



# Monthly Public Information Report

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To: Albert P. Childress  
City Manager 

Date: April 11, 2024

From: Alyson Crean  
Public Information Officer

Subject: March 2024 Public Information Report

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## Statistics

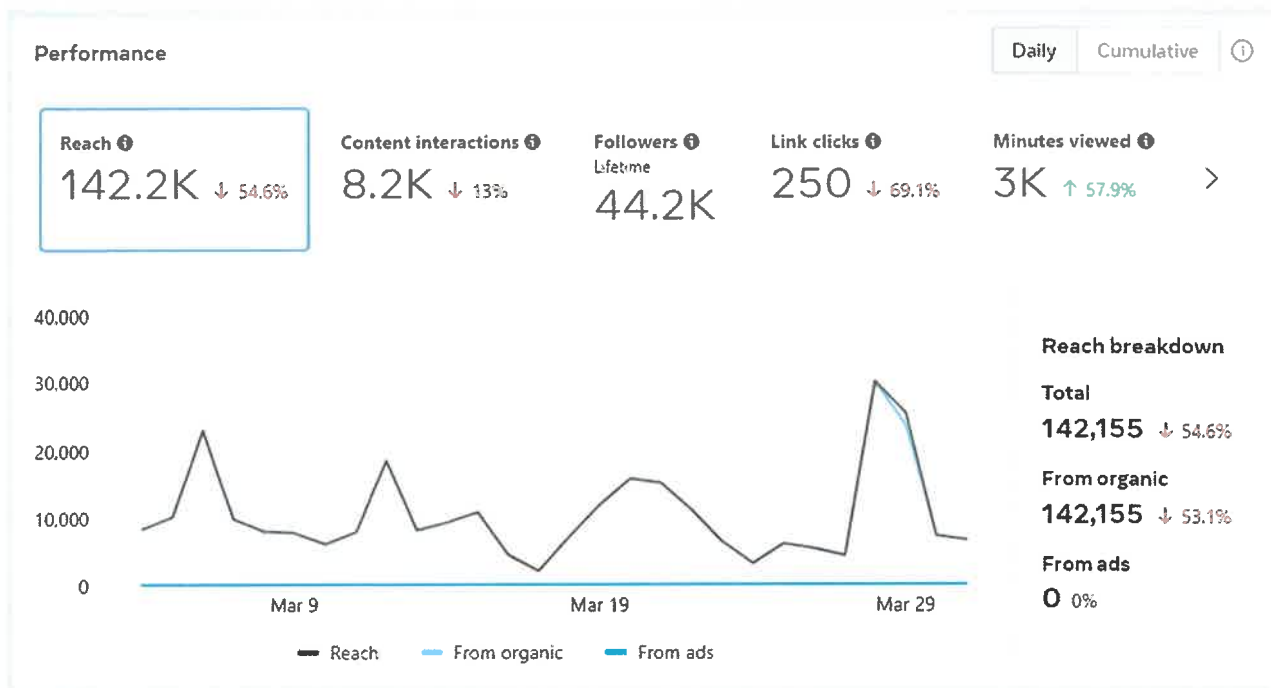
- 35 press releases
- Approximately 250 record request fulfillments
- 4 weekly directors' meetings; 3 weekly meetings with City Manager
- Attended 3 police command staff meetings
- Set up and transferred data to new computer
- Facilitated four Ambassadors Academy sessions
- Prepared presentation and attended Navy League police presentation
- Ordered and distributed Ambassador shirts for April graduation
- Attended agenda briefing and after-action meeting
- Attended and photographed City Commission meeting
- Attended and photographed police semi-annual awards ceremony
- Wrote and submitted nomination of Ambassadors Academy for a League of Cities Citizen Participation Award
- Attended Anne McKee Grant Fund meeting
- Scheduled two interviews with outgoing commissioners
- Attended agenda setting meeting
- Mentored Take Stock in Children student
- Created several new graphics and short videos

## Social Media Statistics

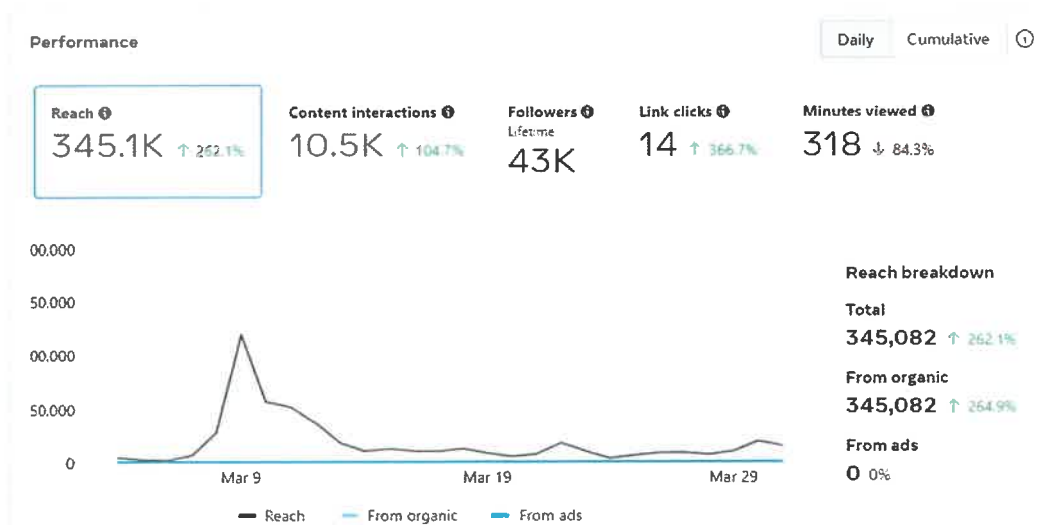
- City Facebook: 44,246 followers.
- City Facebook statistics show we had 141,625 hits in March.
- Police Facebook: 42,954 followers.
- Police Facebook received 345,082 in March.
- Most popular March posts:

- On the water police operations, 269,774 hits.
- Installation of the Staples Ave Bridge, 59,429 hits.
- City X and police X (formerly Twitter): no longer provide statistics unless you have a paid subscription.
- City Instagram: 4,605 followers. 7,236 hits in March. Several reels received over 1,000 views.
- You Tube: 619 subscribers. 1,026 views in March amounting to 33.9 hours in watch time.

## City Facebook Reach



## Police Facebook Reach



# CITY YOU TUBE

## Channel analytics

ADVANCED MODE

Overview Content Audience Research

Mar 4 - 31, 2024  
Last 28 days

### Your channel got 1,026 views in the last 28 days



SEE MORE

### Realtime

Updating live

619

Subscribers

SEE LIVE COUNT

57

Views Last 48 hours



Top content

Views

Content	Views
Key West Police Department	14
Key West Climate Vulnerabilit	8
Timelapse Frederick Douglas	5

# INSTAGRAM



Reach



Last 30 Days

Mar 2 - Mar 31

7,236

Accounts reached

+2.4%  
2,037  
Followers



5,199  
Non-followers

Impressions

28,355  
+1.1%

### By content type

All Followers Non-followers

Content Type	Followers	Non-Followers	Total
Reels	~1,000	~5,655	6,655
Posts	~1,000	~491	1,491
Stories	~100	~531	631

Followers Non-Followers