



Monthly Public Information Report

To: Albert P. Childress
City Manager

Date: March 14, 2024

From: Alyson Crean
Public Information Officer

Subject: February Report 2024 Public Information Officer

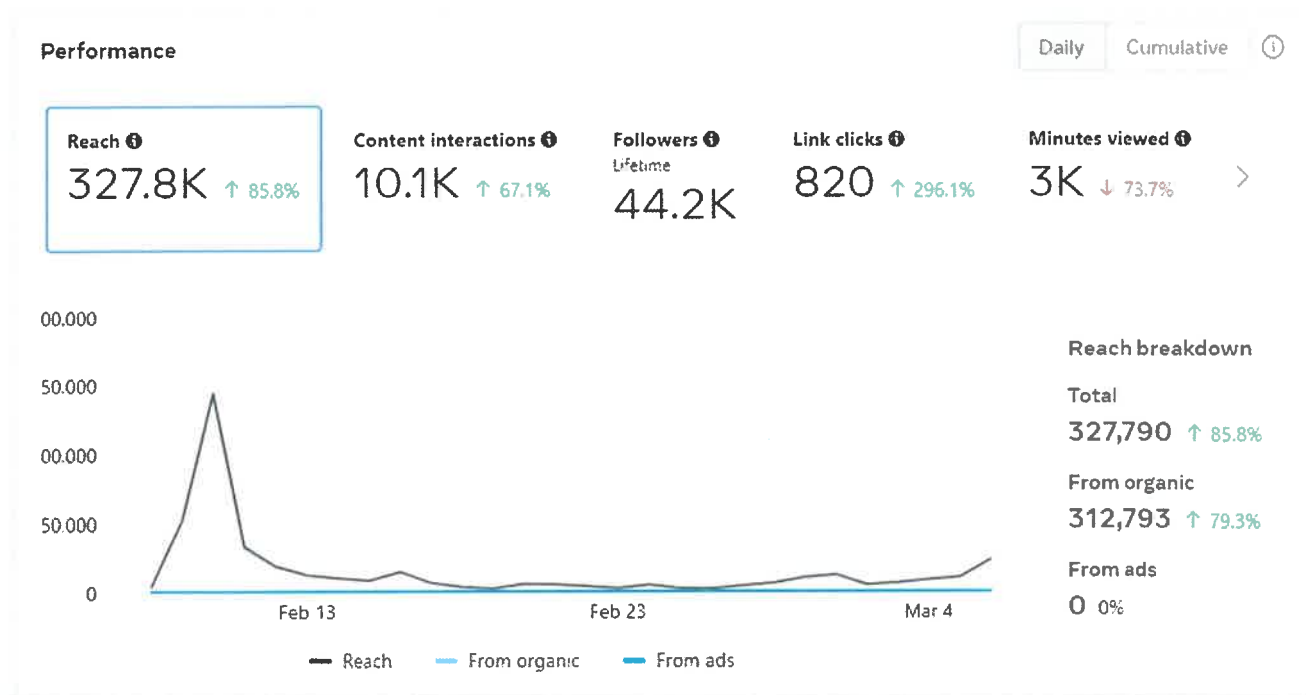
STATISTICS

- 21 press releases
- Approximately 380 record request fulfillments
- 2 weekly directors' meetings; 3 weekly meetings with City Manager.
- Filmed, edited, and disseminated film with FWC and Police Chief on derelict boat removal.
- Met with City Manager and potential outreach consultant.
- Attended meeting with City Manager, City Attorney, and City Clerk regarding the opening of a time capsule at May Sands in 2026.
- Attended Zoom meeting with Commissioner Kaufman and City Manager regarding the formation of a Task Force.
- Facilitated four Ambassadors Academy sessions.
- Attended agenda briefing and after-action meeting.
- Attended and photographed Blessing of the Animals with KWPD horses and dogs.
- Coordinated the filming of spring break with KWPD by COPS, including walking through the contract agreement with legal.
- Attended 2 Police Command Staff meetings.
- Attended and photographed City Commission meeting.
- Recorded and disseminated new Transit radio spot.
- Created two new Power Point presentations.
- Participated in Zoom meeting with City Manager and consultant.
- Attended and photographed welcome reception for the USCG Mabrity.
- Mentored Take Stock in Children student.
- Attended agenda setting meeting.
- Created several new graphics and short videos.

