Social Media / Websites Report

January - June 2026

PREPARED BY:
MARKETING AND COMMUNICATIONS OFFICER
Shawn Christenson

PREPARED FOR:
MILWAUKEE POLICE DEPARTMENT

WELCOME

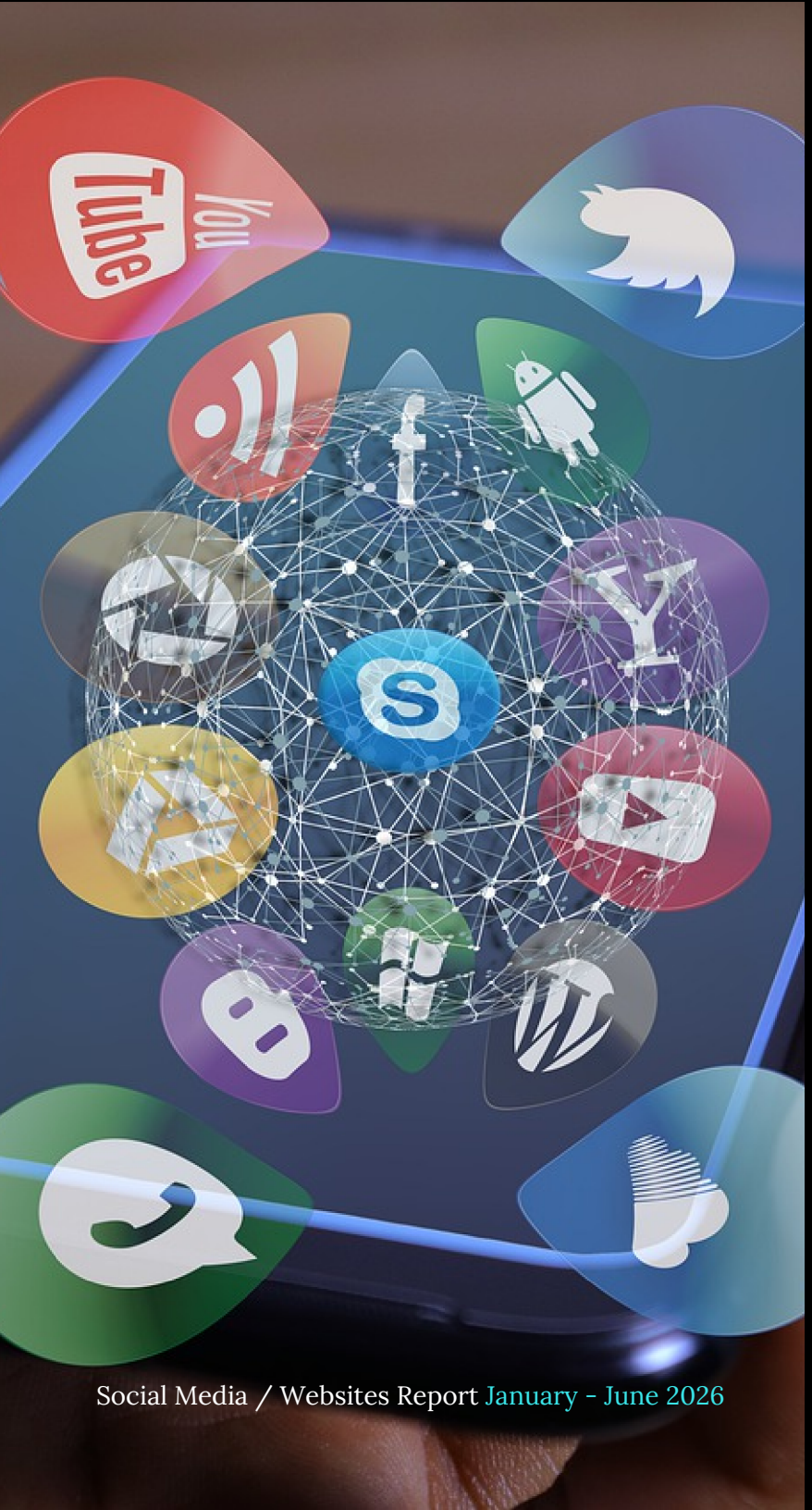
Before I take you through the report, I want to let you know how excited I am about the performance and engagement our websites and social media have had over the past couple of years.

- Electronic communication plays an immense role in today's society, transforming how we connect, collaborate, and conduct business.

Click to edit text

- It enhances global outreach, breaking down barriers and enabling seamless communication and collaboration across distances.
- Organizations benefit from expanded opportunities, reaching a global market and streamlining operations through efficient communication channels.
- The speed and efficiency of electronic media accelerate information exchange, enabling quick decision-making and fostering productivity.
- Our report covers all our social media platforms and websites. It includes, our posts and statistical data that highlights the communication we are achieving with the Milwaukee community.

Click on picture to visit site.



Social Media / Websites Report January - June 2026

Table Of Contents

Welcome

Table Of Contents

Websites

Social Media

Websites

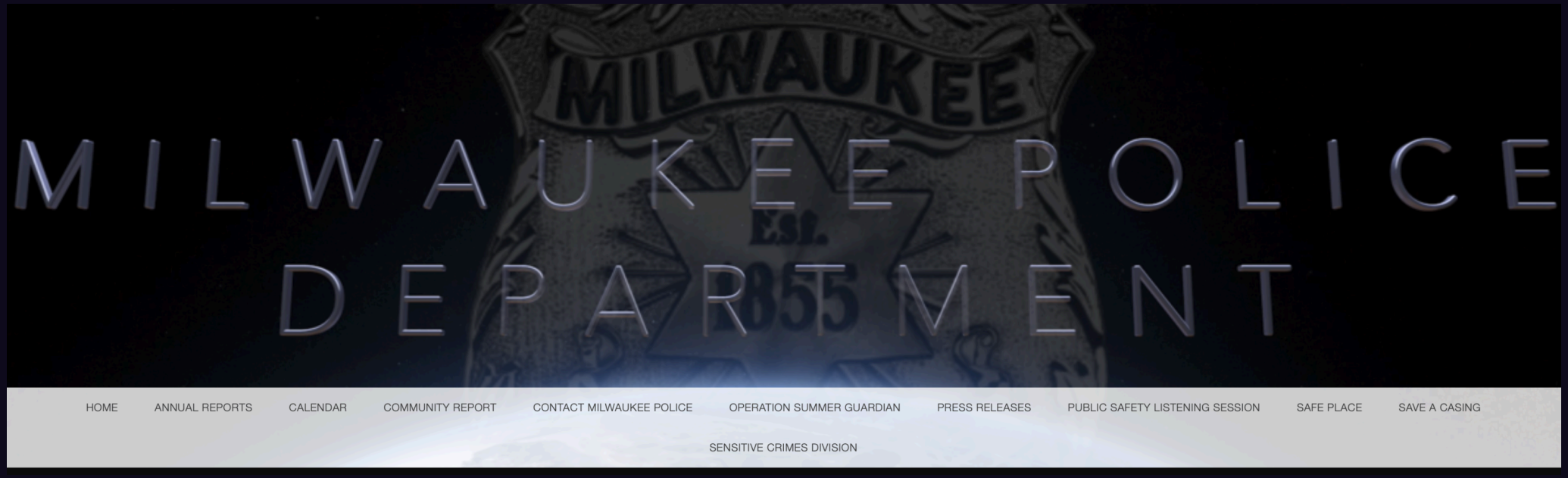
Office of Public Relations

Traffic Safety Unit

Office of Community Outreach and Education

Influencer marketing is one of the most reliable marketing on social media, especially on Instagram. Many brands, such as Rolex, Apple, and Hubspot, have found this strategy to be helpful. Not only it helps you spread brand awareness, but also allows you to connect with new audiences and better prospects.

Milwaukee Police Office of Public Relations

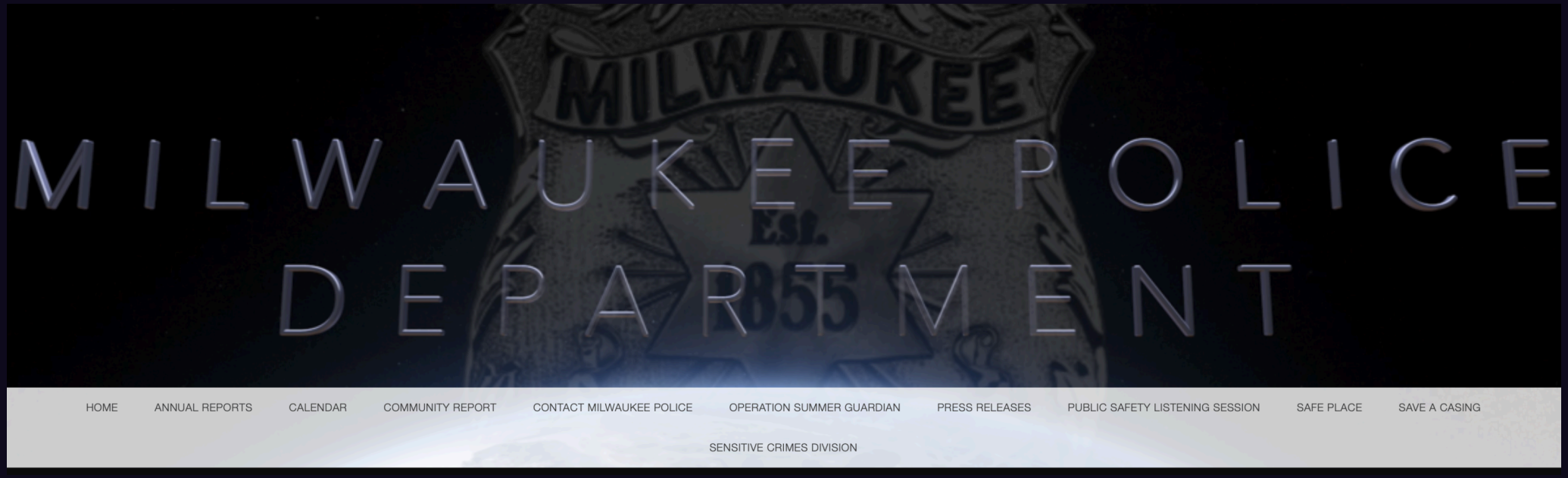


Click on heading or picture to visit website.

259,313 Views
157,177 Visitors

2024	2025	2026 (Jan - Jun)
33,784 Views	132,895 Views	38,803 Views
17,615 Visitors	92,358 Visitors	24,589 Visitors

Milwaukee Police Office of Public Relations



Click on heading or picture to visit website.

