminder (Sept 12): 5.1k reach · 5.4% engagement · 120 clicks." Theme: Grants · Format: Carousel	"Parks Movie Night (Sept 19): 4.4k reach · 6.1% engagement." Theme: Events · Format: Photo

3 highest-performing pieces

[Month YYYY]

Community Questions Resolved

Metric	Value	Goal	Trend
Social DMs answered	92	95% in <2 hrs	↑
311 questions w/ follow-ups	48	100% logged	—
FAQs added to site	3	+2 MoM	↑

Common questions

- "Boil water notice area?" → Added map and hotline link.
- "Sandbag location hours?" → Updated banner and post.

Responsiveness & transparency

[Month YYYY]

Email Performance

Insert bar chart: Open Rate & CTR vs previous month

Campaign	Audience	Open	CTR	Date	Notes
This Week in HB	Residents	48%	5.6%	Oct 10	+10% vs prior
Small Biz Grants	Business list	41%	8.2%	Oct 3	Highest click rate

Note: Subject line A/B testing improved opens.

Email KPI highlights

Web Traffic to Priority Pages

Page	Sessions	Avg Time	Source
/alerts	1,420	1:22	Social
/grants	930	1:47	Email
/events	610	0:58	Direct

Insert 3-bar comparison vs prior month (Sessions)

Include bounce rate notes for context.

Campaign-linked traffic

[Month YYYY]

CTA / Conversion Performance

- "Get Alerts" clicks: 182 (↑25%)
- "Report an Issue" clicks: 66 (↑12%)
- Event sign-ups: 45 (↓5%)

Insight: Most conversions came from mobile visitors on social.

Insert funnel: Impressions → Clicks → Conversions

Measure the "so what"

[Month YYYY]

Next Month Plan

Initiative	Goal / KPI
Launch Holiday Safety Campaign	+15% Reach
CRA Grant Application Push	+10% CTR
Improve Response Time	≤1.5 hr avg
A/B test Email Subject Lines	+5% Open Rate

Headline target

Reach 30k residents by December

Automation: Link Looker Studio/PowerBI for auto charts; embed top post screenshots; add QR to dashboards.

Close with clear targets

[Month YYYY]