



VILLAGE OF ANTIOCH, IL

SOCIAL MEDIA & ENGAGEMENT REPORT

JANUARY 1, 2022 - DECEMBER 31, 2022

SNAPSHOT **1,010** **27,540** **151,383** **1,042,792**
 ACCOUNTS COMBINED POSTS FOLLOWERS ENGAGEMENTS IMPRESSIONS

Accounts: Village Facebook Page, Police Department Facebook Page, Nextdoor, LinkedIn, YouTube

- **Impressions:** The number of times content was displayed/delivered to someone's feed.
- **Engagements:** The number of times someone interacted with the content (likes, shares, comments, link clicks, etc.)
- **Reach:** The number of unique people who see the content.

FACEBOOK:

VILLAGE OF ANTIOCH



13,809
FOLLOWERS



72.1%
FEMALE



27.9%
MALE

686
POSTS



AN AVERAGE OF
1.88
POSTS PER DAY

60,498
ENGAGEMENTS



AN AVERAGE OF
165.7
ENGAGEMENTS PER DAY

258,745
PEOPLE REACHED

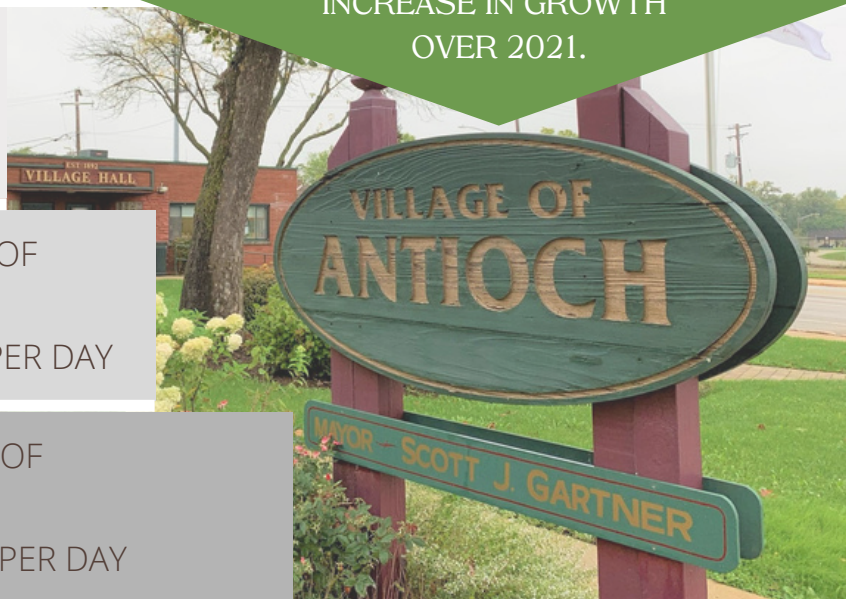


AN AVERAGE OF
709
PEOPLE REACHED PER DAY

THE VILLAGE OF ANTIOCH GAINED
OVER 1,098 NEW FACEBOOK
FOLLOWERS IN 2022.

THIS IS A
46.4%

INCREASE IN GROWTH
OVER 2021.



On September 27, 2022, the Village of Antioch Facebook became Facebook Verified!
Facebook verification allows users to know the content on our page is coming directly from the village government!

FACEBOOK: TOP POST

FOOD TRUCK FEASTIVAL MAY 26, 2022

- **33,164** PEOPLE REACHED
- **1,974** ENGAGEMENTS
- **131** SHARES
- **623** REACTIONS
- **139** COMMENTS



FACEBOOK: TOP VIDEO

THANK YOU TO EVERYONE WHO WAS
ABLE TO COME DOWNTOWN FOR
TONIGHT'S PARADE AND TREE
LIGHTING! - NOVEMBER 25, 2022

- **6,850** PEOPLE REACHED
- **4,100** VIEWS
- **20** SHARES
- **339** REACTIONS
- **20** COMMENTS



FACEBOOK: TOP COMMUNITIES

COMMUNITIES WHERE OUR VISITORS ARE FROM

- **ANTIOCH - 28.6%**
- **LAKE VILLA - 5%**
- **SALEM, WI - 4%**
- **LINDENHURST - 3.6%**
- **FOX LAKE - 2.6%**

FACEBOOK: POLICE DEPARTMENT

 **10,440**
FOLLOWERS

 **71.4%**
FEMALE

 **28.6%**
MALE

253
POSTS



AN AVERAGE OF
.69
POSTS PER DAY

85,861
ENGAGEMENTS



AN AVERAGE OF
235.2
ENGAGEMENTS PER DAY

733,535
PEOPLE REACHED



AN AVERAGE OF
2,010
PEOPLE REACHED PER DAY



FACEBOOK:

POLICE DEPARTMENT TOP POST

PRESS RELEASE: SEARCH FOR MISSING ANTIOCH RESIDENT TURNS UP CELL PHONE.

