



# Monthly Public Information Report

---

**To:** Todd Stoughton  
Interim City Manager

**Date:** October 10, 2024

**From:** Alyson Crean  
Public Information Officer

**Subject:** September 2024 Public Information Report

---

## STATISTICS

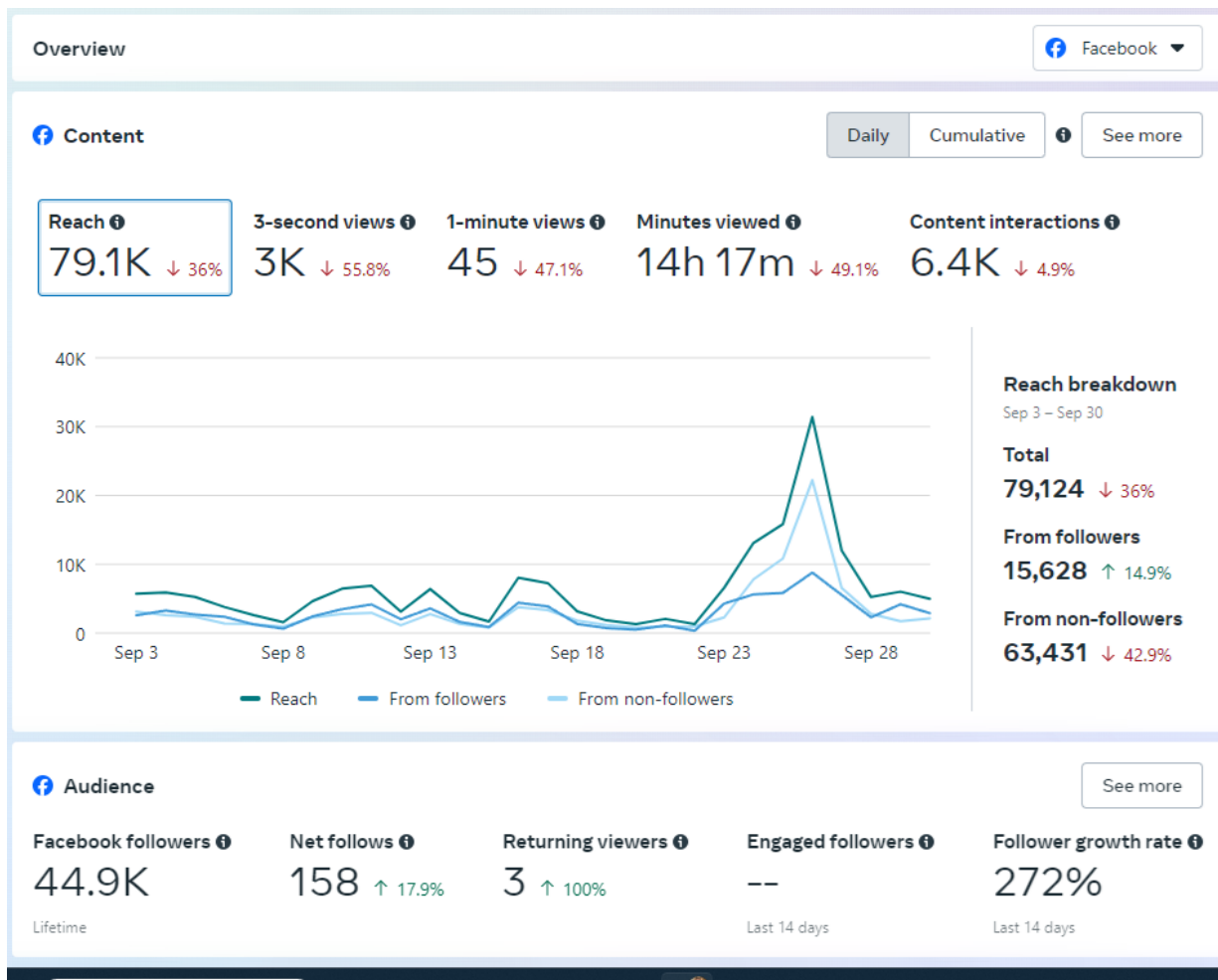
- 30 press releases
- Approximately 180 record request fulfillments
- 5 weekly directors' meetings
- Attended 1 agenda briefing meeting and 1 after action meeting
- Attended 3 police command staff meetings
- Attended 5 emergency management meeting
- Facilitated 4 Ambassadors sessions including field trips
- Attended and photographed September 11<sup>th</sup> memorial
- Attended and photographed City Commission meeting
- Wrote annual report for KPWD portion
- Sorted and sized photos for the Annual Report
- Attended Cheryl Cates fundraiser
- Attended Navy League
- Distributed hurricane emergency management information in connection with Hurricane Helene, including special notices for liveaboards
- Continued training Tarra to help with records requests
- Designed various slides and flyers
- Created several short videos

