



Monthly Public Information Report

To: Albert Childress, City Manager

A handwritten signature in blue ink, appearing to read "AC", is written over the name Albert Childress.

Date: June 8, 2023

From: Alyson Crean, Public Information Officer

Subject: May 2023- Public Information Report

STATISTICS

- 20 press releases
- Approximately 16 in-depth press contacts, 4 with national press
- Approximately 45 record request fulfillments
- 3 weekly directors' meetings
- 2 City Commission regular meetings; 1 special meeting
- 1 one-on-one meetings with Mr. Childress
- 3 Police Command Staff meetings
- 2 after action meetings and 2 agenda settings
- 2 Higbee commissioning committee meetings
- 2 police website content update meeting
- Created 3 new videos and numerous graphic slides for social media

OUTREACH

- Welcomed the USS Higbee to port with Navy League
- Worked on presentations for Evidence, Fire Department, Emergency Management
- Participated in annual hurricane conference
- Videoed and attended National Day of Prayer
- Photographed donations to the K9 Relief Fund and the Mounted Unit
- Photographed the Fire Academy graduation
- Oversaw and photographed the Law Enforcement Memorial
- Attended and photographed the Garden View ribbon cutting
- Photographed Mayor Johnston at the LKMC reading National EMS Week proclamation
- Attended and photographed City Manager's Employee Appreciation BBQ
- Attended Strategic Planning Retreat

SOCIAL MEDIA STATISTICS

- City Facebook: 36,567 followers. We received 761,337 hits in May
- Police Facebook: Over 39,000 followers. We received 198,322 hits in May
- Most popular posts:
 - May 11: #tbt Southernmost point got 146,667 hits
 - May 16: Derby Day with Mounted United got 129,920 hits
- City Twitter: 20,400 followers. 19,600 hits in May
- Police Twitter: 8,374 followers. 8,496 hits in May
- City Instagram: 3,124 followers. 9,191 hits in May
- You Tube: 543 subscribers. 1,100 views in April amounting to 27.8 hours in watch time.

