




Monthly Public Information Report

To: Albert P. Childress 
City Manager **Date: November 9, 2023**

From: Alyson Crean
Public Information Officer

Subject: **October Report 2023 Public Information Report**

STATISTICS

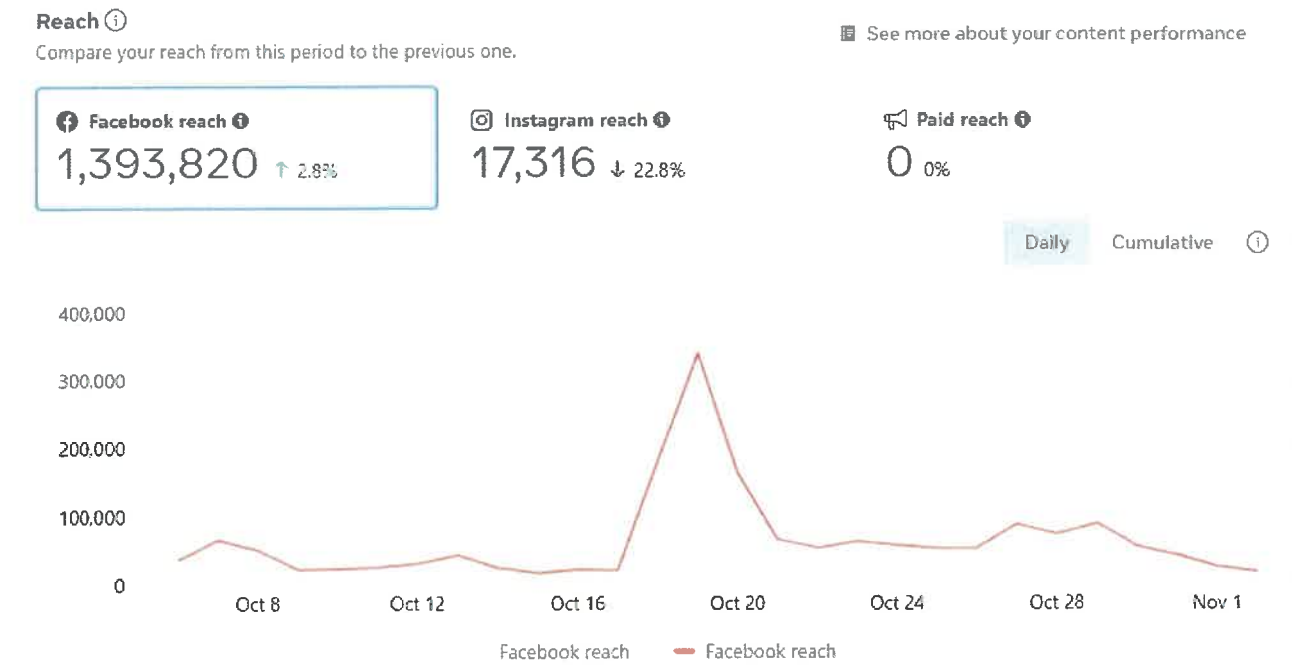
- 29 press releases
- Approximately 130 record request fulfillments
- 4 weekly directors' meetings; 4 weekly meetings with City Manager.
- 4 Police Command Staff meetings
- Facilitated Round Table session with Ambassadors Academy; facilitated their graduation ceremony.
- Mentored Take Stock in Children student.
- Attended Navy League meeting.
- Attended Community Services awards presentations.
- Attended two planning sessions for Fantasy Fest.
- Photographed additional KWPD bi-annual awards.
- Attended and photographed City Commission meeting.
- Attended after action meeting.
- Did group departmental photos for Annual Report.
- Photographed employees at Cigna bus.
- Attended retirement sendoff for Rev. Steve Torrence.
- Attended the Key West Police Love Fund Gala.
- Met with Nadine Grossman Orr regarding her role with Goombay.
- Arranged and photographed a number of departmental group photos for the Annual Report.
- Created graphics and new QR code.
- Created new Historic Seaport video.
- Photographed the Montessori School students at City Hall.
- Participated in the second line march in memory of Diane Eliopoulos.
- Filmed new Fantasy Fest safety video with Chief Brandenburg and Sheriff Ramsay.

- Wrote, recorded, and distributed new Safe Ride audio PSA.
- Attended and photographed four event honoring the 10th anniversary of Diana Nyad's famous swim from Havana to Key West.
- Designed two new ads for the Annual Report.
- Photographed employees participating in Purple Pinkie Day.
- Photographed the Masquerade March.
- Met with Alyson Higgins regarding sustainability plan outreach and mailing lists.

SOCIAL MEDIA STATISTICS

- City Facebook: 42,679 followers.
- City Facebook statistics show we had 1,412,045 hits in October.
- Police Facebook: 41,588 followers
- Police Facebook received 1,764,064 in October.
- Most popular September posts:
 - Sighting of Fire Truck in Chicago, 672,960 hits.
 - Officers on Duval for Fantasy Fest, 1,633,820 hits.
- City X (formerly Twitter): 20,600 followers. 25,800 hits in October.
- Police X (formerly Twitter): 8,445 followers. 9,667 hits in October.
- City Instagram: 4,214 followers. 16,400 hits in October.
- You Tube: 581 subscribers. 704 views in October amounting to 20.1 hours in watch time.

