



Monthly Public Information Report

To: Brian L. Barroso, City Manager

Date: July 1, 2025

From: Alyson Crean, Public Information Officer

Subject: June Report 2025

STATISTICS

- 34 press releases
- Approximately 175 record request fulfillments
- 2 weekly directors' meeting
- Attended 3 police command staff meetings
- Attended and photographed City Commission meeting
- Wrote nomination for Officer of the Month for Keys Talk radio
- Met twice with Emergency Manager Gregory Barroso
- Attended RMS training
- Trained new records clerk on redacting body camera footage
- Vetted new participants in Class 43 Ambassadors program
- Was interviewed by the Citizen about the Ambassadors program and its history
- Participated in EOC training
- Attended and photographed ribbon cutting ceremony for the John Jones Navigation Center
- Photographed fox visit to KWPD
- Attended and facilitate TV interview for Open the Door
- Facilitated b-roll filming for Open the Door
- Ordered Ambassador shirts
- Wrote and posted weekly reminders for Plogging cleanups and the results
- Provided road work updates
- Designed various slides and flyers, including new career opportunities

SOCIAL MEDIA STATISTICS

- City Facebook: 54,100 followers
- City Facebook statistics show we had 1.4 million views in June
- Police Facebook: 50,700 followers

- Police Facebook received 1.1 million views in June
- LinkedIn has 1,059 followers and received 17,440 views in June
- City X: 20,900 followers
- Police X: 20,000 followers
- City Instagram: 5,566 followers. 25,979 views in June
- City's Community Network Facebook group has 2,469 members
- You Tube: 701 subscribers. 646 views in May amounting to 20.8 hours in watch time.

CITY FACEBOOK STATS



Performance

June 2, 2025 - June 29, 2025

Views

Views ⓘ

1.4M ↓ 31.2%



From followers ⓘ 37% ↑ 117.6%

From non-followers ⓘ 63% ↓ 24.1%

POLICE FACEBOOK STATS



Performance

June 2, 2025 - June 29, 2025

Views

Views ⓘ

1.1M ↓ 13.5%



From followers ⓘ 33% ↓ 26.7%

From non-followers ⓘ 67% ↑ 21.8%

MORE

LINKEDIN STATS

Highlights

Data for 5/30/2025 - 6/28/2025

17,440

Impressions

▼3.2%

695

Reactions

▼3.5%

54

Comments

▲1.9%

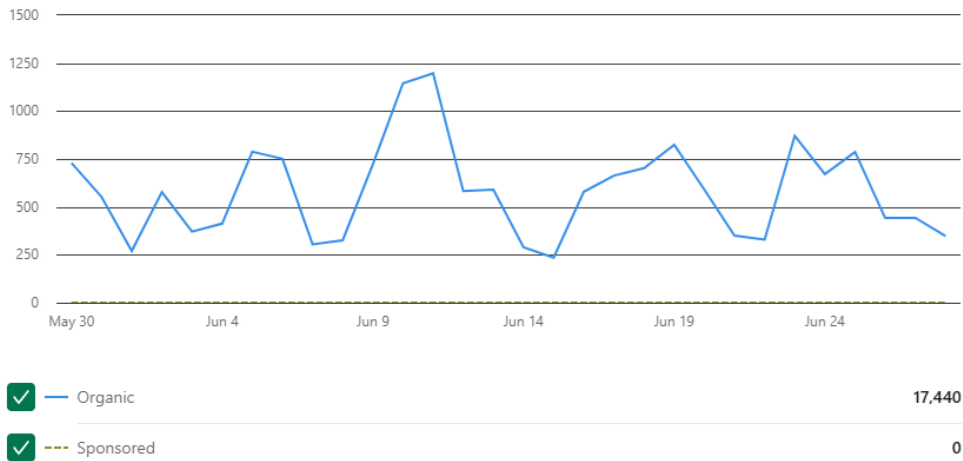
3

Reposts

▼25%

Metrics

Impressions ▾



Organic

17,440



Sponsored

0

INSTAGRAM STATS



Views



Last 30 days ▾

May 31 - Jun 29

25,979

Views

68.5%

Followers



31.5%

Non-followers

Accounts reached

5,422

+17.5%

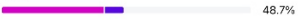
By content type

All

Followers

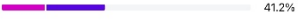
Non-followers

Posts



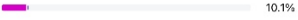
48.7%

Reels



41.2%

Stories



10.1%

Followers Non-Followers