SOCIAL MEDIA STATISTICS

- City Facebook: 44,172 followers.
- City Facebook statistics show we had 327,512 hits in February.
- Police Facebook: 42,367 followers
- Police Facebook received 63,719 in February.
- Most popular January posts:
 - Plogging announcement, 18,584 hits.
 - Each weekly Black History Month got over 12,000 hits.
 - Remembrance of the passing KWPD Ofc. Valdez-Marrero, 22,860 hits.
 - Career Day at Gerald Adams, 16,529 hits.
- City X and police X (formerly Twitter): no longer provides statistics unless you have a paid subscription.
- City Instagram: 4,585 followers. 7,850 hits in February. Several reels received over 2000 views.
- You Tube: 614 subscribers. 1,079 views in February amounting to 25.4 hours in watch time.

CITY FACEBOOK REACH



POLICE FACEBOOK REACH

Performance

Daily

Cumulative



Reach ⓘ

327.8K ↑ 85.8%

Content interactions ⓘ

10.1K ↑ 67.1%

Followers ⓘ

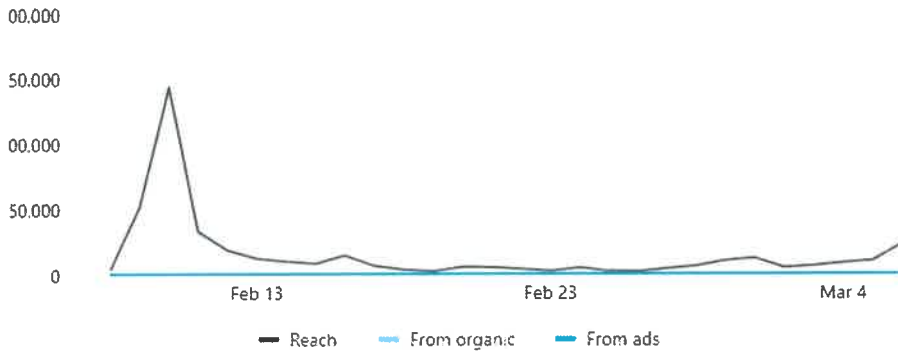
Lifetime
44.2K

Link clicks ⓘ

820 ↑ 296.1%

Minutes viewed ⓘ

3K ↓ 73.7% >



Reach breakdown

Total

327,790 ↑ 85.8%

From organic

312,793 ↑ 79.3%

From ads

0 0%

CITY YOU TUBE

Channel analytics

ADVANCED MODE

Overview

Content

Audience

Research

Feb 8 - Mar 6, 2024

Last 28 days

Your channel got 1,079 views in the last 28 days

Views

1.1K 📈

About the same as usual

Watch time (hours)

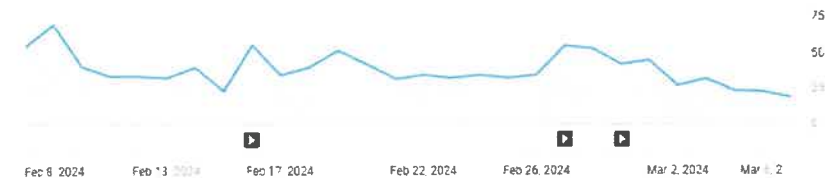
25.4 📈

About the same as usual

Subscribers

+4 📉

20% less than previous 28 days



SEE MORE

Realtime

Updating live

614

Subscribers

SEE LIVE COUNT

38

Views, Last 48 Hours



Top content

Views

	Key West Rides On Demand	13
	Key West Police Department	4
	City of Key West Building Dep.	3

INSTAGRAM



Reach



Last 30 Days ▾

Feb 6 - Mar 6

7,850

Accounts reached



Impressions

27,560

-27.6%

By content type

All Followers Non-followers

Reels 7,368

Posts 1,549

Stories 533

● Followers ● Non-Followers