CITY FB AND INSTAGRAM REACH



POLICE FB REACH

Reach ⓘ

Compare your reach from this period to the previous one.

See more about your content performance

Facebook reach ⓘ

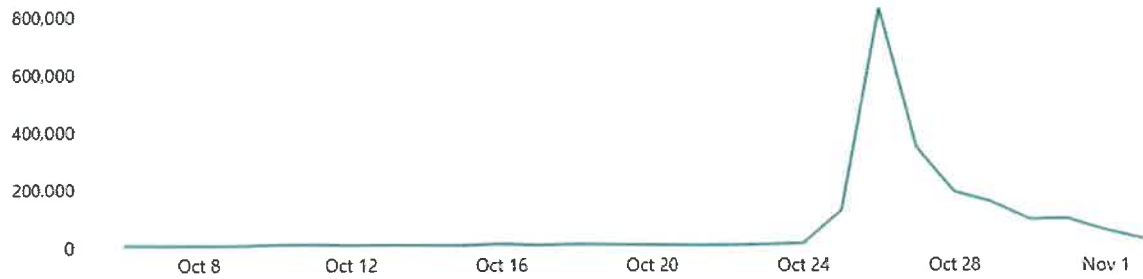
1,779,725 ↑ 1.9K%

Paid reach ⓘ

0 0%

Daily

Cumulative



CITY FB AUDIENCE

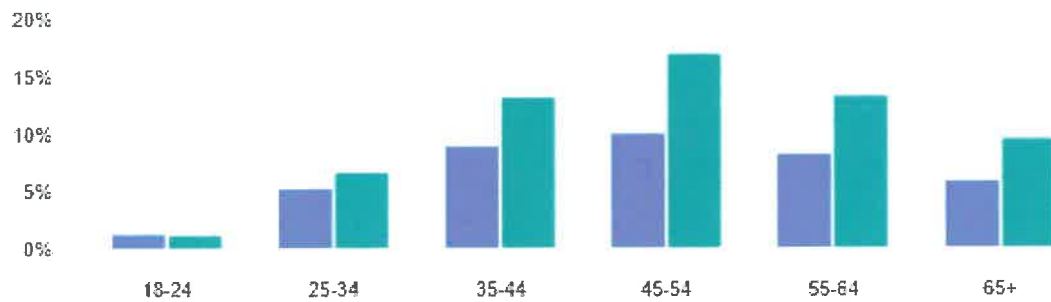
Audience

These values are based on total followers of your Page or profile.

[Create a post](#)

Age and Gender

Men 39.30%
Women 60.70%



Location

Cities

Countries

Key West, FL	5,365
Summerland Key, FL	485
Stock Island, FL	415
Big Pine Key, FL	315
Big Coppitt Key, FL	285
Marathon, FL	258
Jacksonville, FL	245
New York, NY	203
Cape Coral, FL	198
Miami, FL	183

POLICE FB AUDIENCE

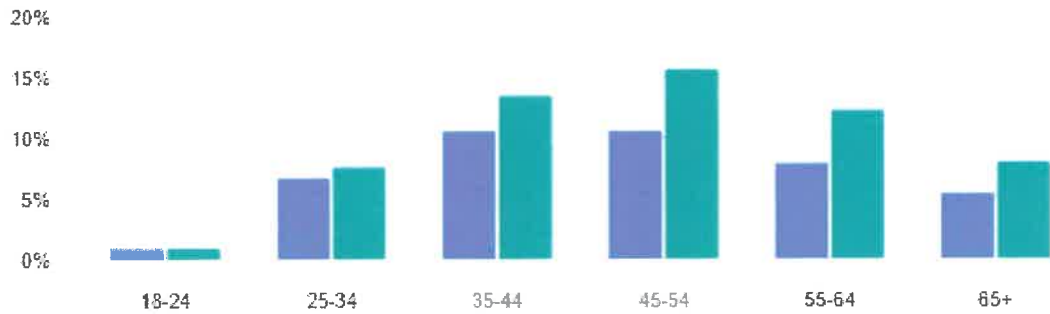
Audience

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[Create a post](#)

Age and Gender

Men 41.90%
Women 58.10%



Location

Cities

Countries

Key West, FL	5,689
Summerland Key, FL	575
Stock Island, FL	494
Big Pine Key, FL	452
Marathon, FL	351
Big Coppitt Key, FL	340
Cape Coral, FL	262
Jacksonville, FL	257
Miami, FL	256
Key Largo, FL	217

YOU TUBE ANALITICS

Channel analytics

ADVANCED MODE

Overview Content Audience Research

Oct 6 - Nov 2, 2023
Last 28 days

Your channel got 704 views in the last 28 days



SEE MORE

Realtime

Updating live

581

Subscribers

SEE LIVE COUNT

41

Views Last 48 hours



Top content

Views

- Key West Rides On Demand B... 8
- City of Key West New Parking... 7
- Key West Police Department... 6

SEE MORE

Your top content in this period

Content	Average view duration	Views
1 Key West Rides On Demand Bus Service. City of Key West Transit Dec 1, 2022	1:17 (72.9%)	135

Latest content