194,518 Views
127,859 Visitors

Created in June 2022

2025

132,895 Views
92,358 Visitors

2024

33,784 Views
17,615 Visitors

2023

21,574 Views
14,156 Visitors

2025

Jan 1 - Dec 2, 2025

Most viewed

Posts & pages | Archive

Posts & pages	Views
October 9th, 2025 - Officer Involved Shooting	29,038
June 26th, 2025 - Two MPD Officers Shot	16,282
Press Releases	15,099
September 16th, 2025 - Officer Involved Critical Incident	11,696
June 12th, 2025 - Officer Involved Shooting	8,744
Who Do I Contact and How	5,368
Home	4,876
Missing Persons	4,824
February 12th, 2025 - Officer Involved Shooting	4,720
March 8th, 2025 - Officer Involved Shooting	4,068

View all

Referrers

	Views
Facebook	71,051
Search Engines	16,195
fox6now.com	5,406
X	3,882
city.milwaukee.gov	3,464
LinkedIn	498
mpdocoe.org	340
l.threads.com	227
linktr.ee	206
Instagram	201

View all

New Webpages

Click on graphic to check them out!

HIDTA

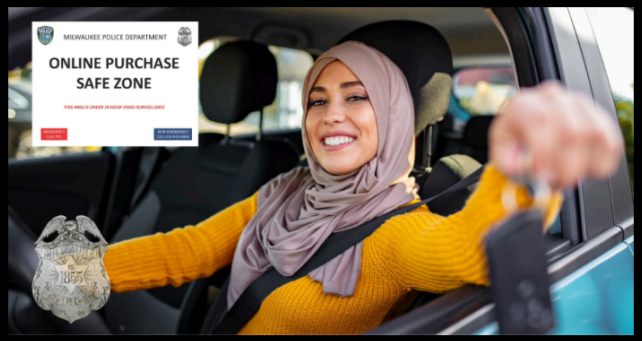
The North Central High Intensity Drug Trafficking Area (HIDTA) is a federal program designed to encourage federal, state, local and tribal law enforcement agencies to work together. In creating multi-agency task forces, North Central HIDTA supports law enforcement in the reduction of specific drug threats in Minnesota and Wisconsin. North Central HIDTA is a national standard for collectively sharing information that targets and dismantles the most significant Drug Trafficking Organizations and Money Laundering organizations posing the greatest threat to our community.

2025

UNITED STATES MARSHAL SERVICE

ONLINE PURCHASES SAFETY TIPS

ONLINE SHOPPING SAFETY TIPS

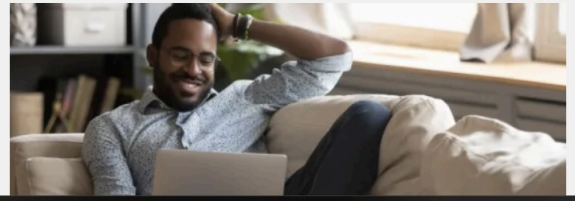


Law enforcement in Wisconsin and throughout the United States has noticed a spike in thefts of delivered packages.

ONLINE DATING SAFETY

Online dating has become the new norm, with more than 40 million Americans using the internet to search for love. However, there's always some risk involved when meeting someone for the first time, especially if you met them online.

No matter what dating application you use, safe dating should always be a top priority. The following are eight important **online dating safety** tips that will help you safely transition your relationship off the app and into real life.



Social Media

Facebook

Twitter

Instagram

Threads

YouTube

LinkedIn

TicTok

Click on heading to visit site.

facebook
Email
Password
Login
Sign Up for Facebook

Share a thought...

Milwaukee Police Department

103K followers · 522 following

Professional dashboard | Edit | Advertise

Welcome to the Milwaukee Police Department's OFFICIAL Facebook page. This is where you can find out what good things we're up to.

