



# Monthly Public Information Report

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To: Albert Childress, City Manager

Date: May 16, 2023

From: Alyson Crean, Public Information Officer

Subject: April 2023 Public Information Officer Report

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## Public Information Officer

- **STATISTICS**

- 28 press releases
- Approximately 20 in-depth press contacts
- Approximately 40 record request fulfillments
- 4 Weekly directors' meetings
- 2 City Commission meetings
- 3 one-on-one meetings with Mr. Childress
- 4 Police Command Staff meetings
- 2 after action meetings and 2 agenda settings
- 2 Higbee commissioning committee meetings
- 1 police website content update meeting
- Created 5 new videos and numerous graphic slides for social media.

- **OUTREACH**

- Completed the winter session, Class 38, of the Ambassadors Academy
- Hosted Leadership Monroe at the KWPD
- Hosted the Autism Society of the Keys for their kickoff fundraiser with stuffed K9.
- Created video regarding sargassum as well as recording a PSA for radio.
- Hosted Wesley House and facilitated photos with a number of officers.
- Photographed and acted as liaison with Navy and Blue Angels for Chief Brandenburg's flight.
- Hosted Montessori students at the KWPD
- Attended the President's Dinner at the Women's Club
- Attended annual PIO Countywide Symposium and participated in a tabletop active shooter exercise.
- Attended and photographed City Manager's Luncheon
- Photographed several beaches for grant applications.

- **SOCIAL MEDIA STATISTICS**

- City Facebook: Over 35,000 followers. We received 272,811 hits in April.

- Police Facebook: Over 39,000 followers. We received 461,416 hits in April.
- City Twitter: 20,400 followers. 21,100 hits in April
- Police Twitter: 8,368 followers. 6,099 hits in April
- City Instagram: 3,054 followers. 11,600 hits in April (this account is less than a year old, so it's still growing.
- You Tube: 543 subscribers. 1,100 views in April amounting to 27.8 hours in watch time.

● CITY FACEBOOK & INSTAGRAM AUDIENCE

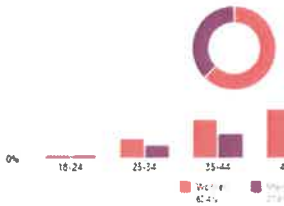
Audience

Current audience Potential audience

Facebook Page Followers

35,077

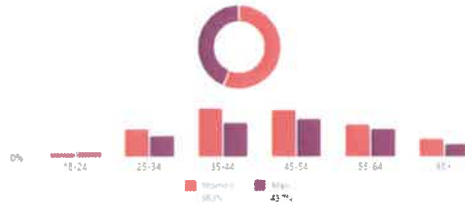
Age & gender



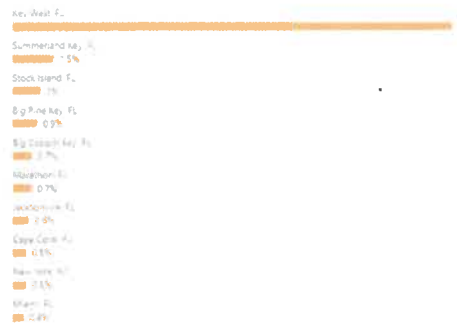
Instagram Followers

3,054

Age & gender



Top Cities



Top Cities



Top countries



Top countries



# • POLICE FACEBOOK AUDIENCE

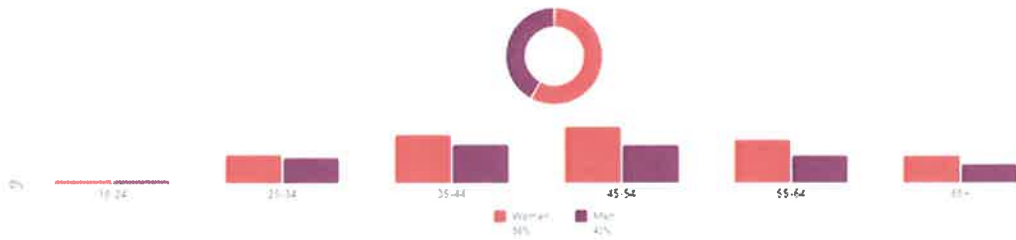
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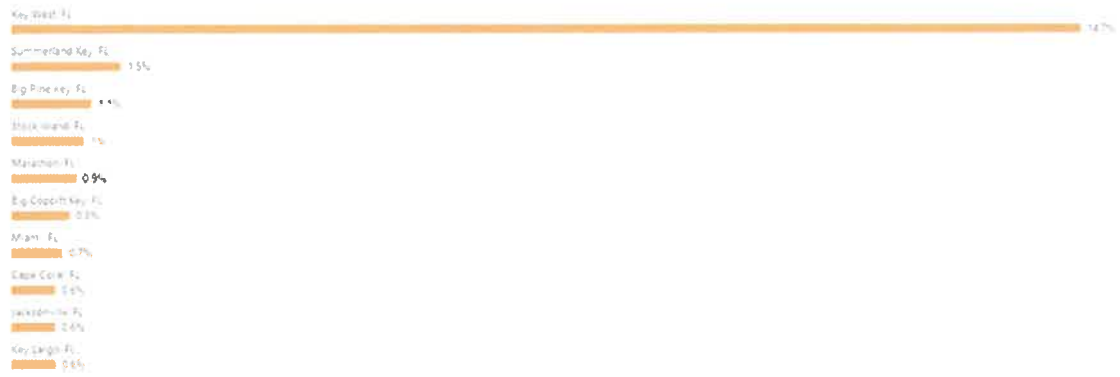
Facebook Page followers

39,423

Age & gender



## Top cities



## Top countries

