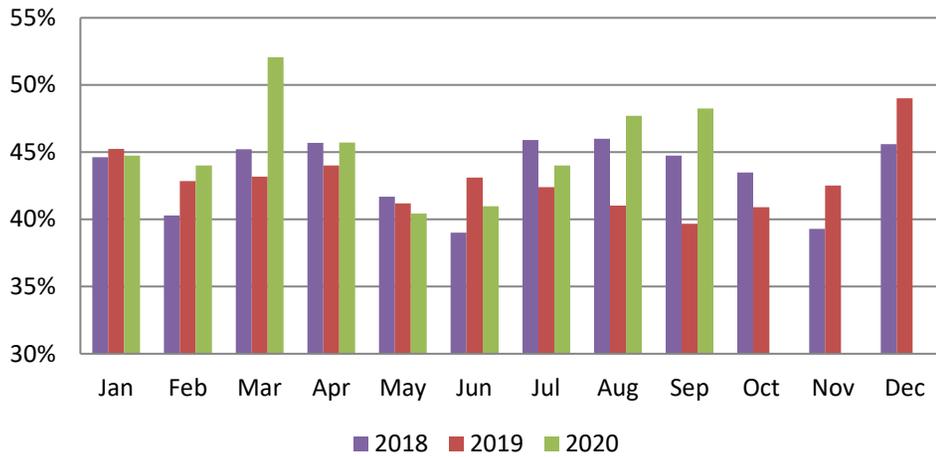


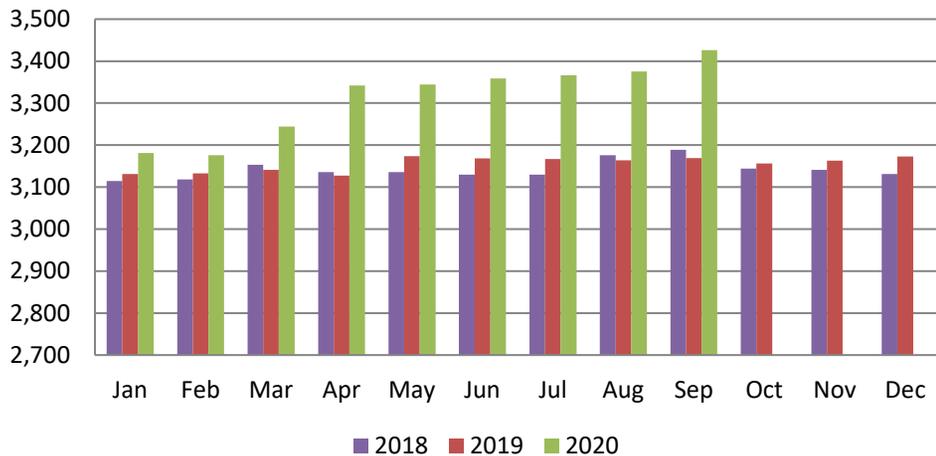
Communications Department - As of September 30, 2020

E-blast - opens



E-blast : The average percentage of recipients who opened the e-blast compared to how many contacts were sent the eblast.

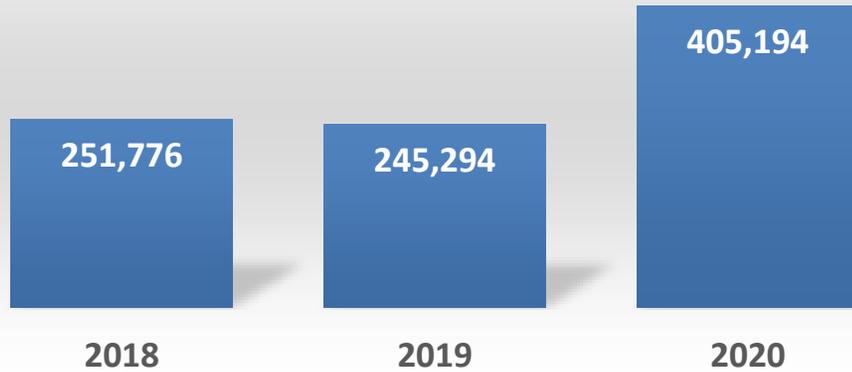
E-blast - recipients



E-blast Recipients: The number of unique e-blast e-mail addresses that receive Borough Happenings, Latest Buzz and important e-mail announcements. (Does not include Mayors Wellness Campaign and Recreation e-blasts recipients.)