Police Station milwaukeepolice +1 414-933-4444

Click on image to go to the page

Reach - 1,214,419

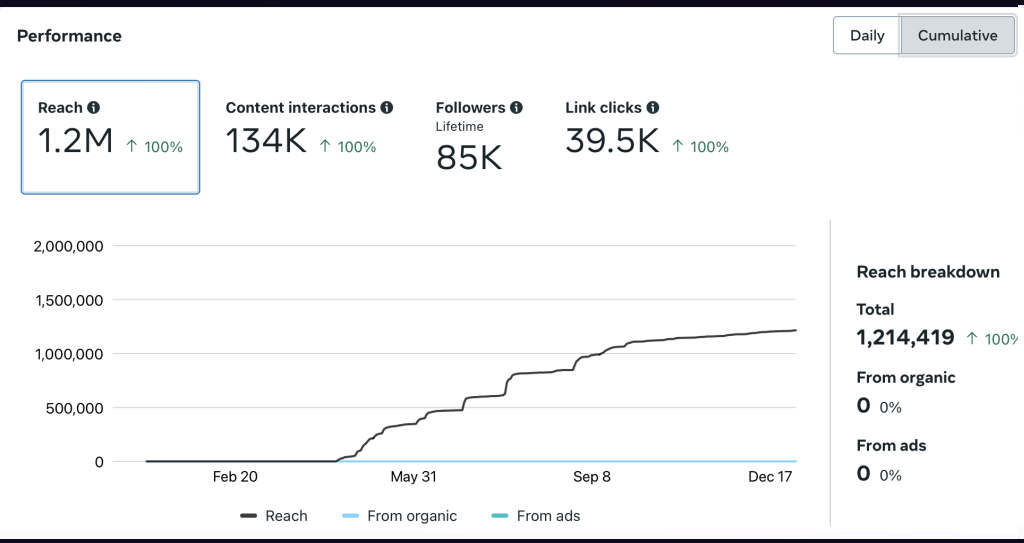
100 % jump over 2021

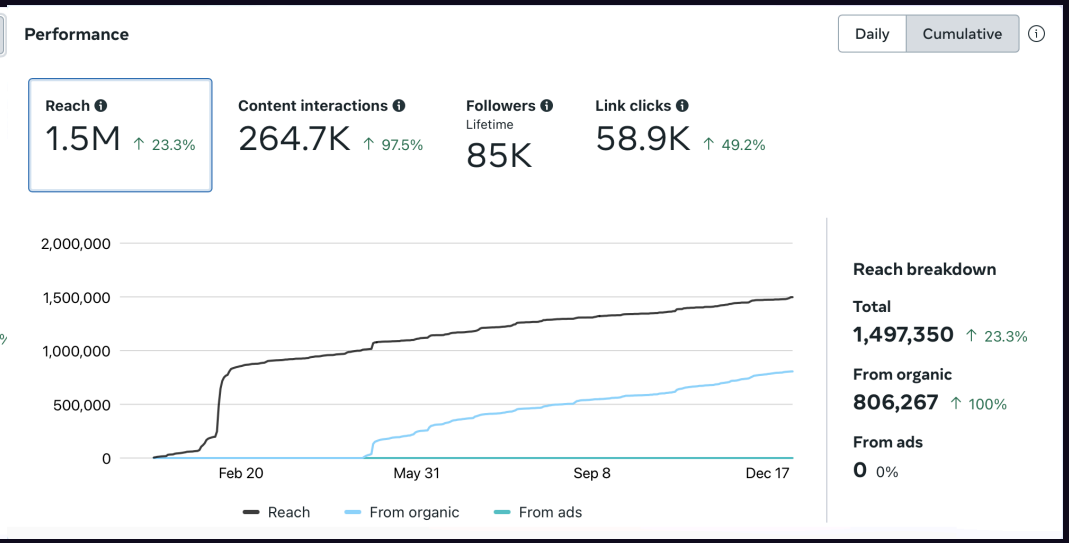
Content Interactions - 134K

Reach 1,497,350

23 % higher than 2022

Content Interactions - 264.7K





Views 2,664,848

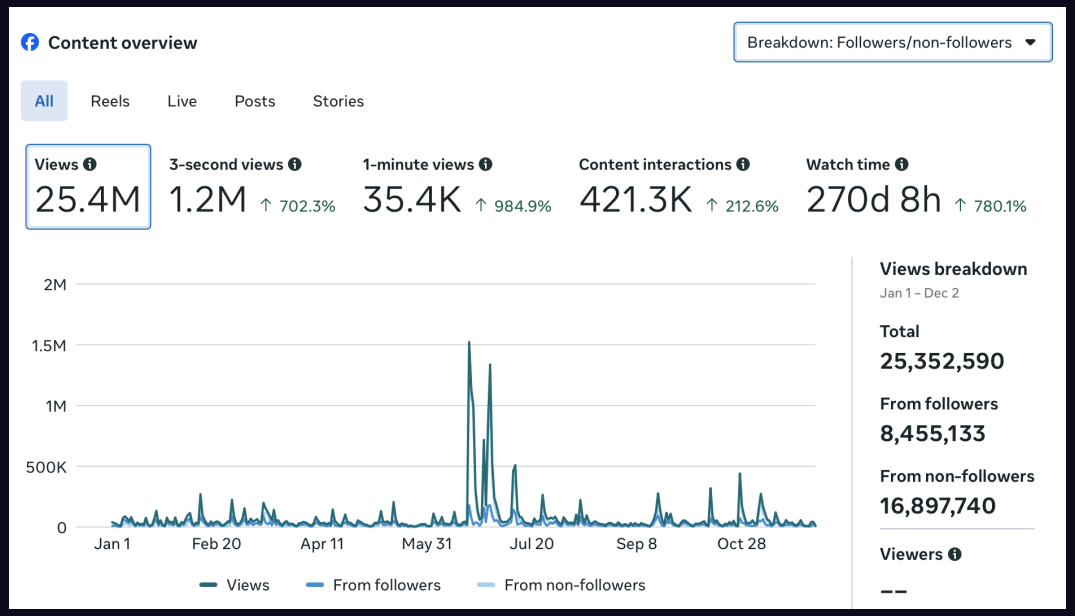
13.5 % higher than 2023

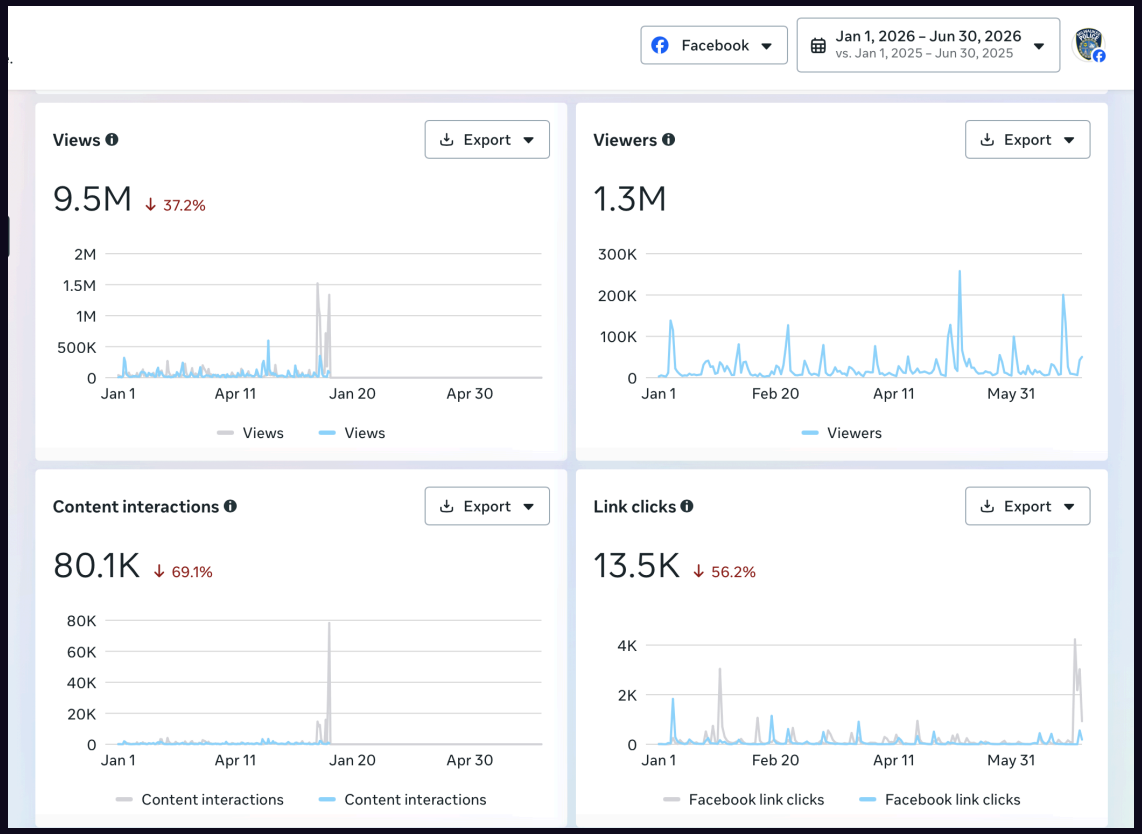
Content Interactions - 134.8K

Views - 25,352,590

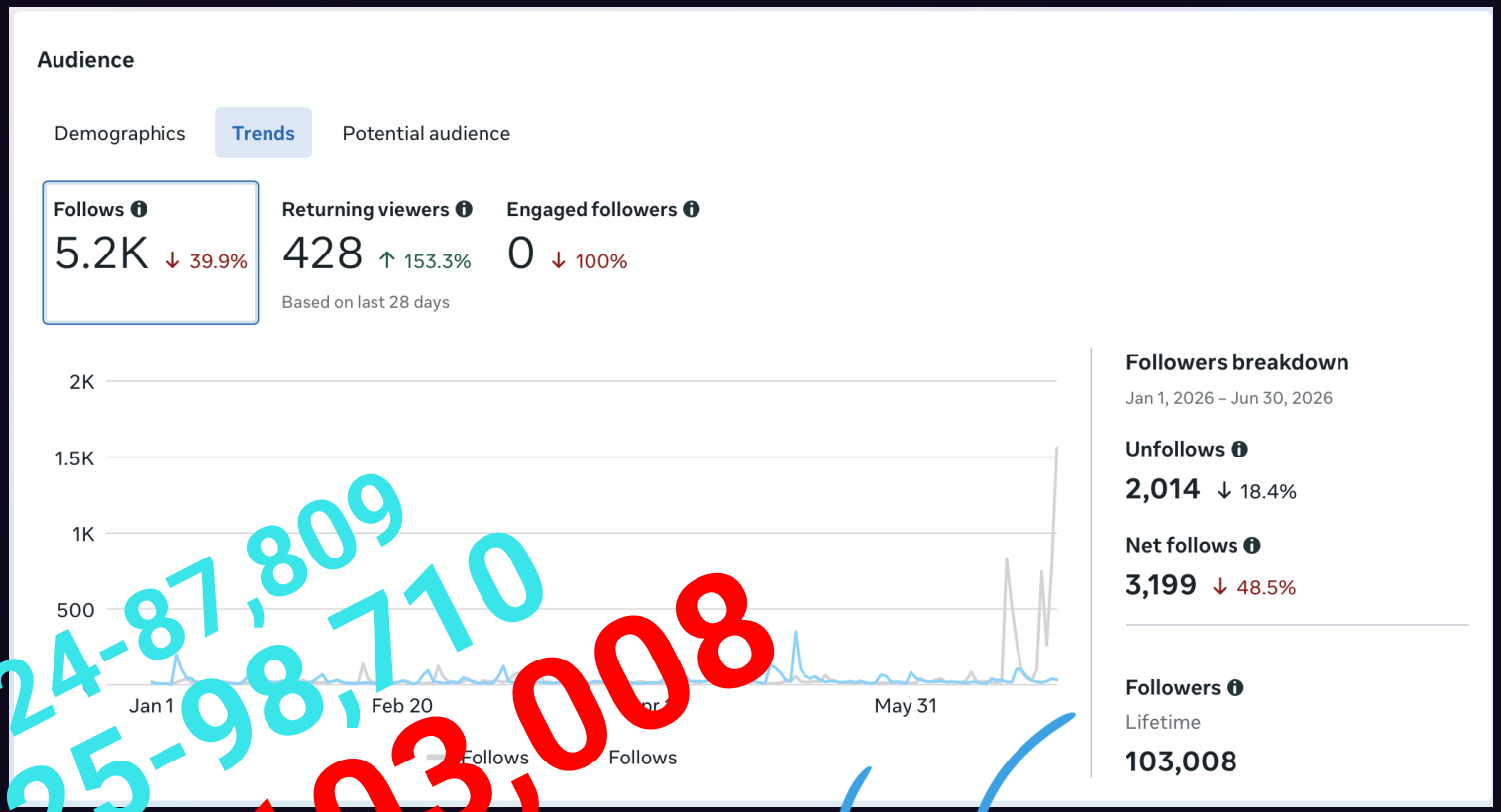
Interactions - 421,312

212.6 % jump over 2024

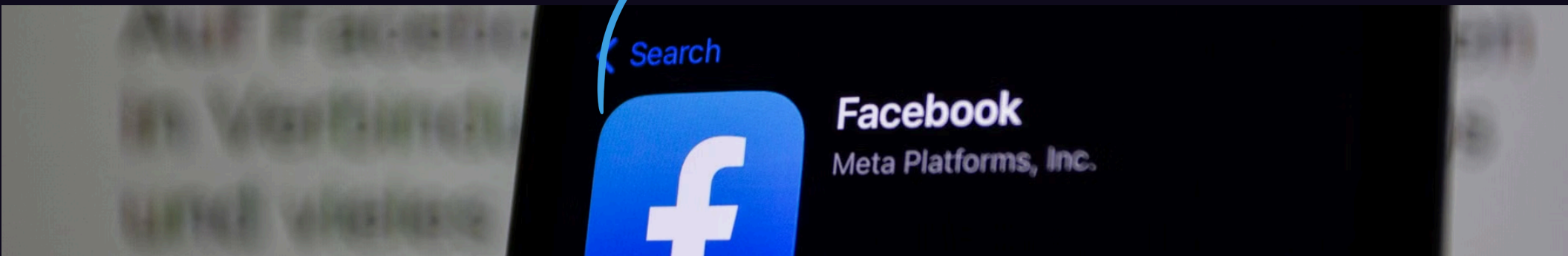




Views - 9.5 Million
Interactions - 80,144
Viewers - 1.3 Million



2024-87,809
2025-98,710
2026-103,008



2025

Published content

Based on up to 200 pieces of content

+9.0% vs. Jan 1, 2024 - Dec 31, 2024

Photos	102
Links	46
Stories	45
Text	29
Reels	20
Live	3

Views

Multi photo	9,603,136
Photos	7,553,646
Links	3,718,486
Reels	3,566,091
Stories	465,103
Others	386,956
Multi media	24,186
Text	22,514
Live	13,416

Content interactions

+212.6% vs. Jan 1, 2024 - Dec 31, 2024

Reels	140,657
Photos	135,818
Multi photo	62,197
Links	39,447
Others	38,713
Stories	3,737
Text	461
Multi media	289

2026

Published content

Based on up to 200 pieces of content

-2.2% vs. Jul 4, 2025 - Dec 31, 2025

Photos	113
Reels	36
Links	22
Text	12
Stories	0

Views

-5.5% vs. Jul 4, 2025 - Dec 31, 2025

Photo	3,711,857
Multi photo	2,120,213
Reels	1,914,392
Links	1,055,286
Multi media	415,822
Stories	158,050
Others	139,876
Text	7,508
Live	2,947

Content interactions

-40.6% vs. Jul 4, 2025 - Dec 31, 2025

Reels	27,858
Photo	23,731
Multi photo	13,729
Links	6,710
Others	3,684
Multi media	3,399
Stories	865
Text	168

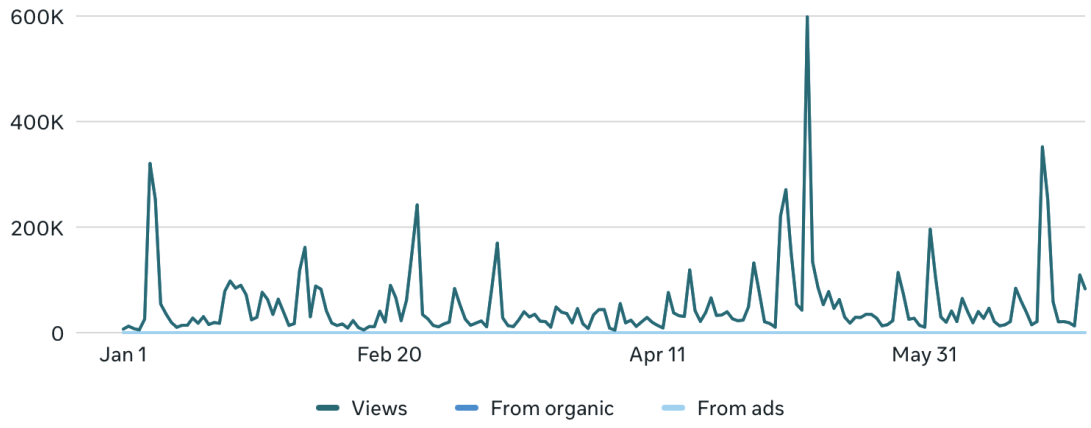
Top Content

Content overview

Breakdown: Organic/ads

All | Posts | Stories | Reels | Live

Views	3-second views	Content interactions	Watch time
9.5M ↓ 5.5%	628.2K ↓ 11.5%	80.1K ↓ 40.6%	128d 18h ↓ 19.1%