- 225,640 PEOPLE REACHED
- 4,704 ENGAGEMENTS
- 2,163 SHARES
- 1,921 REACTIONS
- 620 COMMENTS



FACEBOOK:

POLICE TOP COMMUNITIES

COMMUNITIES WHERE OUR VISITORS ARE FROM

- ANTIOCH - 29.6%
- LAKE VILLA - 4.3%
- SALEM, WI - 4.3%
- KENOSHA, WI - 4.3%
- LINDENHURST - 3.1%

FACEBOOK: POLICE TOP VIDEO:

**ANTIOCH POLICE DEPARTMENT
PRESS CONFERENCE - FEBRUARY 11, 2022**

- 80,266 PEOPLE REACHED
- 50,500 VIEWS
- 615 SHARES
- 1,228 REACTIONS
- 291 COMMENTS



YOUTUBE

34
SUBSCRIBERS



286.4
WATCH TIME
(HOURS)



4,150
VIDEO VIEWS



39,892
IMPRESSIONS

TOP VIDEO

**MOST VIDEOS ARE MEETING VIDEOS*

**DECEMBER 22, 2022, VILLAGE OF ANTIOCH
SALT TRUCK B-ROLL (FOR MEDIA USE)**

- 2,206 VIEWS
- 24,289 IMPRESSIONS



LINKEDIN

165
FOLLOWERS



6
JOB POSTINGS



5,879
IMPRESSIONS



407
ENGAGEMENTS

NEXTDOOR

3,092
MEMBERS



45%
OF 5,100
HOUSEHOLDS



6,979
IMPRESSIONS



17
ENGAGEMENTS

MEDIA COVERAGE



TOP COVERAGE

JANUARY 23, 2022 - FEBRUARY 11, 2022 TOMMY HOWE MISSING PERSON INVESTIGATION

NUMEROUS MEDIA OUTLETS, INCLUDING: NEWSNATION TV, ASSOCIATED PRESS NATIONAL WIRE, CBS CHICAGO, NBC CHICAGO, ABC 7 CHICAGO, WGN CHICAGO, FOX 32 CHICAGO, DAILY HERALD NEWSPAPER, CHICAGO TRIBUNE, CHICAGO SUN-TIMES, LAKE COUNTY NEWS SUN, NORTHWEST HERALD, WBBM-AM, WGN-AM, WIIL-FM, WXLC-FM, WGTD-FM, CBS - MILWAUKEE

- **Reach - MILLIONS:** This story was covered for three and a half weeks by local, regional, and national media. The village communications office handled media inquiries for 20 consecutive days, offering the police department an opportunity to focus on the investigation.

AUGUST 5, 2022 IT'S A MILESTONE': SITE REMEDIATION A KEY STEP IN DEVELOPMENT OF GATEWAY PARK IN ANTIOCH

DAILY HERALD NEWSPAPER

- **100,000+ AVERAGE WEEKDAY READERSHIP**



OCTOBER 21, 2022 ANTIOCH RESTORING GHOST SIGNS - HISTORIC PAINTINGS OF THE PAST

CBS 2 - CHICAGO

- **79,844 HOUSEHOLDS - 10P NEWSCAST**

AUGUST 24, 2022 ANTIOCH POLICE WARN OF UPTICK IN OPIOID OVERDOSES AFTER 3 TEENS OD OVER WEEKEND

ABC 7 - CHICAGO

- **229,119 HOUSEHOLDS - 10P NEWSCAST**

AUGUST 5, 2022: STOP FLUSHING WRONG THINGS DOWN THE TOILET, SUBURB TELLS RESIDENTS

WBBM - NEWSRADIO

- **1,900,000 AVERAGE WEEKLY LISTENERSHIP**

DECEMBER 23, 2022 'LAW ENFORCEMENT CAN NO LONGER STAND IDLE': ANTIOCH POLICE PARTNER WITH ORGANIZATION TO ADDRESS OPIOID EPIDEMIC

LAKE AND MCHENRY COUNTY SCANNER

- **480,000 UNIQUE MONTHLY VISITORS**

AUGUST 15, 2022 SURVEILLANCE VIDEO SHOWS SUSPECT IN DAYTIME CAR THEFT IN ANTIOCH

FOX CHICAGO

- **52,072 HOUSEHOLDS - 9P NEWSCAST**

PAID OUTREACH + HIGHLIGHTS + EVENTS

JUNE 9, 2022 ROYAL BLISS CONCERT

3,000+
ESTIMATED
AUDIENCE

Concert Highlights:

- Collaboration with 95 WIIL Rock radio station resulting in priceless and extensive media exposure
- First "major" concert at the Antioch Bandshell
- Immediate boost to restaurant and bar community
- Many "first-time" visits to the bandshell



2022 VILLAGE OF ANTIOCH COMMUNICATIONS HIGHLIGHTS

Overall increase the Village's visibility

FEMA/IEMA Training:

Jim Moran completed the FEMA/IEMA training:

- G290 Basic Public Information Officer
- G291 Joint Information System Joint Info Center Planning



Collaboration with the Antioch business community:

Working collaboratively with Fischer Paper and the businesses of the Shop Antioch group, the village was able to help provide and distribute 1,000 shopping bags for Small Business Saturday for the downtown business community. The village also worked with the participants of the Vintage Shop Hop event to secure media exposure for the event.



