



Monthly Public Information Report

To: Brian L. Barroso, City Manager

Date: February 5, 2025

From: Alyson Crean, Public Information Officer

Subject: January Report 2025

STATISTICS

- 13 press releases
- Approximately 45 record request fulfillments
- 3 weekly directors' meetings
- Attended 1 agenda briefing meeting and 1 after action meeting
- Attended 4 police command staff meetings
- Facilitated two sessions of Class #42 of the Key West Ambassadors Academy
- Photographed swearing in of Officer JaNihya McCurdy
- Met with Assistant City Manager Rod Delostrinos
- Coordinated Miami television crews for interviews with Chief Averette following the tragic fire on Emma
- Coordinated information regarding the fire with the City, the Housing Authority, and local and national media
- Provided updates of road work and closures to City, civic organizations, and media
- Distributed important safety information to avoid house fires
- Distributed safety information regarding e-bikes, on the roadways as well as charging the batteries
- Grew new City of Key West LinkedIn page
- Distributed information highlighting Police, Fire, and Utilities
- Mentored Take Stock in Children student
- Designed various slides and flyers, including Key West Connect

SOCIAL MEDIA STATISTICS

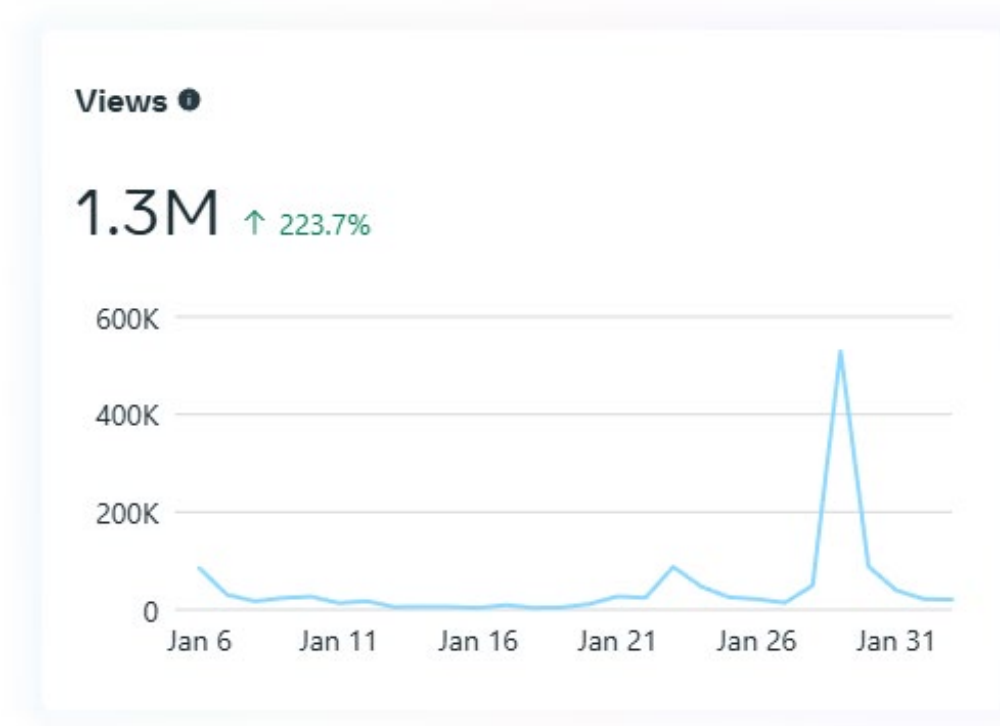
- City Facebook: 47,400 followers
- City Facebook statistics show we had 943,100 views in January
- Police Facebook: 45,600 followers
- Police Facebook received 1.3 million views in January

- **Most viewed January posts (we average over 4,000 views per post):**
 - **Emma Street tragedy, 138,148 views**
 - **MLK follow up, 24,987 views**
 - **No cones in public right of way, 78,524 views**
 - **Police arrest man for putting tracking devices on cars, 109,937 views**
 - **Love Fund vending machine installed at the KWPD station, 70,374 views**
- **City X: 20,900 followers**
- **Police X: 20,000 followers**
- **City Instagram: 5,286 followers. 13,295 hits in January**
- **City's Community Network Facebook group has 2,347 members**
- **You Tube: 661 subscribers. 944 views in January amounting to 22.5 hours in watch time.**

CITY FACEBOOK REACH



POLICE FACEBOOK REACH



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CITY INSTAGRAM REACH

2:00

LTE



Reach



Last 30 Days ▾

Dec 3 - Jan 1

13,295

Accounts reached



Impressions 44,773
+3.6%

By content type

All Followers Non-followers

Reels 12.2K

Posts 3,298

Stories 843

• Followers • Non-Followers

MORE...

CITY YOU TUBE REACH