Views breakdown
Jan 1 – Jun 30

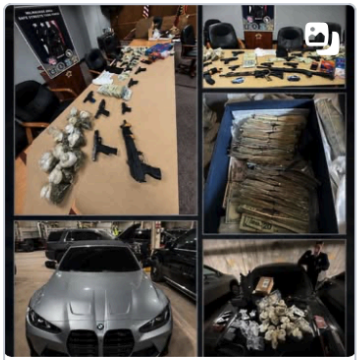
Total
9,525,951 ↓ 5.5%

From organic
9,525,951 ↓ 5.5%

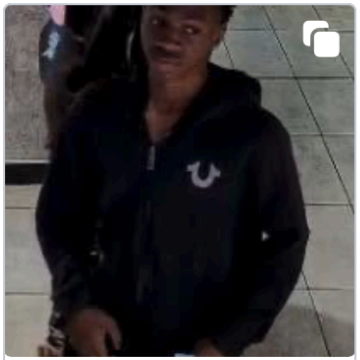
From ads
0 0%

Viewers
1,296,987

Top content by views



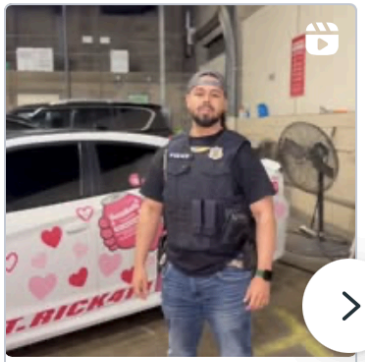
#MKEPD Working to keep #MKESafe...
Sat May 9, 9:39am
785.0K | 2.4K
425 | 689



Milwaukee Police are requesting the public...
Mon Jun 22, 4:23pm
578.3K | 957
840 | 884

#MKEPD Milwaukee Police Department -...
Tue Jan 6, 2:20pm
533.8K | 1.2K
289 | 502

#MKEPD #PressRelease In...
Tue Feb 24, 7:28pm
363.1K | 383
221 | 208



#MKEPD Street takeovers are reckles...
Mon May 4, 3:30pm
302.7K | 2.1K
486 | 532

12:51
Welcome to Twitter
See what's happening in the world right now
Log in
Sign up
shift
ctrl
alt

Edit profile

Milwaukee Police
@MilwaukeePolice

By using effective community engagement, we will impact crime, help build sustainable neighborhoods and foster positive community relations.

Milwaukee, Wisconsin linktr.ee/milwaukeepolice
Joined October 2008

748 Following **55.6K** Followers

Posts Replies Reposts Media

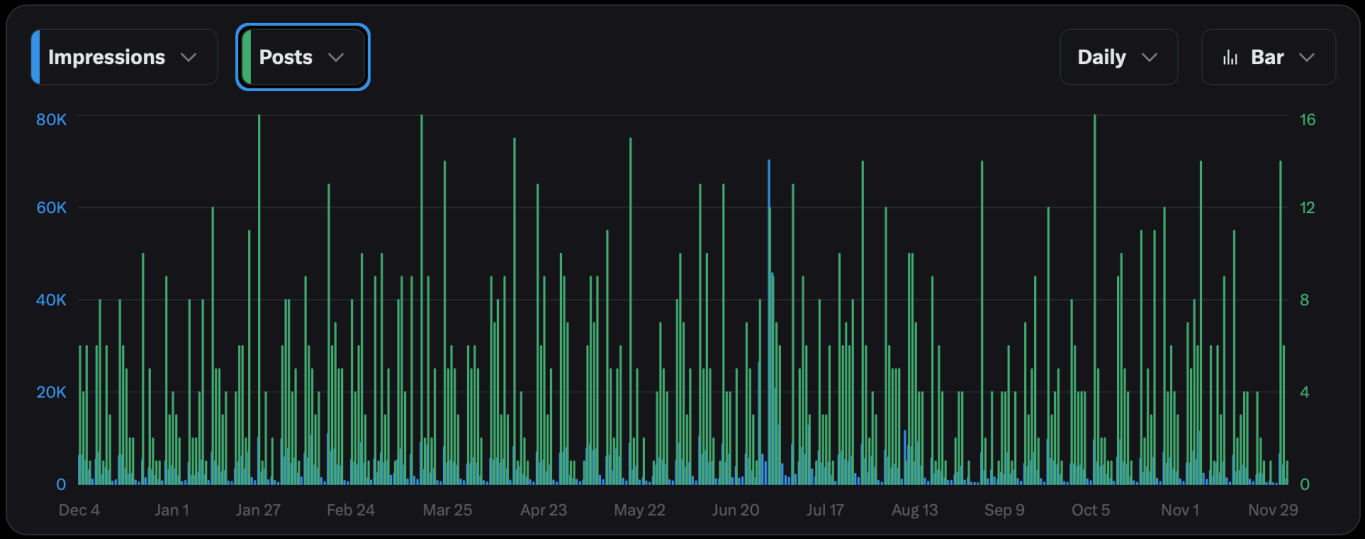
Pinned

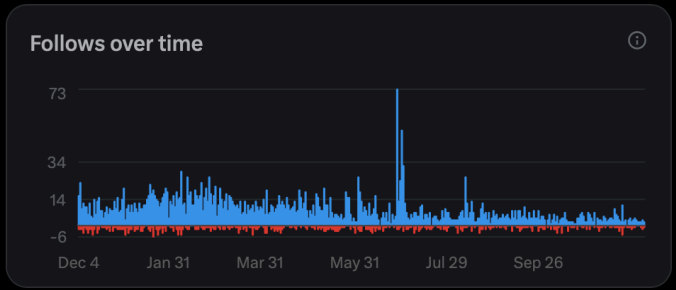
Milwaukee Police @MilwaukeePolice · Feb 5

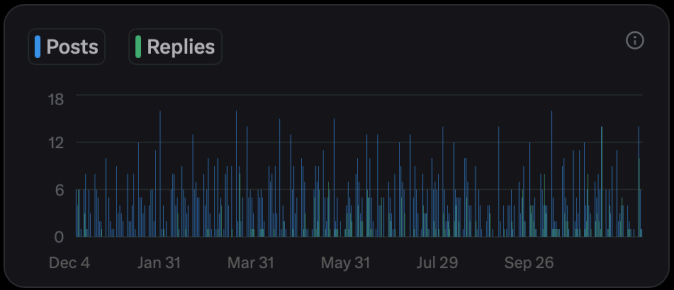
#MKEPD #MoreThanAnOfficer #JoinUsServe with Purpose. Train with Confidence.Milwaukee needs officers who want more than a job. We need professionals ready to make a difference, build relationships, and strengthen our city. youtu.be/EJJKY5skvio?si...

Click on image to go to the page

2025 55.9K Followers







Verified followers	Impressions	Engagement rate	Engagements	Profile visits
1.1K / 55.9K	1.5M	5.1%	78.5K	3.6K

Replies	Likes	Reposts	Bookmarks	Shares
930	6.2K	2.4K	242	317

Engagements

The number of times your content was engaged with.

78,530

Likes

Number of likes you got for your posts

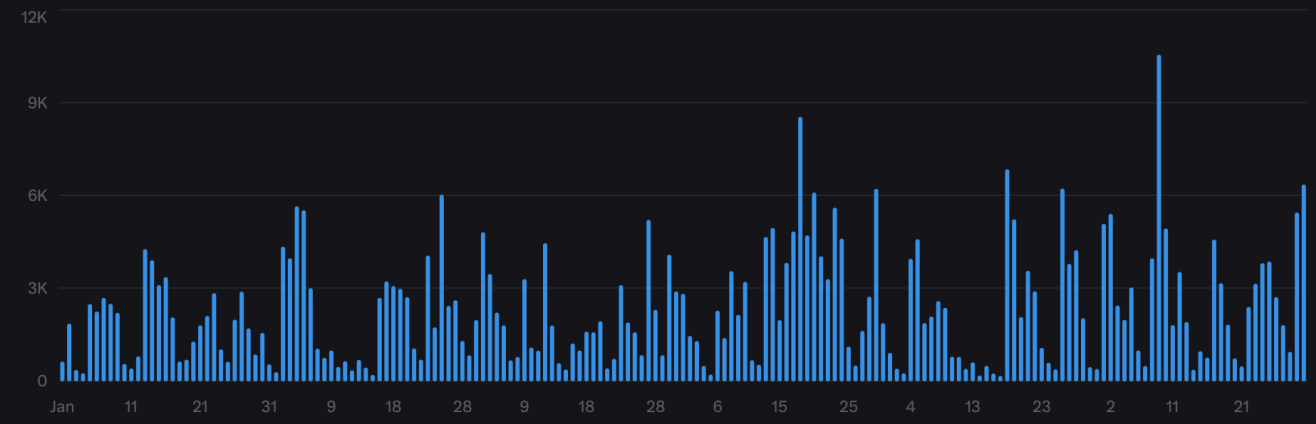
6,240

2026 55.6K Followers

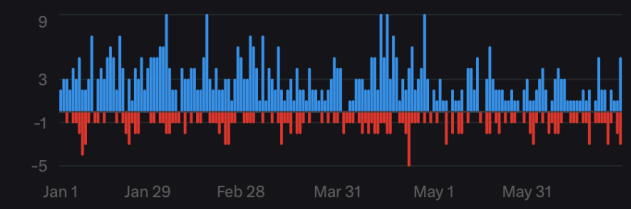
Account overview

Verified | 01/01/2026 - 06/30/2026 | 7D | 2W | 4W | 3M | 1Y

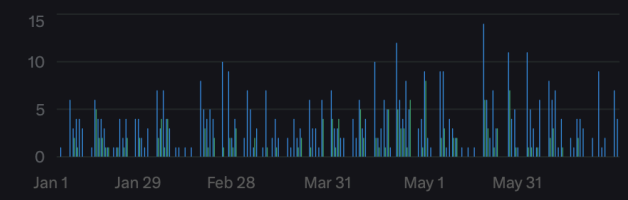
Impressions | Select secondary metric | Daily | Bar



Follows over time

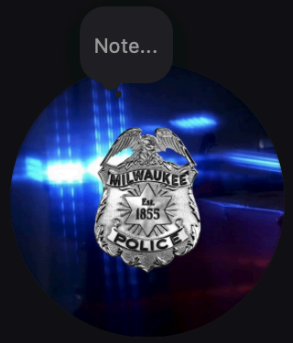


Posts | Replies



Verified followers	Impressions	Engagement rate	Engagements	Profile visits
1.2K / 55.6K	414.7K	0.6%	2.6K	610

Replies	Likes	Reposts	Bookmarks	Shares
344	1.1K	366	93	91



milwaukeepolice

Milwaukee Police Department

3,125 posts **10.2K** followers **146** following

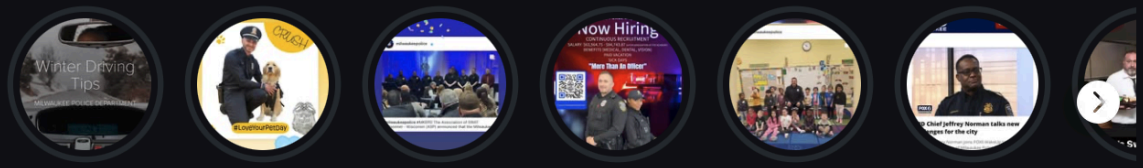
Government organization

By using effective community engagement, we will impact crime, help build sustainable neighborhoods and foster positive community relations.