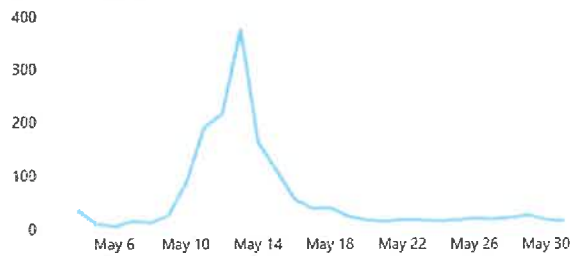
CITY FB & INSTA TRENDS

Audience ⓘ

See audience report

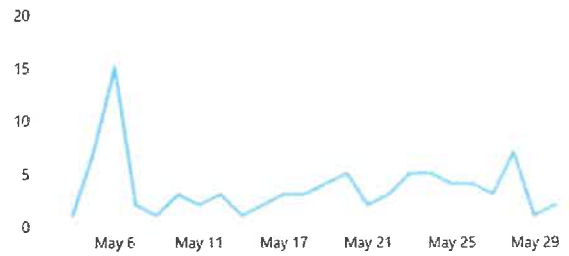
New Facebook Page followers ⓘ

1,582 ↑ 499.2%



New Instagram followers ⓘ

88 ↑ 54.4%



Facebook Page unfollowers ⓘ

134 ↑ 332.3%



CITY FB & INSTA AUDIENCE

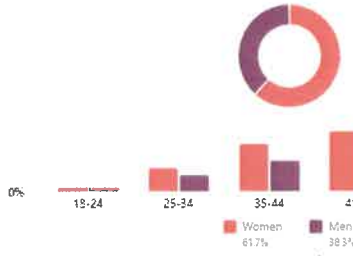
Audience

Current audience Potential audience

Facebook Page followers

36,567

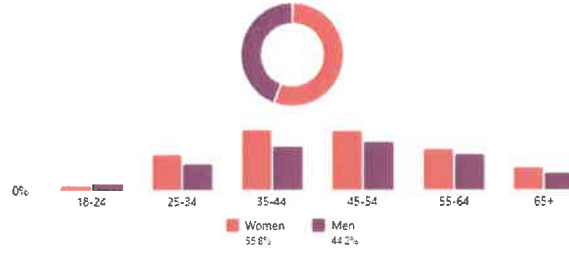
Age & gender



Instagram followers

3,122

Age & gender



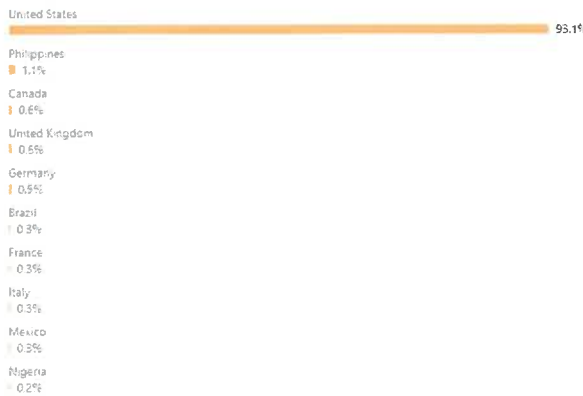
Top cities



Top cities



Top countries



Top countries



POLICE FB AUDIENCE

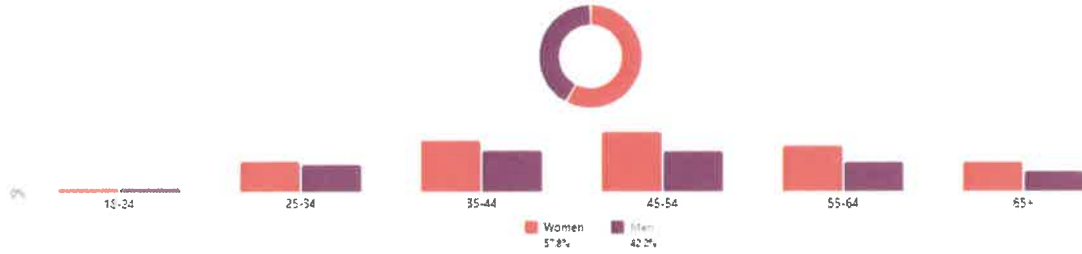
Audience

Current audience Potential audience

Facebook Page followers

39,745

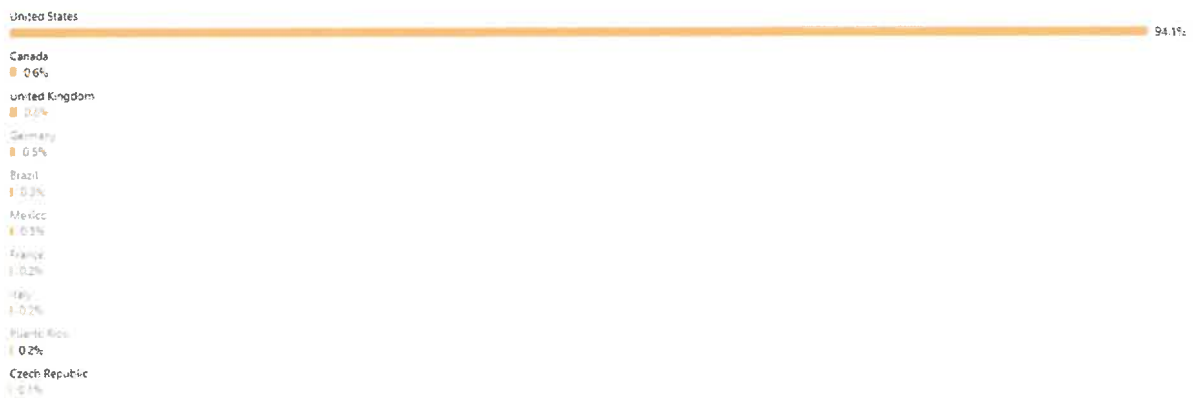
Age & gender




Top cities



Top countries



CITY AND POLICE TWITTER TRENDS



Account home
City of Key West @City_of_KeyWest Page updated daily

28 day summary with change over previous period

Tweets 6 ↓80.0%	Tweet impressions 19.6K ↓7.4%	Profile visits 333 ↓74.0%	Mentions 49 ↓62.0%	Followers 20.4K ↑18
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May 2023 · 31 days



Account home
Key West Police Dept @KWPOLICE

28 day summary with change over previous period

Tweets 1 ↓90.0%	Tweet impressions 8,496 ↑39.5%	Profile visits 456 ↓42.7%	Mentions 6 ↓72.7%	Followers 8,374 ↑9
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May 2023 · 31 days



Professional dashboard



Account insights

[See all](#)

9,191 accounts reached in the last 30 days

7,640 are non-followers

