

Updated Sample Dashboard – Sept → Oct 2025 Snapshot

Prepared: 10/16/2025 · Civic palette (Blue/Civic/Gold) · For leadership review

Channel	Last 30 Days	Prior 30 Days	Change	Notes
Facebook	Reach 15 k · Eng 4.1 % · CTR 2.4 % · Resp 1 h 30 m	Reach 13.8 k · Eng 3.7 % · CTR 2.1 % · Resp 1 h 45 m	▲ +9 % Reach · ▲ +0.4 pt Eng · ▲ +0.3 pt CTR · ▼ -15 m Resp time	Visual posts and grant reminders outperformed average — shorter response times met < 2 h goal.
Instagram	Reach 9.3 k · Eng 6.2 % · Resp 1 h 50 m	Reach 8.1 k · Eng 5.4 % · Resp 2 h 15 m	▲ +14 % Reach · ▲ +0.8 pt Eng · ▼ -25 m Resp time	Reels drove top engagement; weekend event coverage boosted impressions.
X (Twitter)	Reach 2.1 k · Eng 2.8 % · CTR 1.0 % · Resp 1 h 40 m	Reach 2.2 k · Eng 3.0 % · CTR 1.1 % · Resp 2 h 5 m	▼ -5 % Reach · ▼ - 0.2 pt Eng · ≈ CTR flat · ▼ - 25 m Resp time	Slight reach decline but strong alert engagement; maintained < 2 h replies.
Nextdoor	Reach 3.8 k · Eng 5.0 % · Resp 2 h 10 m	Reach 3.5 k · Eng 4.6 % · Resp 2 h 30 m	▲ +9 % Reach · ▲ +0.4 pt Eng · ▼ -20 m Resp time	Used for storm prep messaging; residents reposted official alerts.
Newsletter	Sent 2.8 k · Open 48 % · Click 5.6 %	Sent 2.7 k · Open 44 % · Click 5.0 %	▲ +10 % Open · ▲ +0.6 pt Click	“This Week in HB” subject-line tests lifted

open rate
above 45 %.

**Web (Alerts /
Grants /
Events)**

Sessions 2,960 ·
Avg 1 min 23 s

Sessions 2,480 ·
Avg 1 min 19 s

▲ **+19 %**
Sessions · ▲
+0:04 Avg
time

CTR from
email → web
drove most
traffic; grants
page top
destination.

Quick Highlights

- **Overall reach +11 %** MoM across channels.
- **Average engagement ≈ 4.9 %**, with Instagram outperforming baseline.
- **Average response time ≈ 1 h 45 m**, meeting City's two-hour goal.
- **Email open rate 48 % (+10 % MoM)** — well above public-sector average (~40 %).
- **Top driver:** Instagram Reels +14 % reach; **top click source:** newsletter grants link (8.2 % CTR).

Next Steps

- Standardize “response-time” logging across all platforms.
- Add web analytics auto-feed (GA4) to update sessions weekly.
- Create a simple Looker Studio dashboard mirroring this table for live reporting.

Hallandale Beach · Communications & Engagement ·
Sept→Oct 2025

Palette: Blue/Civic/Gold · Source: GA4, Meta
Insights, ESP