53233

linktr.ee/milwaukeepolice milwaukeepolice

Edit profile | View archive



Safety | Wellness | Professional... | Recruitment | Community | Highlights | J

Instagram

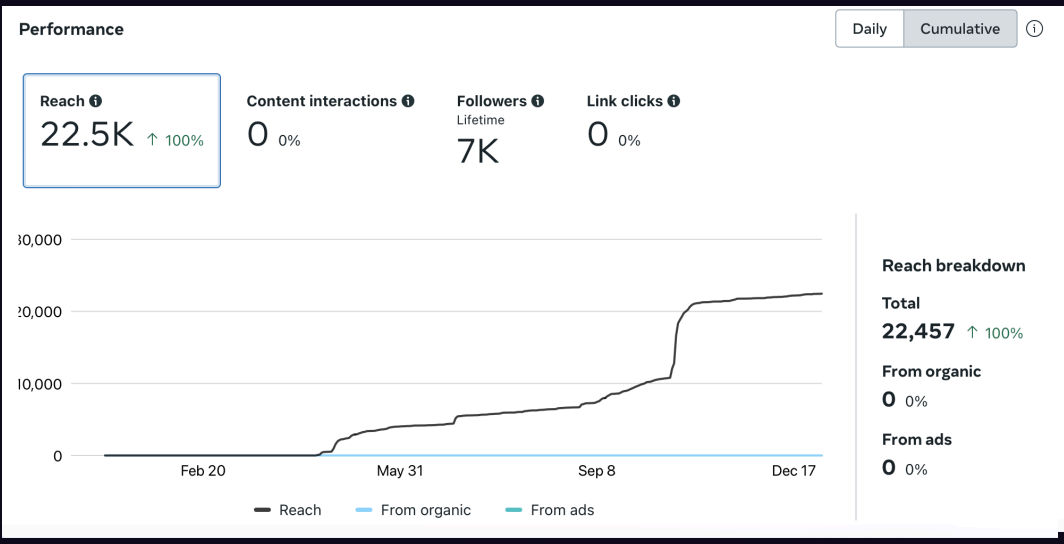
Reach - 22,457

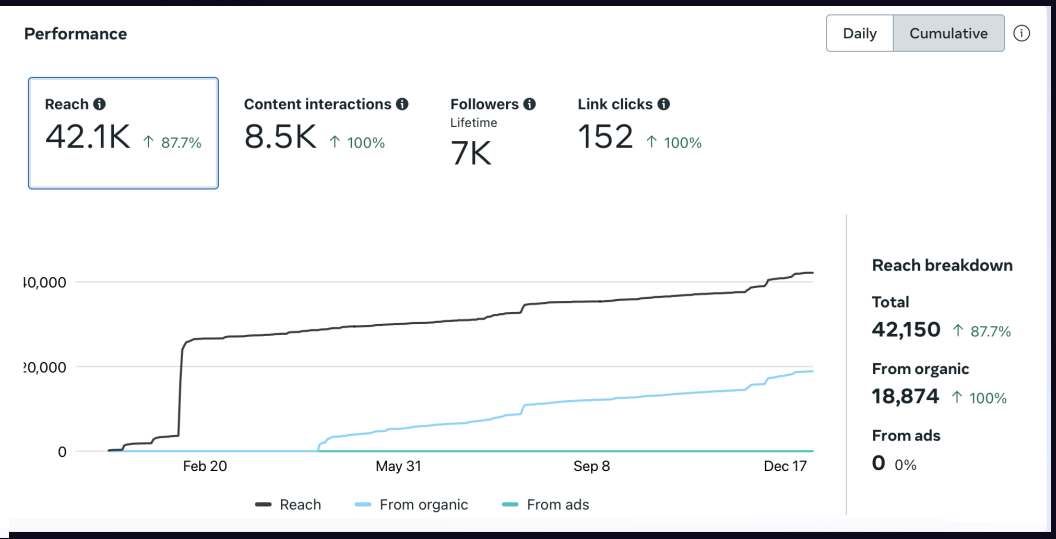
100 % jump over 2021

Reach 42,150

87.7 % higher than 2022

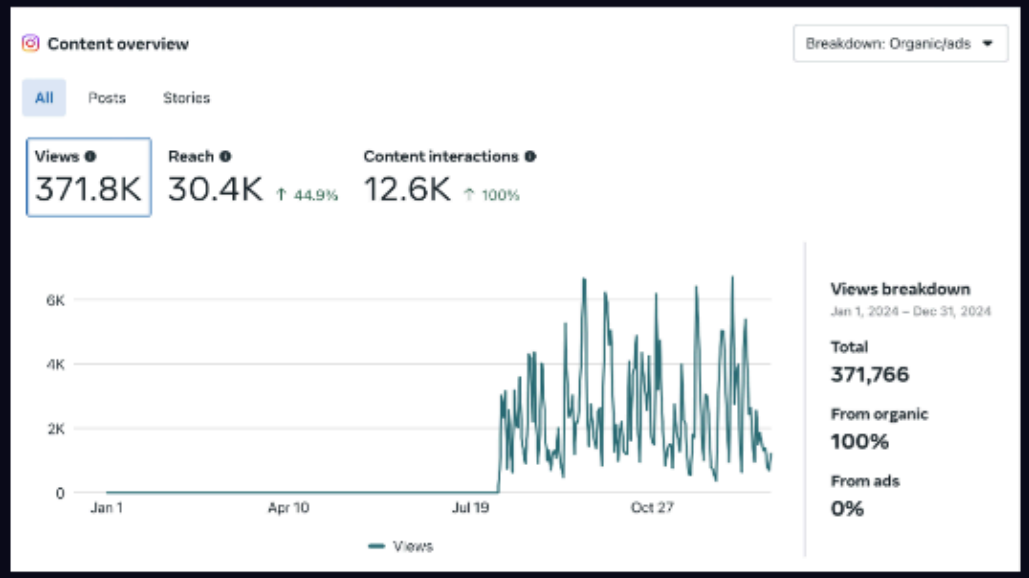
Content Interactions - 8.5K





Views 371,766
44.9 % higher than 2023

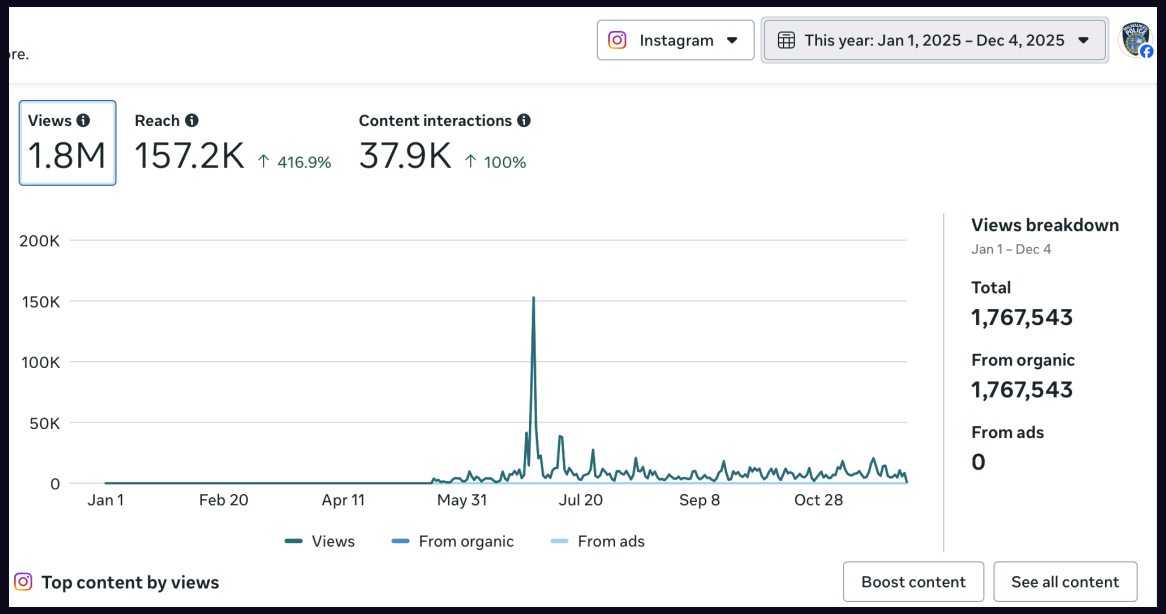
Content Interactions - 12.6K



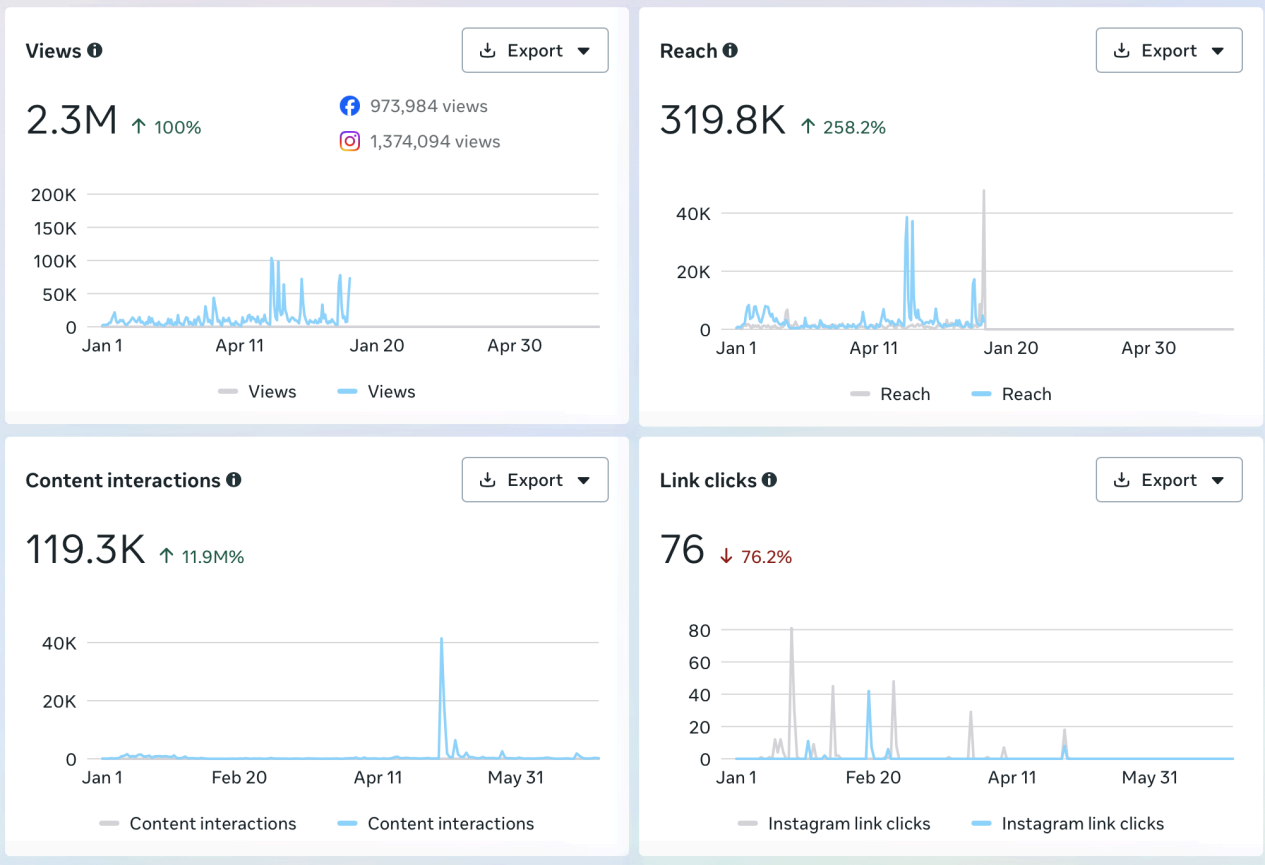
Views - 1,767,543 UP 416%

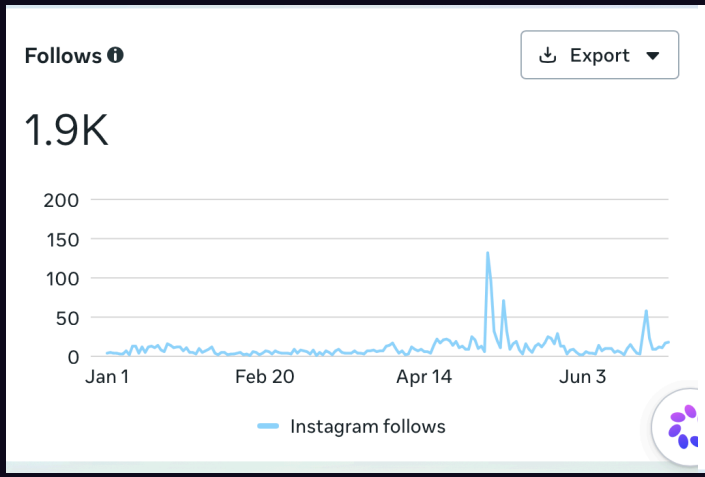
Interactions - 37,893

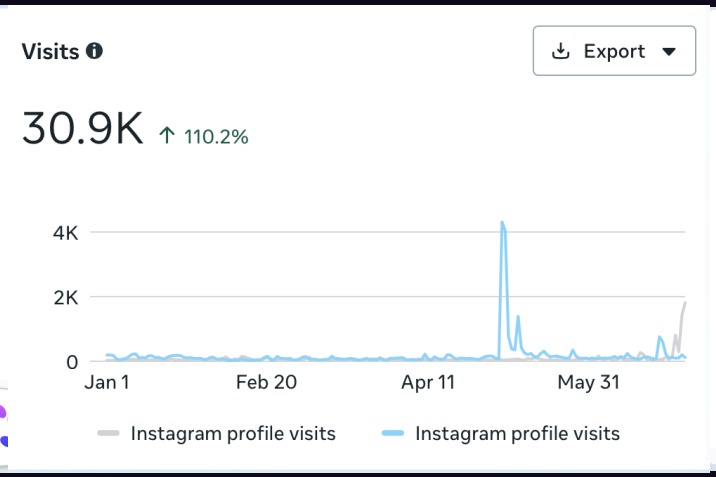
100 % jump over 2024



Views - 2.3 Million
UP 100%
Interactions - 119,342
UP 11.9M%
Reach - 319,835
UP 258.2%







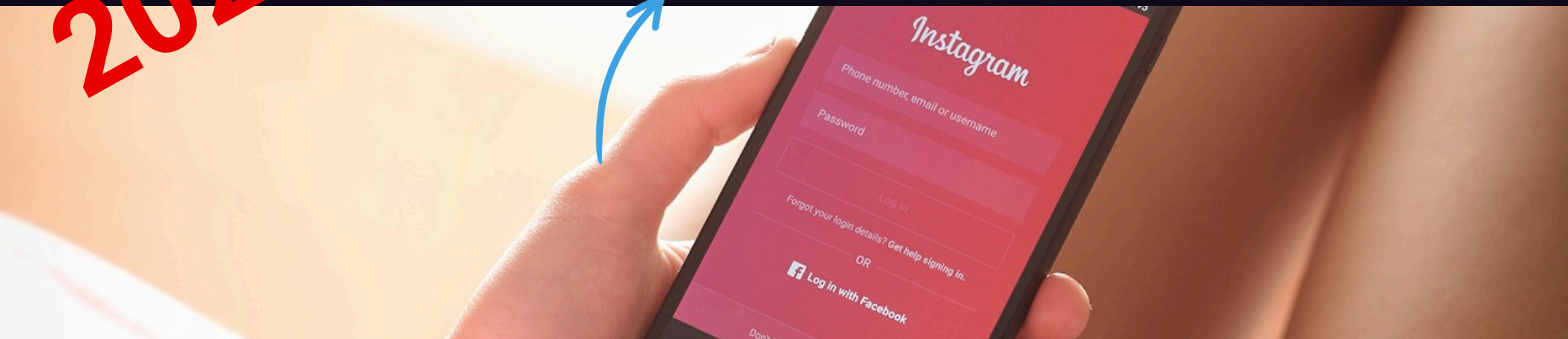
Instagram follows
The number of times accounts followed you in the selected time period.

Instagram visits
The number of times your Page or profile was visited.

Instagram reach
This metric counts reach from the distribution of your Facebook content, including posts, stories and ads. It also includes reach from other sources, such as tags, check-ins and Page or profile visits.

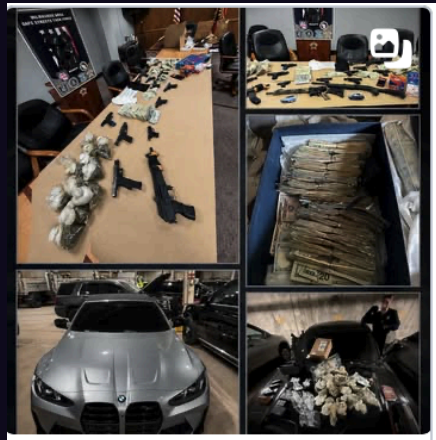
2024 - 7,407
2025 - 8,619
2026 - 10.2K

FOLLOWers



Top Content

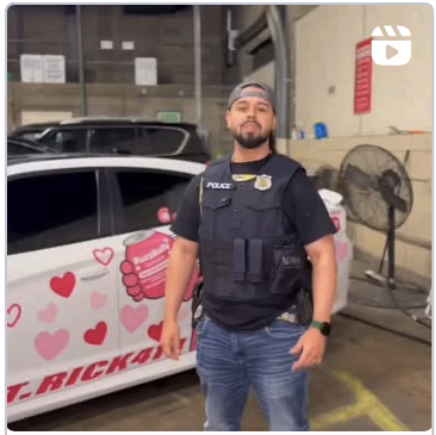
Jan 1, 2026 – Jun 30, 2026



#MKEPD Working to keep #MKESafe...

Sat May 9, 9:41am

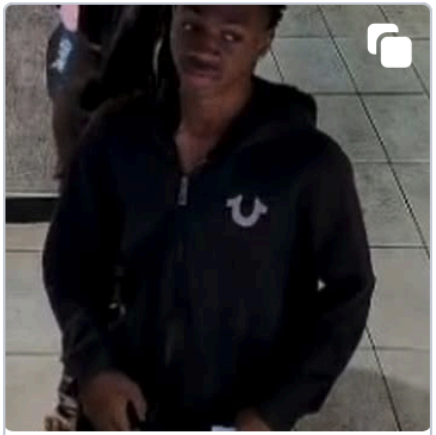
158.2K · 3.3K · 0 · 4K



Street takeovers are reckless and...

Mon May 4, 3:20pm

143.4K · 6.9K · 0 · 27.3K



Milwaukee Police are requesting the public...

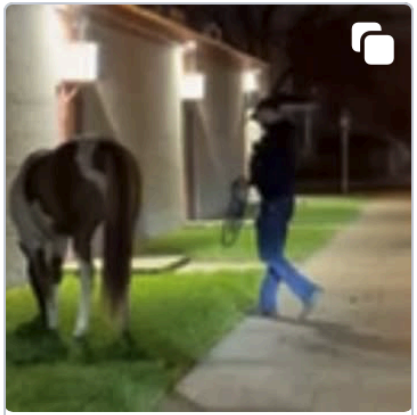
Mon Jun 22, 4:30pm

92.9K · 920 · 0 · 1.2K

#MKEPD #MPDDistrict #VCR.

