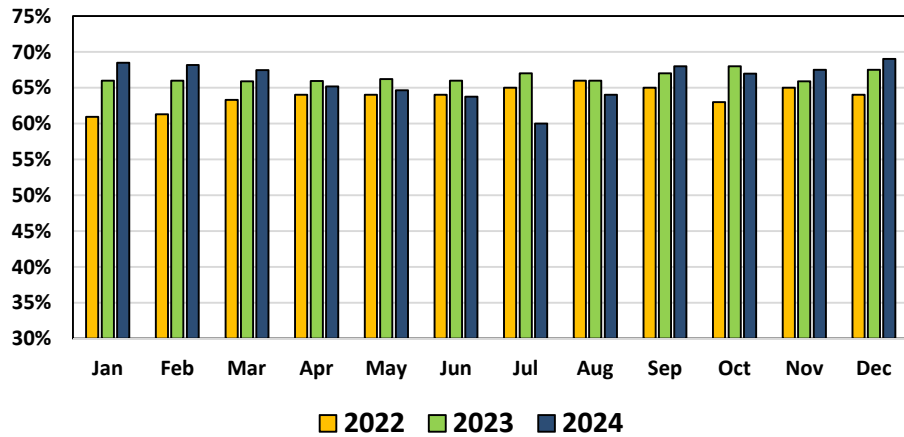


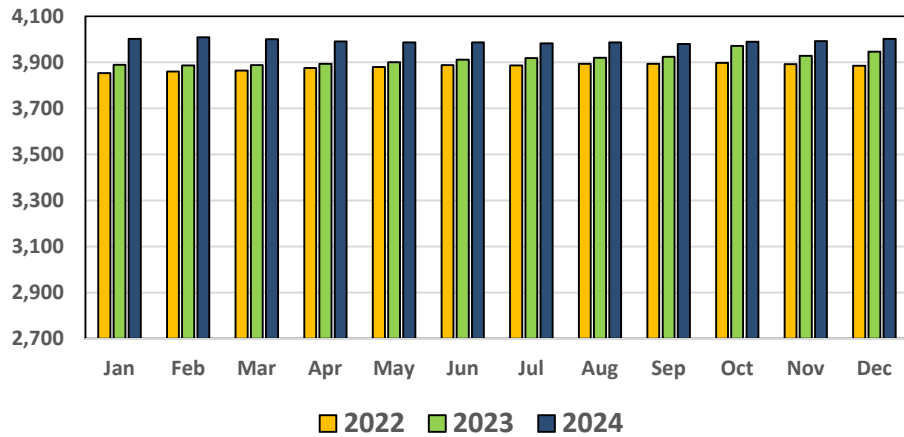
Communications Department - As of December 2024

E-blast - opens



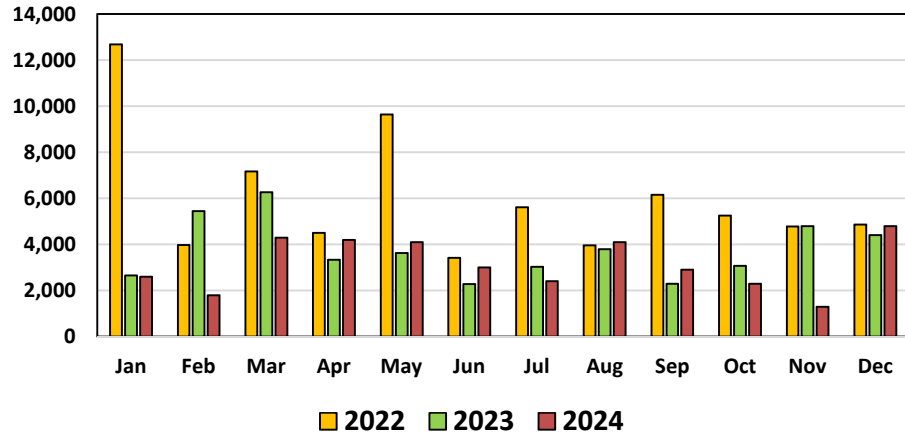
E-blast : The average percentage of recipients who opened the e-blast compared to how many contacts were sent the eblast.

E-blast - recipients



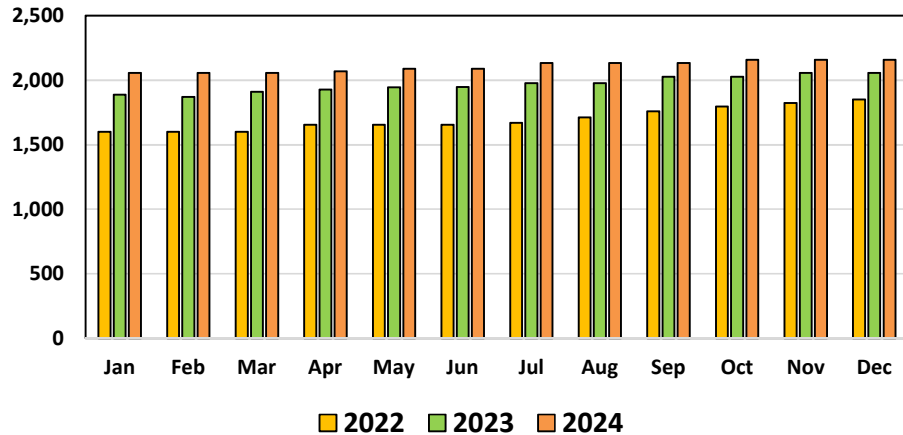
E-blast Recipients: The number of unique e-blast e-mail addresses that receive Borough Happenings, Latest Buzz and important e-mail announcements. (Does not include Mayors Wellness Campaign and Recreation e-blasts recipients.)

Facebook - Reach



Facebook Page Reach: The number of people who saw any content from your Page or about your Page, including posts, stories, ads, social information from people who interact with your Page and more. Reach is different from impressions, which may include multiple views of your posts by the same people. This metric is estimated.

Instagram - Followers



Instagram: Total number of Instagram accounts following the Borough's Instagram account at [franklinlakes.borough](https://www.instagram.com/franklinlakes.borough).