



Monthly Public Information Report

To: Albert P. Childress
City Manager

Handwritten initials "APC" in blue ink, enclosed in a blue circle.

Date: January 11, 2024

From: Alyson Crean
Public Information Officer

Subject: December 2023 Public Information Report

STATISTICS

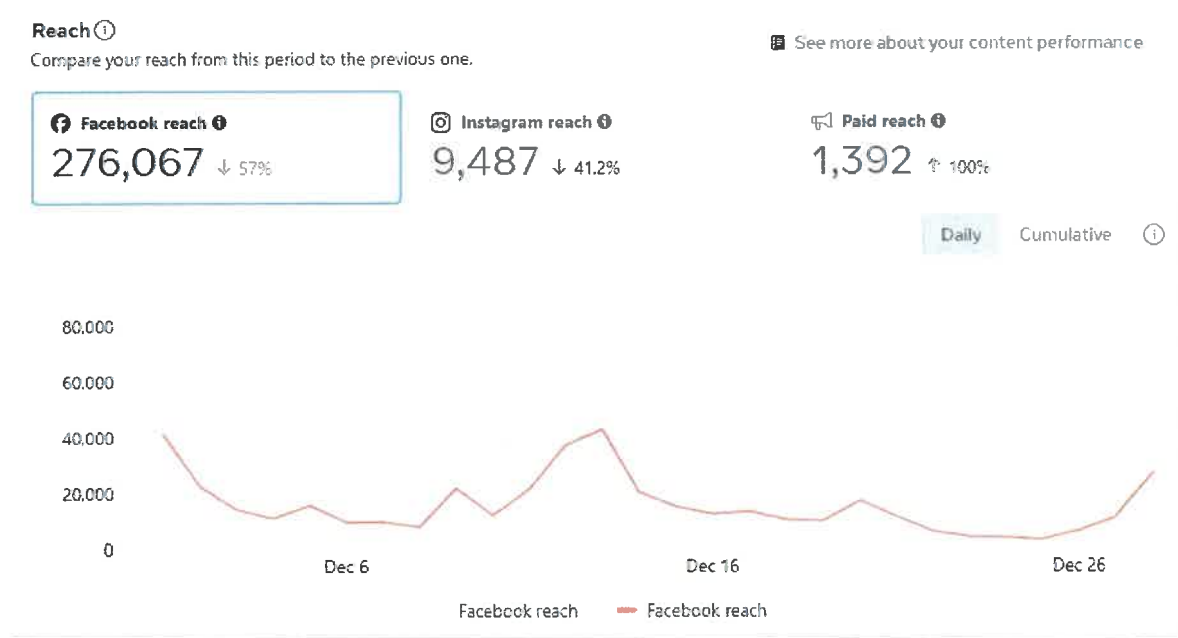
- 28 press releases
- Approximately 225 record request fulfillments
- 3 weekly directors' meetings; 2 weekly meetings with City Manager.
- Attended agenda briefing and after-action meeting.
- 3 Police Command Staff meetings.
- Attended and photographed City Commission meeting and swearing in of two officers.
- Attended Commission After Action meeting.
- Selected and notified Ambassadors Class 40 participants.
- Mentored Take Stock in Children student.
- Attended and photographed City Christmas party.
- Filmed New Year's Eve safety video with law enforcement leaders.
- Created video of KWPD motor unit handing out gift cards as Grinches.
- Attended Homeless Memorial.
- Attended agenda setting meeting.
- Created several new graphics.

SOCIAL MEDIA STATISTICS

- City Facebook: 43,413 followers.
- City Facebook statistics show we had 276,067 hits in December.
- Police Facebook: 40,873 followers
- Police Facebook received 136,932 in December.
- Most popular December posts:
 - Positive feedback on Mallory ship with 90,393 hits.
 - Grinch giveaway, 16,597 hits.
- City X (formerly Twitter): 20,800 followers. 9,916 hits in December.

- Police X (formerly Twitter): 8,499 followers. 3,885 hits in December.
- City Instagram: 4,429 followers. 10,600 hits in December.
- You Tube: 604 subscribers. 1,000 views in December amounting to 32.5 hours in watch time.

CITY FACEBOOK REACH COMPARED BY MONTH



POLICE FACEBOOK OVERVIEW 90-DAY COMPARISON