Fri Apr 17, 10:34am

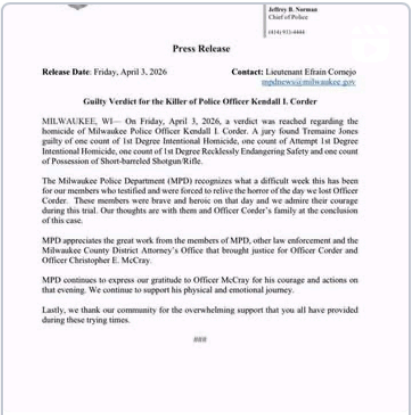
29.9K · 640 · 0 · 388



#MKEPD #MPDMountedPatro...

Sat Apr 18, 10:52am

18.3K · 564 · 1 · 107



Jeffrey B. Norman
Chief of Police
(414) 933-4444

Press Release

Release Date: Friday, April 3, 2026 **Contact:** Lieutenant Efrain Cornejo
mpdnews@milwaukee.gov

Guilty Verdict for the Killer of Police Officer Kendall I. Corder

MILWAUKEE, WI— On Friday, April 3, 2026, a verdict was reached regarding the homicide of Milwaukee Police Officer Kendall I. Corder. A jury found Tremaine Jones guilty of one count of 1st Degree Intentional Homicide, one count of Attempt 1st Degree Intentional Homicide, one count of 1st Degree Recklessly Endangering Safety and one count of Possession of Short-barreled Shotgun/Rifle.

The Milwaukee Police Department (MPD) recognizes what a difficult week this has been for our members who testified and were forced to relive the horror of the day we lost Officer Corder. These members were brave and heroic on that day and we admire their courage during this trial. Our thoughts are with them and Officer Corder's family at the conclusion of this case.

MPD appreciates the great work from the members of MPD, other law enforcement and the Milwaukee County District Attorney's Office that brought justice for Officer Corder and Officer Christopher E. McCray.

MPD continues to express our gratitude to Officer McCray for his courage and actions on that evening. We continue to support his physical and emotional journey.

Lastly, we thank our community for the overwhelming support that you all have provided during these trying times.

###

On Friday, April 3, 2026, a verdict was...

Fri Apr 3, 3:41pm

10.9K · 231 · 0 · 28

We proudly celebrate Recruit Class 3-2025...

