



# Monthly Public Information Report

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**To:** Todd Stoughton  
Interim City Manager

**Date:** November 14, 2024

**From:** Alyson Crean  
Public Information Officer

**Subject:** October 2024 Public Information Report

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## STATISTICS

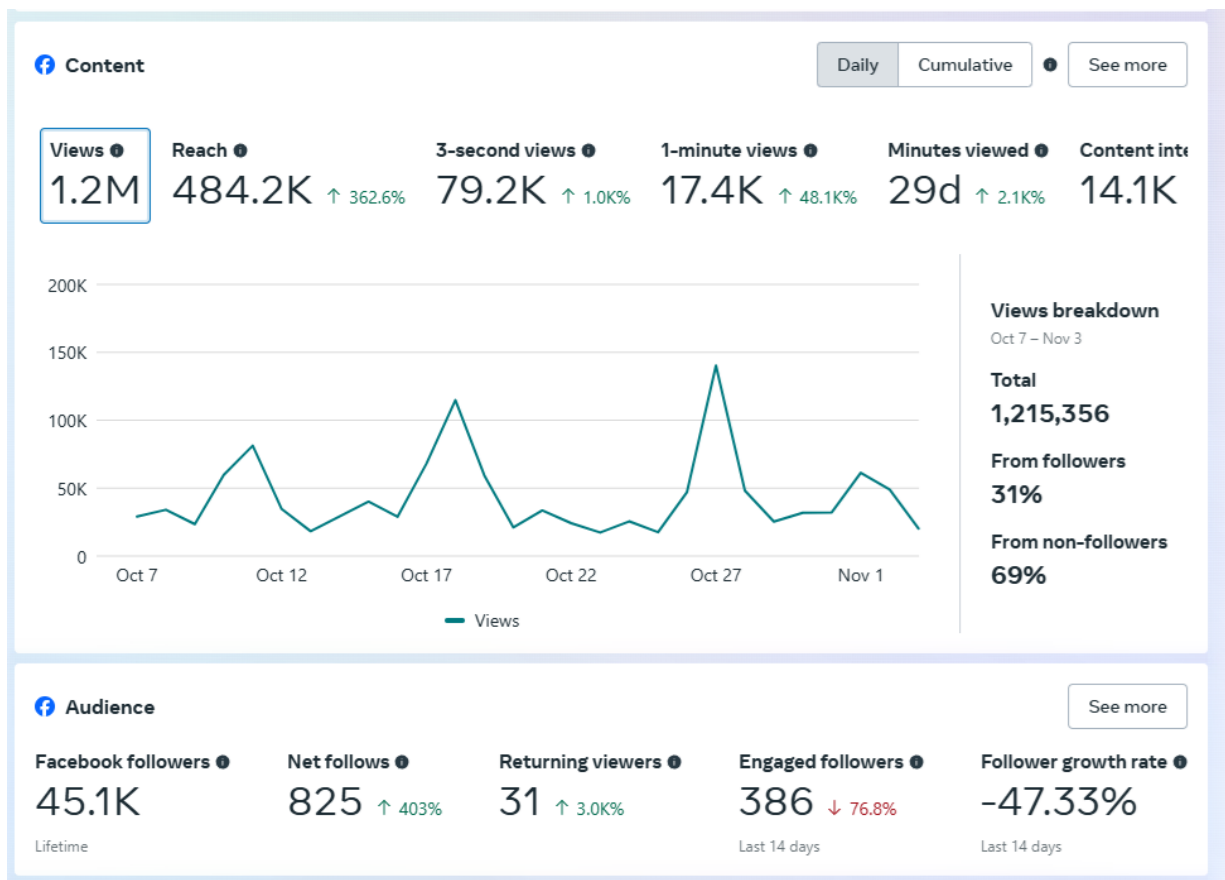
- 28 press releases
- Approximately 150 record request fulfillments
- 3 weekly directors' meetings
- Attended 1 agenda briefing meeting and 1 after action meeting
- Attended 4 police command staff meetings
- Attended 4 emergency management meeting
- Attended and photographed City Commission meeting
- Photographed Fire Department and Opal GM for smoke alarm donation
- Attended Cheryl Cates fundraiser
- Attended Navy League
- Distributed hurricane emergency management information in connection with Hurricane Milton, including special notices for liveaboards
- Continued training Tarra to help with records requests
- Designed various slides and flyers
- Created several short videos

## SOCIAL MEDIA STATISTICS

- City Facebook: 45,667 followers
- City Facebook statistics show we had 1.2 million hits in October
- Police Facebook: 45,087 followers
- Police Facebook received 57,700 hits in October (graph not available)
- Most popular October posts (we average over 2,000 hits per post):
  - #tbt Southernmost Point before the buoy, 374,850 hits
  - Fantasy Fest begins, 180,745 hits

- Sandbags at Indigenous Park 72,871 hits
- Police safety tips for Fantasy Fest 170,774 hits
- City X: 21,100 followers
- Police X: 20,000 followers
- City Instagram: 5,104 followers. 54,236 hits in October
- City's Community Network Facebook group has 2,332 members
- You Tube: 652 subscribers. 934 views in October amounting to 18.9 hours in watch time.

## CITY FACEBOOK REACH



# CITY YOU TUBE REACH

## Channel analytics

Advanced mode

Oct 7 - Nov 3, 2024  
Last 28 days

Overview Content Audience Inspiration

### Your channel got 934 views in the last 28 days

<b>Views</b> 934	<b>Watch time (hours)</b> 18.9	<b>Subscribers</b> +5
<i>About the same as usual</i>	<i>1.1 less than usual</i>	<i>600% more than previous 28 days</i>

See more

#### Realtime

Updating live

**652**  
Subscribers

See live count

**55**  
Views - Last 48 hours

Top content

	Key West Police Department...	11
	City of Key West New Parking...	7
	Ride the FREE Duval Street Bu...	5

See more