Communications - Website - Page views

Total Jan-Sept

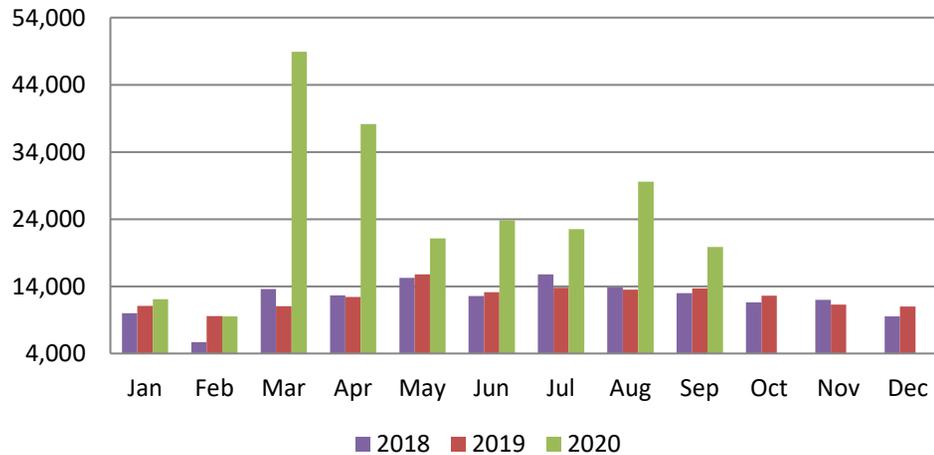


Website - Pageviews: The total number of pages viewed. (Note: Repeated views of a single page are counted.)

The top ten webpages viewed 3rd Quarter 2020:

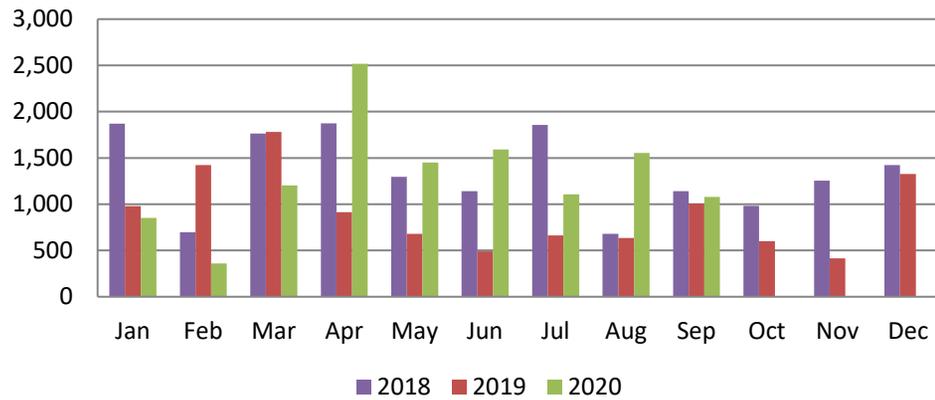
- *Borough of Franklin Lakes - Home Page*
- *Franklin Lakes Nature Preserve*
- *2020 Recycling Schedule, Garbage & Recycling Newsletter*
- *Boating at Nature Preserve*
- *Forms/Applications*
- *Search Results*
- *Jobs & Bids*
- *Recreation and Parks*
- *Contact Us*
- *Message from Suez - Urgent*

Website - sessions



Website Sessions: Total number of sessions within the date range to www.franklinlakes.org. A session is the period time a user is actively engaged with your website.

Facebook - unique users engaged (monthly average)



Facebook - Unique Users Engaged: The number of users who engaged with your Facebook page. Engagement includes any click or story created. (Unique Users) Average for the month.