Tue Jun 23, 2:23pm

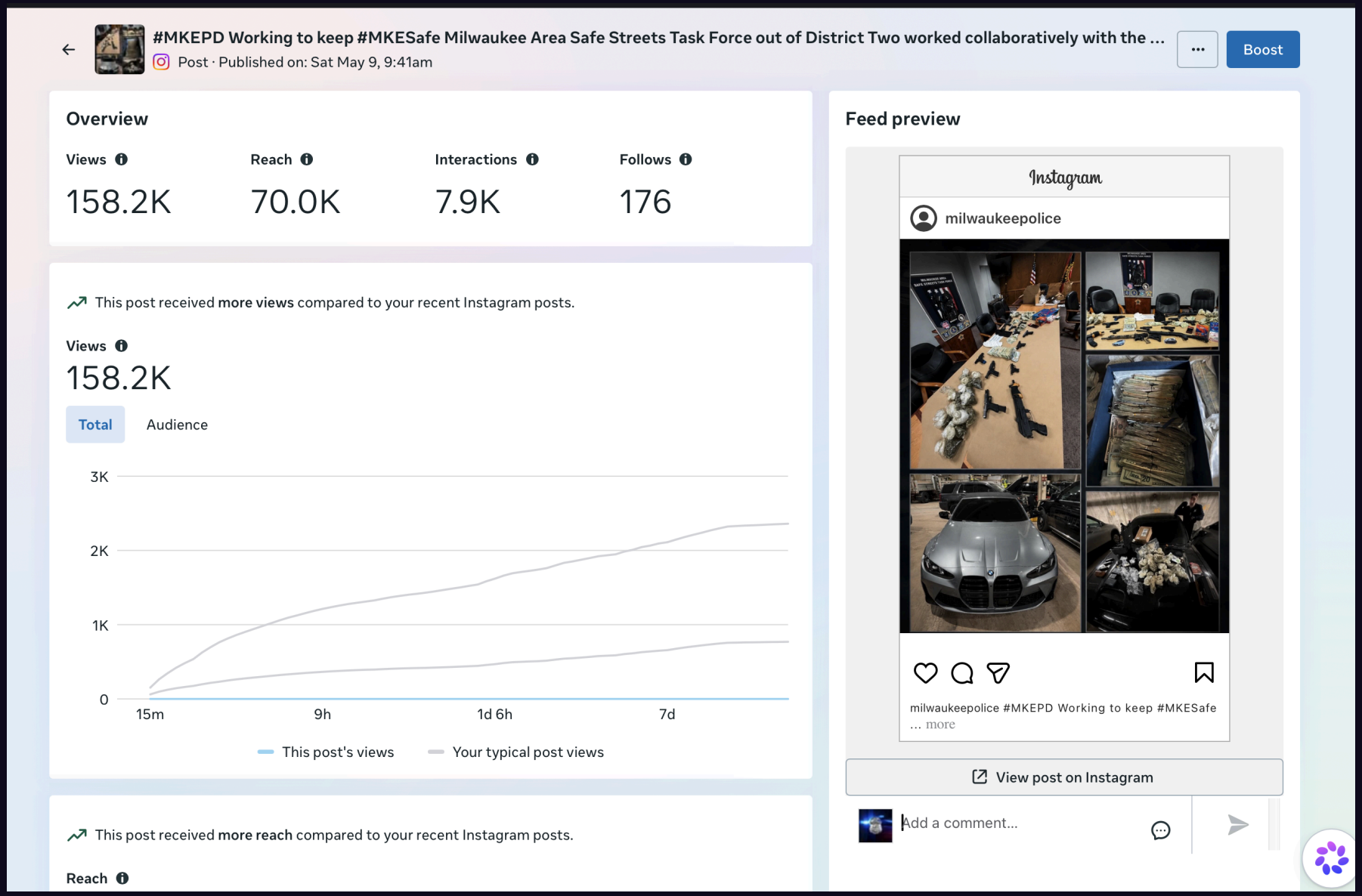
42.5K · 583 · 72 · 48

#MKEPD #SeekingSuspect 👀...

Wed Apr 29, 11:21am

10.3K · 70 · 0 · 11

Highest Post Views



Click on image to go to the post

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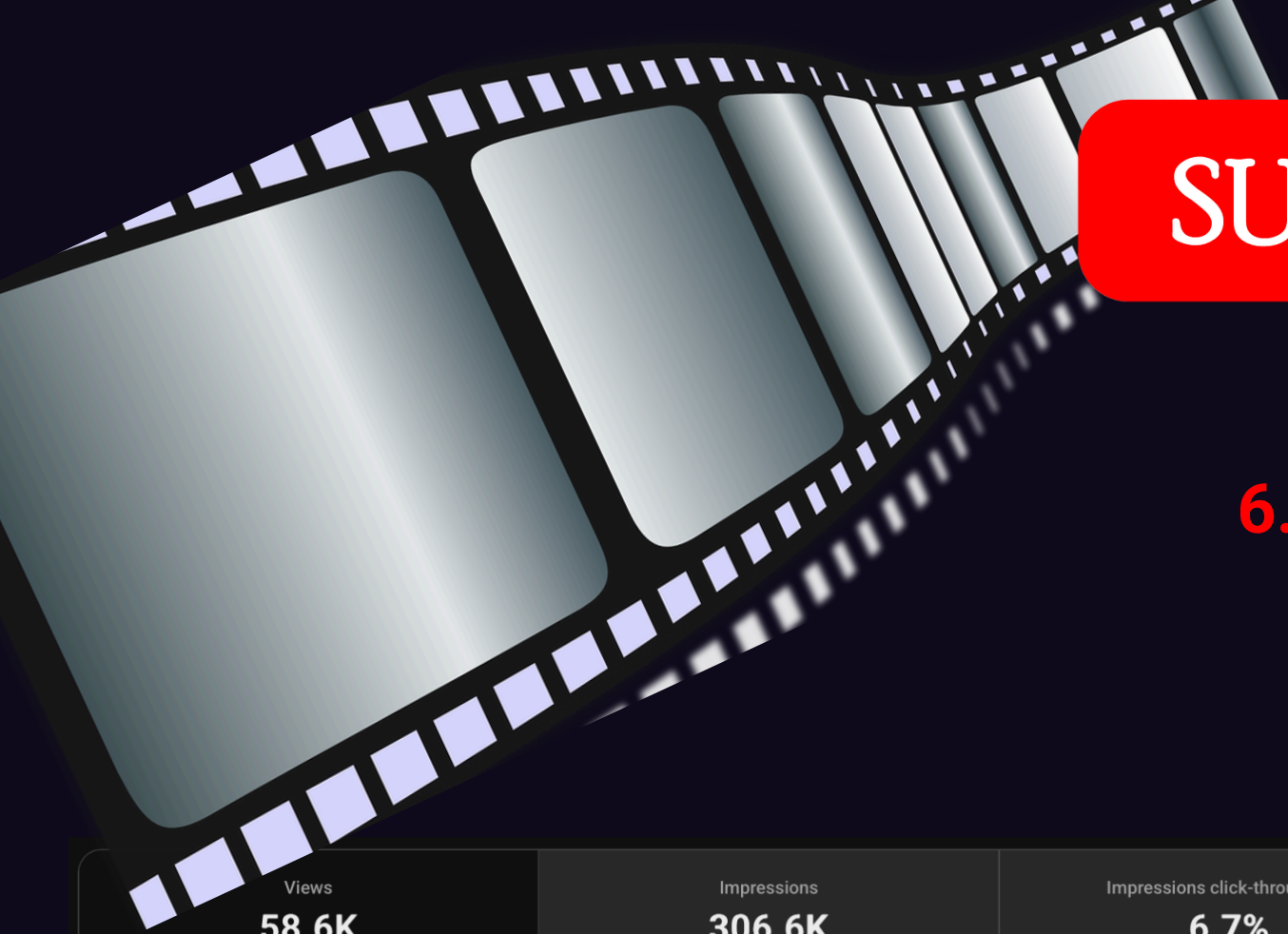

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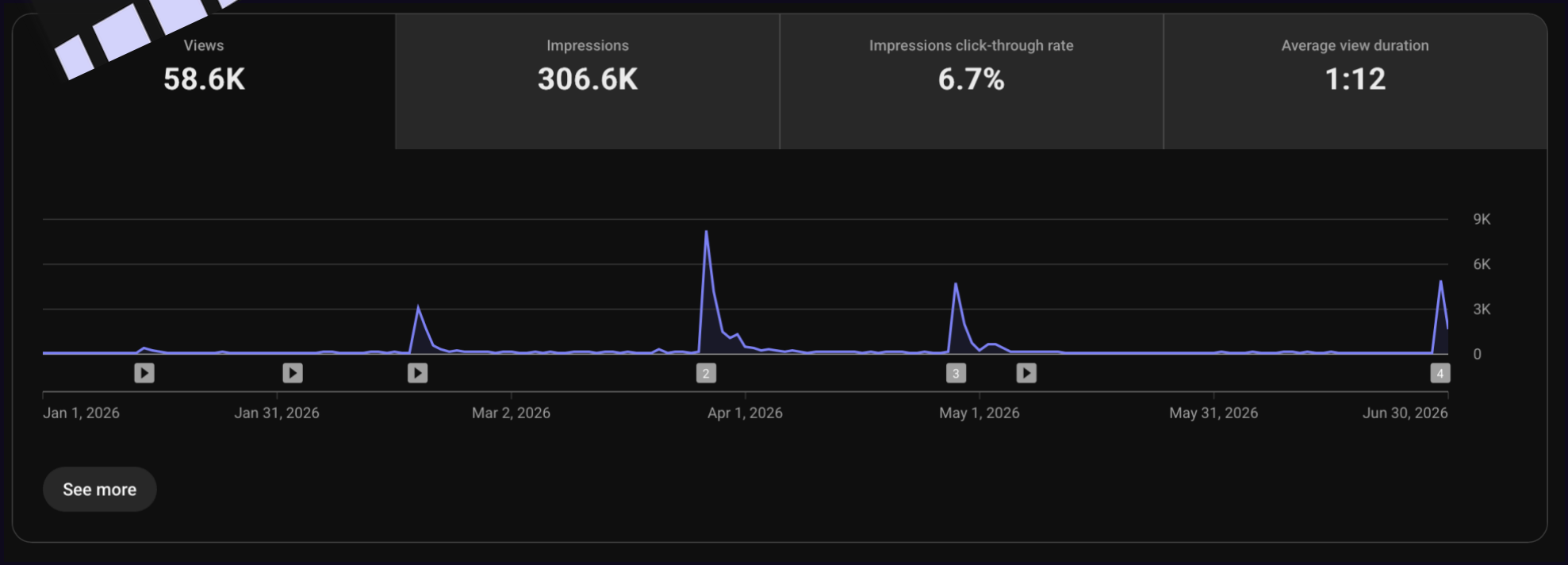
897 Videos