## SOCIAL MEDIA STATISTICS

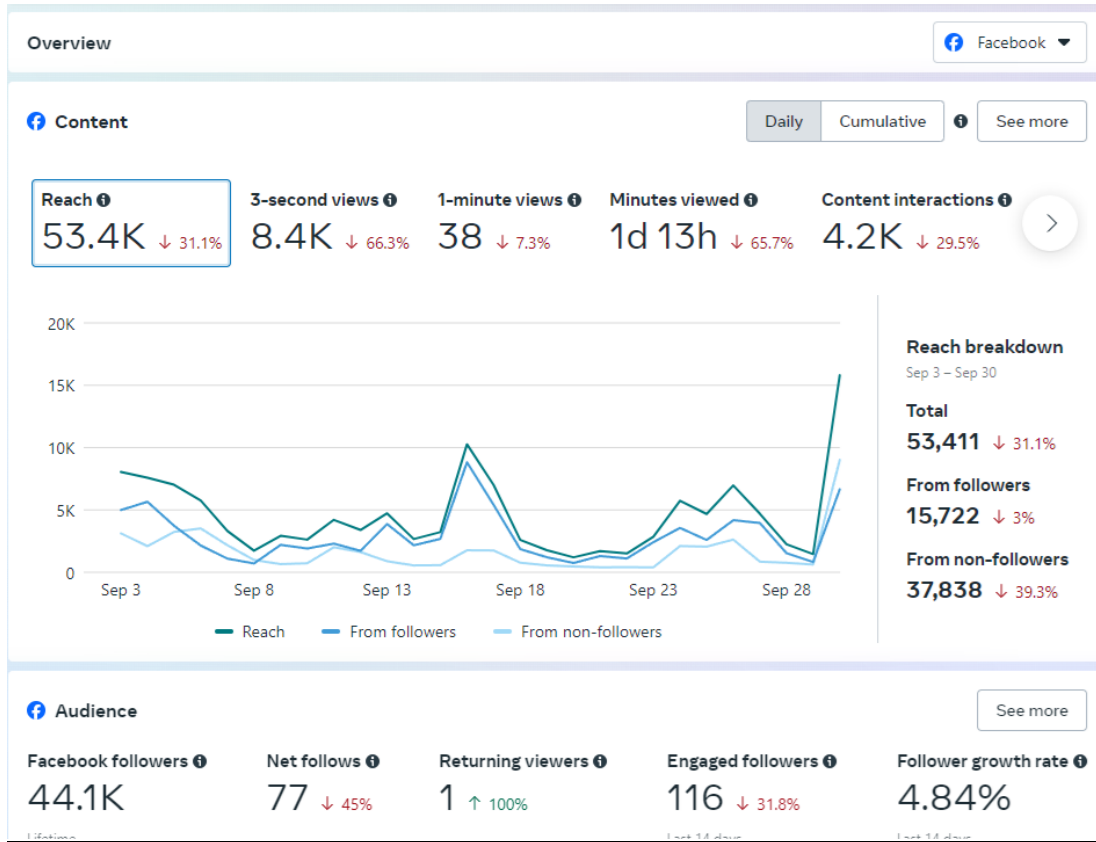
- City Facebook: 44,909 followers
- City Facebook statistics show we had 79,124 hits in September
- Police Facebook: 44,147 followers
- Police Facebook received 53,411 hits in September

- Most popular September posts (we average over 2,000 hits per post):
  - Do not wake post-storm, 28,368 hits
  - Notice to liveboards, 20,549 hits
  - Police seek help identifying sign thief, 14,535 hits
- City X: 21,100 followers
- Police X: 20,000 followers
- City Instagram: 4,985 followers. 39,672 hits in September
- City's Community Network Facebook group has 2,324 members
- You Tube: 646 subscribers. 941 views in September amounting to 39.5 hours in watch time.

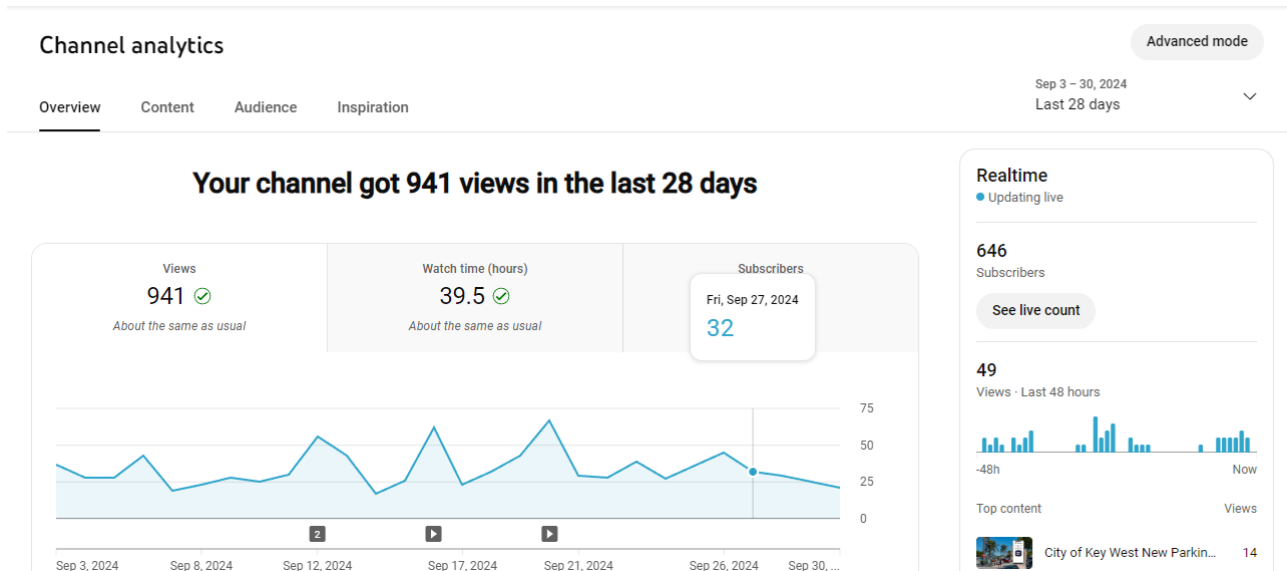
## CITY FACEBOOK REACH



## POLICE FACEBOOK REACH



## CITY YOU TUBE REACH



# INSTAGRAM



## Reach



Last 30 Days ▾

Sep 1 - Sep 30

### 13,441

Accounts reached



Impressions 39,672  
+24.4%

### By content type

All Followers Non-followers



● Followers ● Non-Followers