PAID ADVERTISING / PARTNERSHIPS



93.9 Lite FM

Holiday Shopping and Wine Walk promotion
Reach: **2,850,000+** weekly listeners

Alpha Media - Star 105.5, 95 WIIL Rock & 102.3 WXLC

Reach:

Star 105.5: 200,000+ weekly listeners
WIIL Rock: 125,000+ weekly listeners
102.3 WXLC: 125,000+ weekly listeners

Highlights: Strong event promotions, including Star 105.5's partnership with the Antioch Wine Walk, which includes a week-long on-air contest and morning show personality appearance at events!



Valpak of Chicagoland

Parks Department Event promotion

Direct coloration between the day the envelopes hit homes, and ticket/pool pass sales. Strong ROI.

Reach: 10,000 - 40,000 monthly



2023 GOALS

- Street banners
- Village Twitter and Instagram accounts
- e-newsletter
- Major Summer 2023 Antioch Bandshell concert
- Antioch-wide direct mail newsletter
- Relaunch of Antioch.il.gov website

WEBSITE PERFORMANCE

104,507

USERS

1:29

AVG. SESSION DURATION

53.64%

BOUNCE RATE

292,434

PAGEVIEWS

USER BREAKDOWN

49.3%

OF USERS ARE FEMALE

50.7%

OF USERS ARE MALE

61.2%

OF USERS ARE BETWEEN THE AGES OF 25 AND 54

82.6%

OF USERS ARE NEW, MEANING THEY VISITED OUR WEBSITE FOR THE FIRST TIME IN 2022

62.1%

OF USERS ARE LOCATED IN THE STATE OF ILLINOIS

37.4%

OF USERS ACCESS OUR WEBSITE USING A DESKTOP COMPUTER

60.7%

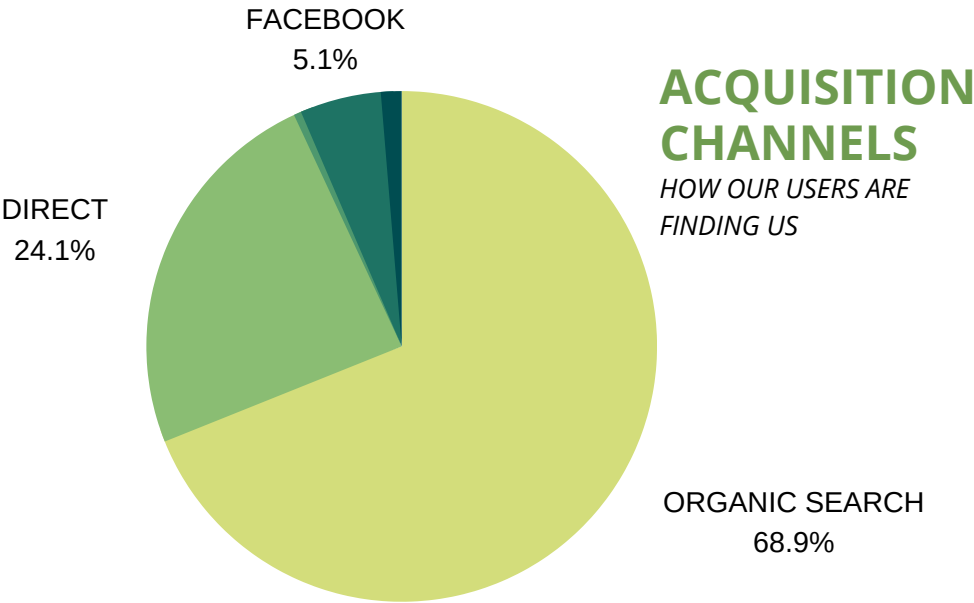
OF USERS ACCESS OUR WEBSITE USING A MOBILE DEVICE

1.9%

OF USERS ACCESS OUR WEBSITE USING A TABLET

MOST VISITED WEBSITE PAGES

63,789 VIEWS	ANTIOCH.IL.GOV HOMEPAGE
18,895 VIEWS	PARKS DEPARTMENT PAGE
15,145 VIEWS	POLICE DEPARTMENT PAGE
11,887VIEWS	VILLAGE CALENDAR
6,016 VIEWS	WATER AND SEWER PAGE
5,871 VIEWS	4TH OF JULY EVENT PAGE
5,479 VIEWS	JOB OPENINGS



WEBSITE HIGHLIGHTS

- The Village is currently reviewing proposals for a new village website. The new website will be easier to navigate and will provide the user with a better overall experience.
- Through collaboration with the IT Manager and Parks Director, the user mobile experience has been improved. We expect even better improvements with an updated website.
- The Parks Department, events, and village calendar remain strong content that is sought out by users.