58.6K Views



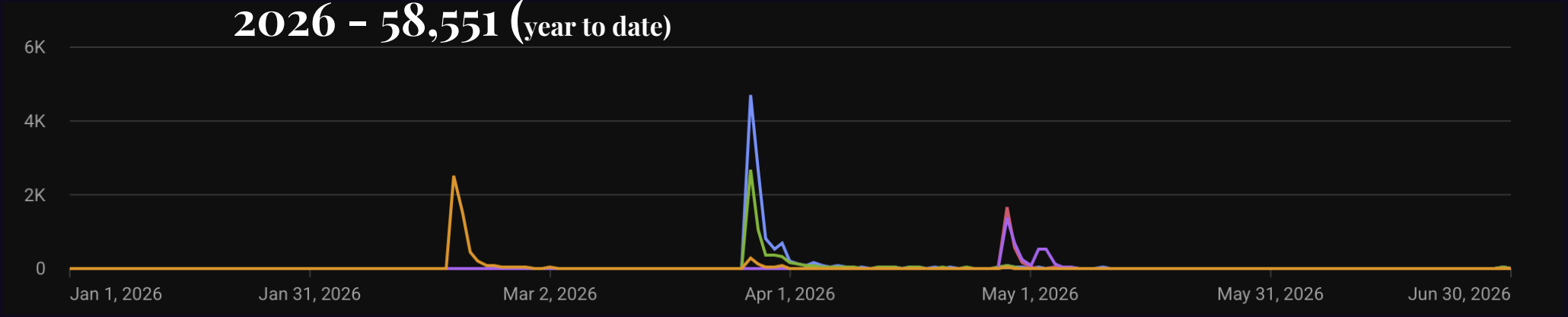
	Total	306,568	6.7%	58,551	1:12
2:48	OIS March 12, 2026 - Video 2	13,291	20.4%	11,094 19.0%	1:33
2:05	OIS March 12, 2026 - Video 1	24,248	12.7%	6,259 10.7%	1:09
0:31	Officer Involved Shooting February 3rd, 2026 - Video	7,799	13.8%	6,207 10.6%	0:35
1:20	April 13, 2026 OIS Video 2	3,525	15.6%	3,842 6.6%	1:04
1:18	April 13, 2026 OIS Video 1	3,143	17.9%	2,788 4.8%	1:00
1:01	April 13, 2026 OIS Video 3	3,856	14.6%	2,288 3.9%	0:47
1:14	Officer Involved Shooting October 9th, 2025 - Video	7,429	8.4%	2,131 3.6%	0:53
1:13	June 12, 2026, Officer Involved Shooting - Video 1	2,186	18.4%	1,623 2.8%	0:52
2:21	Drone As First Responder	8,683	4.2%	1,581 2.7%	1:23

Views:

2024 - 148,691

2025 - 196,322

2026 - 58,551 (year to date)



in

Highlights

Data for 1/1/2026 - 6/30/2026

455,312	4,938	382	81
Impressions	Reactions	Comments	Reposts

Follower highlights

4,625
Total followers

45
New followers in the last 30 days
▲40.6%

Visitor highlights

184
Page views
▲2.2%

77
Unique visitors
▼7.2%

0
Custom button clicks

Competitor highlights

Last 335 days

870
Your total posts
▲226.8% vs competitors

17.1%
Your engagement rate
▲126.8% vs competitors

Threads

Click on the profile to go to the page.

2024 - 1486
2025 - 1807
2026 - 1938 (year to date)
Followers

Milwaukee Police Department

milwaukeepolice

By using effective community engagement, we will impact crime, help build sustainable neighborhoods and foster positive community relations.

linktr.ee/milwaukeepolice

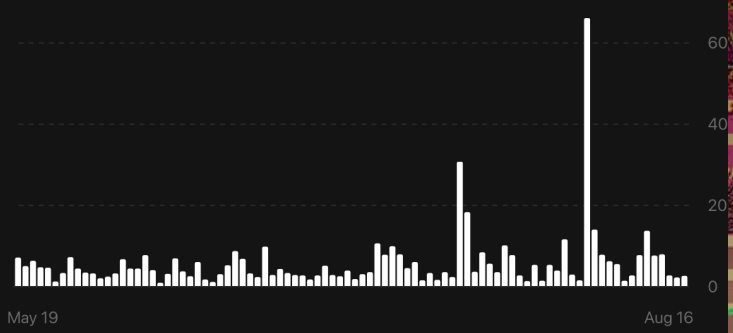
1,937 followers · 2,688 recent views

Insights Last 90 days

Summary

Views

5,212



Followers

1,938

Insights Last 90 days

Top content

#MKEPD 👀🚔
The Milwaukee Police Department is asking for assistance in identifying a lost child and locating his parents or guardia... 1w
477 26 0

#MKEPD Lets work with #MPDDistrict6 and Milwaukee Area Domestic Animal Control Commission (MADACC)to find this #FurBaby a forever ... 4w
330 35 1

#MKEPD 👀🚔
The Milwaukee Police Department is asking for assistance in identifying a lost child and locating his parents or guardia... 1w
152 13 1

#UPDATE. Legend TERRELL was located and is safe. The Milwaukee Police Department would like to thank everyone for their assistanc... 5w
93 4 0

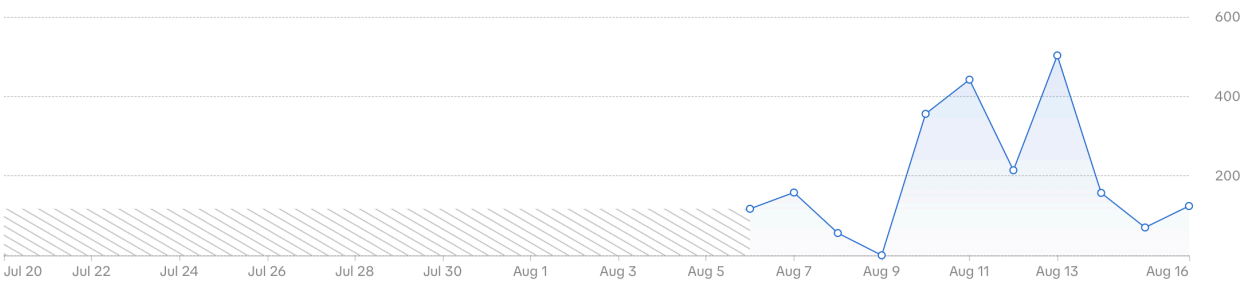
#MKEPD #CriticalMissing 8w
74 0 1

Created 8/2026

Overview | Content | Viewers | Followers

Last 28 days | Download data

Video views	Profile views	Likes	Comments	Shares	Est. rewards
2.2K	27	47	6	7	$0.00
+2.2K (--)	+27 (--)	+47 (--)	+6 (--)	+7 (--)	0.00 (0.0%)



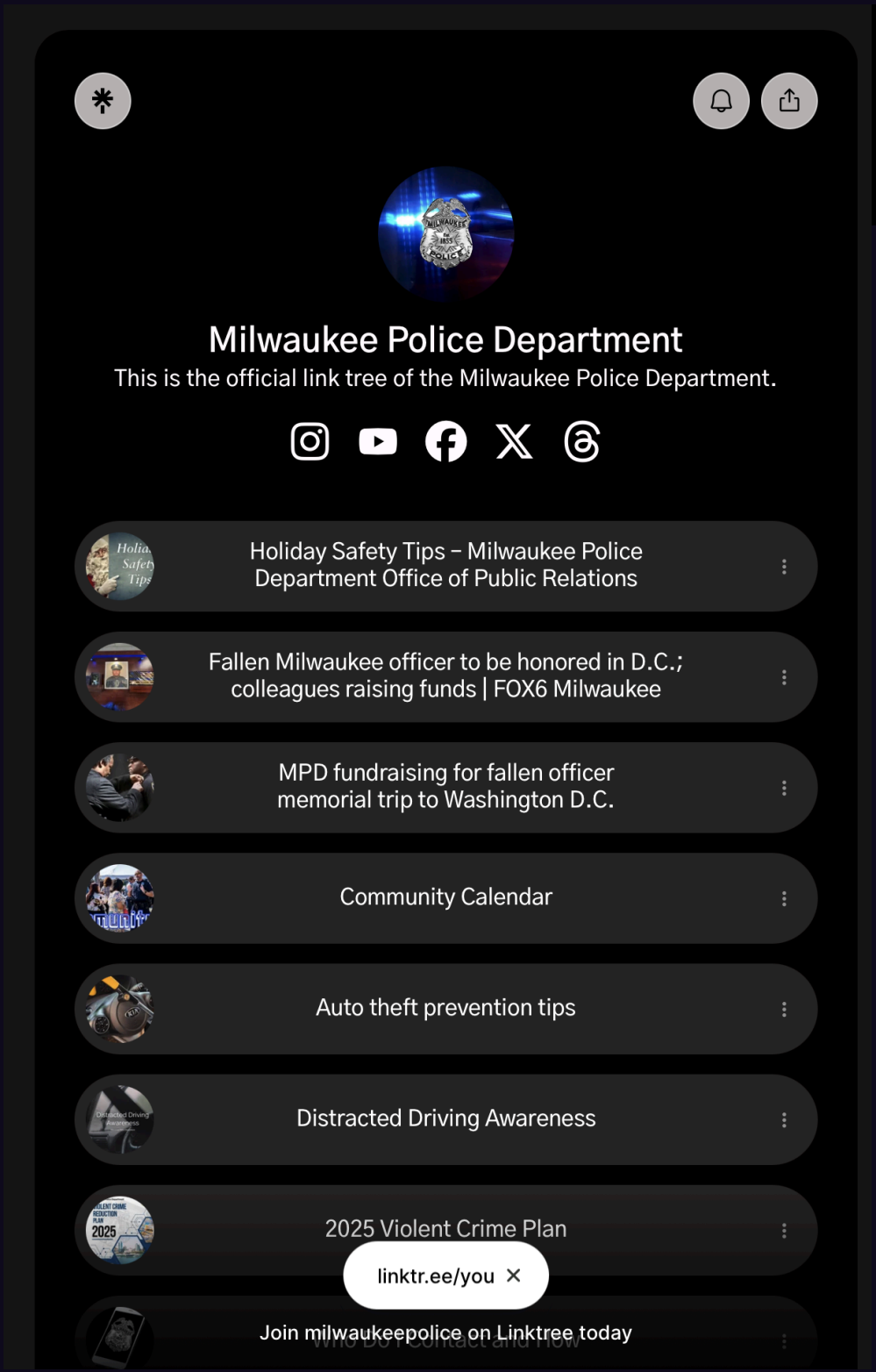
Traffic source

For You	94.9%
Search	3.6%
Personal profile	1.5%
Following	0%
Sound	0%

Search queries

minneapolis national night out	1.6%
milwaukee events 2026	1.6%
milwaukee police raid reports	1.6%
Nationao night out	1.6%
mpd 7 district	1.6%

TikTok



Linktree

Linktree is
a service that creates a single, customizable "link-in-bio" landing page, allowing users to house multiple links to their online presences. It's especially useful for social media users who are limited to one clickable link in their bio, providing a way to direct followers to their various websites, social media profiles, shops, or digital products.

View on mobile