

October 2025 Outreach Report



West Adams
Neighborhood
Council

WE ARE JUST GETTING STARTED

This month was about getting ramped up and finding our rhythm. We got our tools in place, had our first committee meeting, launched the basics, and started to understand who's engaging with us on email and on social. This year we will KISS and only focus on doing a couple of things well instead of many things OK.

Over the next few months we'll test and learn so we can shift from reactive to proactive. We can take the insights and build toward a full 2026 plan anchored to the big community moments on the calendar. Our goal is simple: higher participation and easier ways to get involved.

Help us spread the word: forward the newsletter to a neighbor, share the signup link on your block thread/IG, and bring one friend to the next meeting.

SNAPSHOT LAST 60 DAYS

3,774

Emails Sent

41%

Open Rate - 5% higher
than industry standard

325

Contacts removed that
were no longer active

3

Campaigns - Welcome
Series, Meeting
Reminders, Surveys
and Community
Events

56

New Contacts

10

Unsubscribes



Email

- Launched the welcome series so every new subscriber gets an automatic hello.
- Upgraded meeting reminders: instead of day-of only, we sent a prep note last week and a reminder today to our list of 1,000+.
- Cleaned the list to remove stale addresses so deliverability stays high.
- Asked neighbors what content they want so upcoming emails stay relevant.
- Sent 3 email communications with clear content plans vs. 1 ad hoc email the previous month

Social

- Kicked off Instagram. First two posts were shaky; the third landed much better.
- Reached out to 2 local IG accounts to let them know we are trying to increase our digital presence.
- LIVE WEST ADAMS re-shared our story today, putting us in front of about 3,301 additional neighbors.

Housekeeping

- Shift Constant Contact, Facebook and Instagram ownership to westadamsnc@gmail.com so access is consistent and streamlined across the board.

UP NEXT

1. Keep the weekly email rhythm and make committee sign-ups the primary button for the next few sends.
2. Promote two big events: Día de los Muertos on Adams and the Baldwin Hills RC Fall Festival & Health Fair.

