

Bel Air-Beverly Crest Neighborhood Council  
Outreach Committee  
Asset Snapshot  
October 13, 2019

ATTACHMENT "B"

Website

The website provides information about our board members, committees, meetings and events as well as hosting important information about our Council – our bylaws, boundary map, etc. It is currently substantially out-of-date.

The website is managed by Webcorner. They add content that is forwarded to them by certain board members but do no caretaking on their own.

Analytics tags were added late last month. Since then we have had about 10 visitors a day. The top pages are the home page, PLU Committee, Calendar, Committees, Board Members and Officers.

Material handed out at the Congress of Neighborhoods stated that we did not need to use city-approved vendors as webmasters.

Mailing List

We have 600 email addresses on our mailing list. That has increased in size from just over 500 a year ago. We currently use this list to mail meeting announcements.

Our open rate is relatively low at around 24%, and we are averaging around 25 clicks per email, which means that about 25 people access the agenda through this avenue. 22% of the list often opens emails and 18% of contacts sometimes open email.

We are utilizing MailChimp at a paid level of \$19.99/month and do not seem to be using any paid features. We can have 2000 contacts and several pieces of mail per month before it becomes absolutely necessary to pay.

Webcorner is employed to create and send our email marketing material. They have not created a template for our email. Doing so would simplify the process and allow us to do it ourselves. If we continue to use Webcorner, we could try to avoid having them spend time on our email.

## Facebook

We use our Facebook page to show BABCNC activity, notify followers of events and share news and information important to our neighbors. Our posts may appear on the feeds of those who “like” our page. Our page has 203 likes, and this # has grown very slowly.

Robin, Jamie, Ellen post on the page. Robin promotes Facebook posts to Facebook and Instagram.

We used promoted posts on Facebook to raise awareness of the election. Zip code-based groupings were used to target Facebook users. These groupings were attached to Ellen’s account but can be recreated to be attached to the page.

There is no incoming feed on the page itself.

## Instagram

Our Instagram account was opened to promote the election. Images were created specifically to promote the election, and these images were sent to users targeted by zip code. Since that time, we have used the account mostly for “BABCNC in action” types of posts.

The account has 98 followers. A few of these are other Neighborhood Councils and follow-backs from other agencies. Most of these followers were acquired as a direct result of our election promotions.

We can get analytics on this account once it reaches 100 followers.

We follow 86 other accounts, mostly city agencies and other Neighborhood Councils. This feed is an excellent way to see what other Councils are up to and to get ideas for posts.

## Twitter

We have 370 followers. We tweet out events, safety information, news of interest, and “BABCNC in action” material. We retweet news of interest and like posts by our government officials and governmental bodies where appropriate. We follow other entities with a view towards seeing important news and events to retweet. We need to winnow our follow list to make it more productive.

In September we tweeted 4 times and had 1700 tweet impressions and 27 profile visits. Tweets are now getting about 100 impressions per tweet. Election material had 300-400 impressions with a higher engagement level, and this was pushed higher through the use of area-targeted Twitter ads to promote the election.

Retweeting is the most powerful feature of Twitter. When public officials retweet our material, our reach for that material expands tremendously. We can ask our Councilmembers and others to retweet when appropriate.

Post “likes” by those with wide reaches can also make our posts appear on the feeds of their followers.

### Cross-posting

Cross-posting is a tool we do not utilize. With a paid service, we would be able to post to all the above-listed social media accounts at once, thus saving the time of re-creating posts for different platforms.

### Nextdoor

We have an EmpowerLA-based account on Nextdoor. With this account we can reach all 8,689 Nextdoor subscribers in our area. The incoming feed on this account is all other posts from EmpowerLA users, so EmpowerLA employees as well as other Neighborhood Councils. This feed provides interesting information about what other Neighborhood Councils are doing.

Our posts generally get 300-800 impressions. We post events (including our meetings), safety information and news of interest. Ellen has the account and posts. Additional accounts could be procured.