Communications KPIs – Hallandale Beach

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Standardized definitions, formulas, and reporting cadences for consistent dashboards and reports.

KPI	Definition	Formula / Source	Cadence	Benchmarks / Notes
Reach	Total unique users who saw content (email, web, or social).	Native analytics: FB Reach, X Views, IG Accounts Reached, GA4 Users.	Weekly + Campaign wrap-up	Track by platform + aggregated total.
Impressions	Total times content was displayed, including repeats.	Native analytics (Impressions / Views).	Weekly	Compare Reach-to-Impression ratio (high ratio = strong repeat visibility).
Engagement Rate	% of users who interacted (likes, comments, shares, clicks).	(Engagements ÷ Impressions) × 100 or platform default.	Weekly / Monthly	Target: 2–5% social baseline; higher during campaigns.
Click-Through Rate (CTR)	% of users who clicked a link, button, or CTA.	(Clicks ÷ Impressions) × 100	Per email, post, or ad	Email: 2–4%; Social ads: 0.8–1.5%.
Average Response Time	Mean time between inquiry and first reply (311, social DM, or email).	CRM or Hootsuite/Meta Inbox reports.	Weekly	Goal: < 2 hrs during business hours.
Newsletter Open Rate	% of delivered emails that were opened at least once.	(Opens ÷ Delivered) × 100	Per campaign	35–50% = excellent civic benchmark.
Newsletter Click Rate	% of opened emails that had a link clicked.	(Clicks ÷ Opens) × 100	Per campaign	4–6% average.

Event RSVPs	# of residents registered for an event via form, email, or social.	Form platform export or Eventbrite dashboard.	Per event	Compare RSVPs to attendance (show rate).
Subscriber Growth	Net gain in subscribers or followers over a period.	(New Subs – Unsubs)	Monthly	Track by channel; correlate to campaigns.

Reporting Rhythm

Cadence	Audience	Deliverable
Weekly	PIO Lead + CRA Director	Snapshot dashboard (Reach, Engagement, CTR).
Monthly	City Manager / Commission	PDF or slide deck: top-performing content + trendlines.
Campaign End	Internal team / CRA Board	Evaluation sheet with KPIs vs goals.
Quarterly	Public Transparency	Post top stats ("By the Numbers") on website or newsletter.

Interpretation Tips

- **Reach ≠ Engagement:** Large reach with low engagement → message saturation or weak CTA.
- **Impressions-to-Reach ratio > 2:1 =** repeated exposure (useful for awareness).
- **Response time trends** show resource gaps; note weekends/after-hours spikes.
- **Subscriber growth dips** often coincide with campaign fatigue—use creative refresh.

Optional "Strategic Tier" Add-Ons

KPI	What it Adds
Sentiment score	% positive/neutral/negative comments (manual or AI-coded).
Conversion rate	% completing an application/form after clicking.
Cost per engagement	Paid media ROI.
Top content themes	Tracks topics driving engagement ("grants," "events," "alerts").

Insert small multiples or line charts for Reach, Engagement Rate, and Open Rate (last 12 weeks).