



Monthly Public Information Report

To: Albert P. Childress
City Manager

Date: February 8, 2024

From: Alyson Crean 
Public Information Officer

Subject: January 2024 Public Information Report

STATISTICS

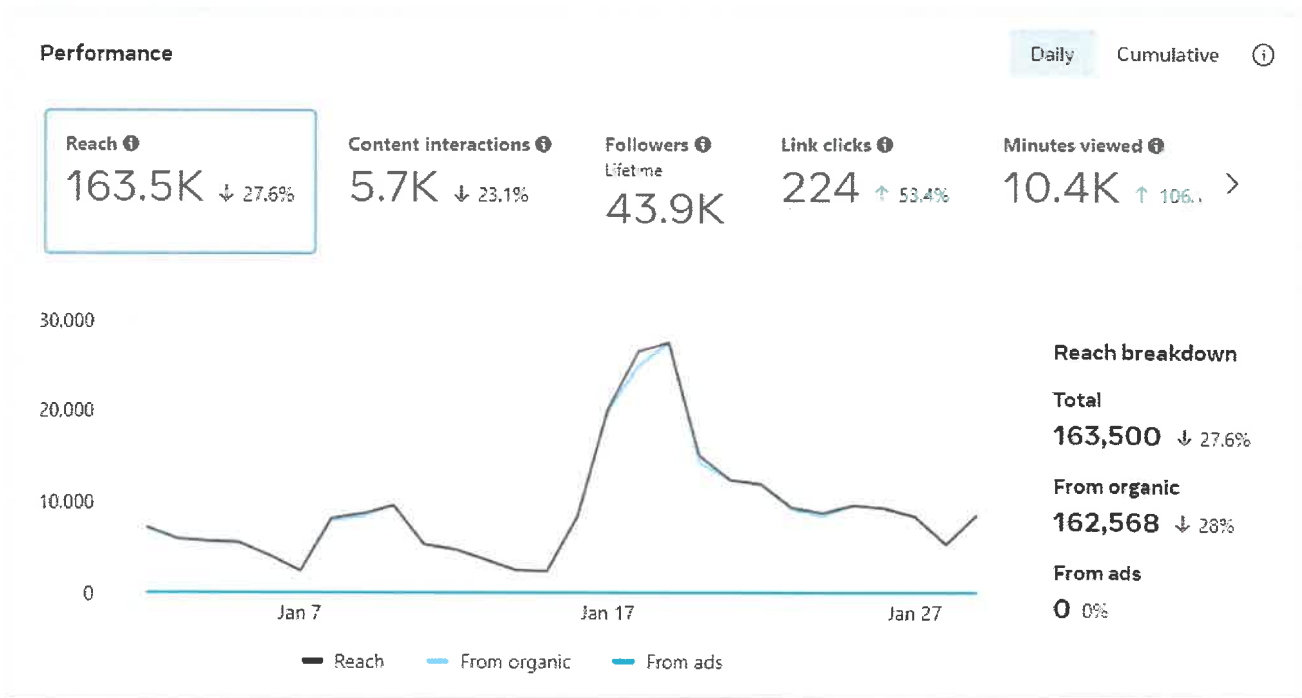
- 27 press releases
- Approximately 340 record request fulfillments
- 5 weekly directors' meetings; 3 weekly meetings with the City Manager.
- Attended agenda briefing and after-action meeting.
- 3 Police Command Staff meetings.
- Attended and photographed City Commission meeting.
- Started up Class 40 of the Key West Ambassadors Academy and facilitated four sessions.
- Met with IT to refresh social media permissions and policy.
- Met with videographer Carlos G.
- Attended and photographed groundbreaking for firefighter family new home.
- Participated in Zoom meeting with City Manager and consultant.
- Photographed city beaches for continuing documentation for grant funding.
- Attended and photographed christening of ACL's American Glory.
- Met with Navy PIO regarding base access for Ambassadors.
- Participated in several Photoshop continuing education tutorials.
- Mentored Take Stock in Children student.
- Attended agenda setting meeting.
- Created several new graphics and short videos.

SOCIAL MEDIA STATISTICS

- City Facebook: 43,854 followers.
- City Facebook statistics show we had 167,024 hits in January.
- Police Facebook: 42,275 followers
- Police Facebook received 95,543 in January.
- Most popular January posts:

- Positive feedback firefighter home groundbreaking with 10,165 hits.
- Announcement of the passing of KWPD Lt Blasberg, 26,857 hits.
- City X (formerly Twitter): 20,800 followers. 9,916 hits in December. This platform no longer provides statistics unless you have a paid subscription.
- Police X (formerly Twitter): 8,499 followers. 3,885 hits in December. This platform no longer provides statistics unless you have a paid subscription.
- City Instagram: 4,520 followers. 9,200 hits in January. Several reels received over 2000 views.
- You Tube: 608 subscribers. 915 views in January amounting to 24.4 hours in watch time.

CITY FACEBOOK REACH



POLICE FACEBOOK REACH

Performance

Daily Cumulative ⓘ

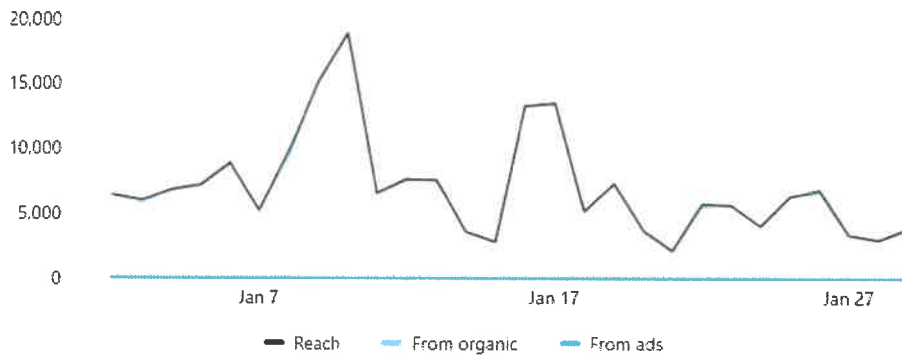
Reach ⓘ
98K ↓ 22.9%

Content interactions ⓘ
7.2K ↓ 11.3%

Followers ⓘ
Lifetime
42.3K

Link clicks ⓘ
1 ↓ 87.5%

Minutes viewed ⓘ
1.7K ↓ 53.3%



Reach breakdown

Total
97,969 ↓ 22.9%

From organic
96,727 ↓ 23.8%

From ads
0 0%