



Monthly Public Information Report

To: Albert P. Childress
City Manager

Date: October 12, 2023

From: Alyson Crean
Public Information Officer

Subject: August 2023 Public Information Officer Report

STATISTICS

- 24 press releases
- Two groundbreaking ceremonies
- 1 September 11th Memorial ceremony
- 1 Blue Mass
- Approximately 3 in-depth press contacts
- Approximately 110 record request fulfillments
- 3 weekly directors' meetings; 4 weekly meetings with City Manager.
- 3 Police Command Staff meetings
- Facilitated four sessions of the Key West Ambassadors Academy, which included field trips to the KWPD, Clayton Sterling Sports Complex, the Key West Cemetery, and the Naval Air Station Key West.
- Mentored Take Stock in Children student and attended mentor gathering.
- Attended Navy League meeting.
- Photographed additional KWPD bi-annual awards.
- Attended and photographed Community Services Awards Ceremony.
- Participated in joint agency emergency training exercise at the Truman Waterfront.
- Attended agenda briefing meeting, after action meeting, and agenda setting meeting.
- Attended and photographed City Commission meeting.
- Created a new account for News Alerts for the Commission.
- Attended retirement sendoff for Rev. Steve Torrence.
- Attended the Key West Police Love Fund Gala.
- Met with Nadine Grossman Orr regarding her role with Goombay.
- Arranged and photographed a number of departmental group photos for the Annual Report.
- Attended the Leadership Monroe social welcoming the new class.

- Attended the Cheryl Cates Foundation fundraising luncheon at the Yacht Club.

OUTREACH

- Designed graphics for budget hearing.
- Photographed and helped organize the Douglass Community Center groundbreaking.
- Attended and photographed September 11th ceremony.
- Photographed the Lofts groundbreaking ceremony.
- Designed and distributed Coffee with Cops flyer.
- Photographed interviews with staff and City Manager regarding customer service. Edited and distributed the first of these features. We will be releasing one a month.
- Attended and photographed Coffee with a Cop at the Lower Keys Medical Center.
- Attended and photographed the Key West Chamber of Commerce Trade Show.
- Attended and photographed the Blue Mass at St. Mary's Basilica.
- Created several short videos featuring Key West.

SOCIAL MEDIA STATISTICS

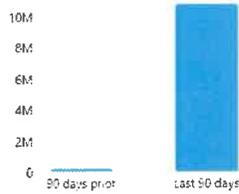
- City Facebook: 41,972 followers.
- City Facebook statistics show we had 1,638,925 hits in September. We had 10 million in August due to a viral post, but our usual number is less than 200k.
- Police Facebook: 40,377 followers
- Police Facebook received 174,107 in September.
- Most popular September posts:
 - The turtle release from August got an additional 700,000 hits in the first days of September.
 - Blue Mass thank you received over 11,000 hits.
 - Police response to stabbing at Regal received 14,816 hits.
- City X (formerly Twitter): 20,600 followers. 23,800 hits in September.
- Police X (formerly Twitter): 8,445 followers. 10,500 hits in September.
- City Instagram: 4,034 followers. 26,100 hits in September.
- You Tube: 579 subscribers. 1011 views in September amounting to 24.7 hours in watch time.

CITY FB CONTENT OVERVIEW

Post reach

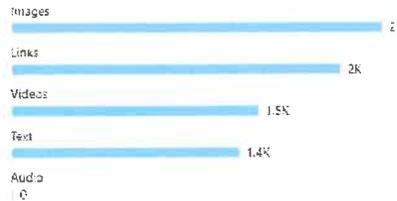
10.8M ↑ 5.74%

Total from last 90 days vs 90 days prior



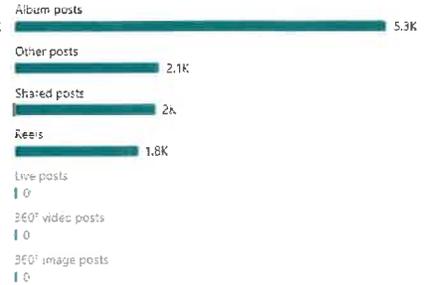
Median post reach per media type

For posts created in the last 90 days



Median post reach per content format

For posts created in the last 90 days

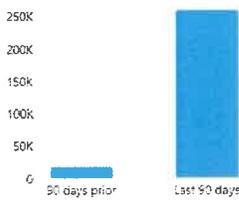


Engagement

Post reactions, comments and shares

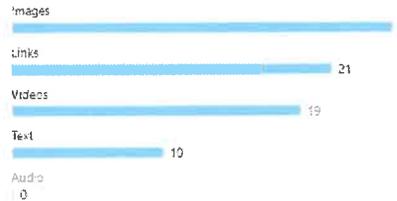
259.1K ↑ 5.28%

Total from last 90 days vs 90 days prior



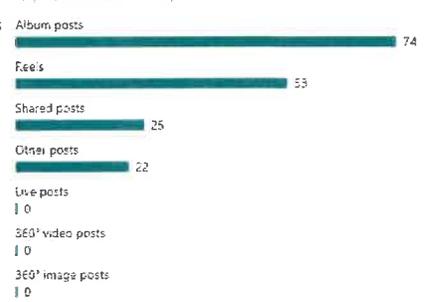
Median post reactions, comments and shares per media type

For posts created in the last 90 days



Median post reactions, comments and shares per content format

For posts created in the last 90 days



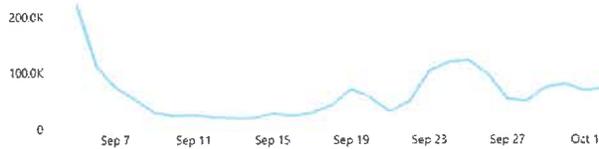
CITY FB REACH

Reach

Facebook reach

1,641,206 ↓ 83.1%

300.0K



Instagram reach

25,336 ↓ 0.6%

4.0K



CITY FB AUDIENCE

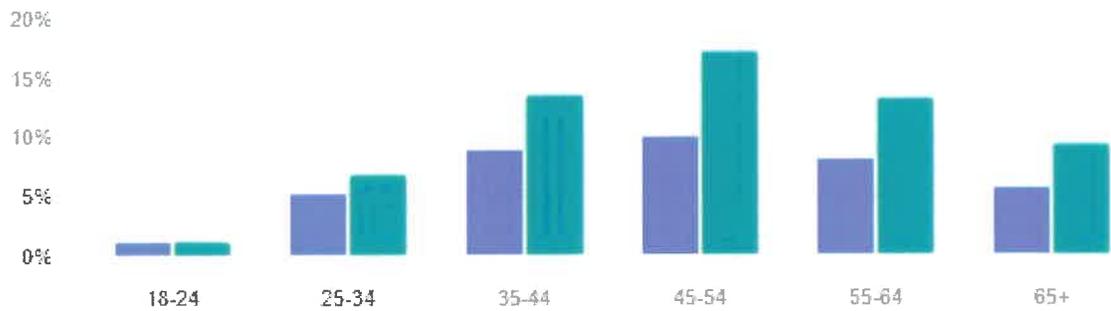
Audience

These values are based on total followers of your Page or profile.

[Create a post](#)

Age and Gender

Men 39.00%
Women 61.00%



Location

Cities

Countries

Key West, FL	5,271
Summerland Key, FL	482
Stock Island, FL	395
Big Pine Key, FL	302
Marathon, FL	273

POLICE FB REACH

Reach ⓘ

Compare your reach from this period to the previous one.

See more about your content performance

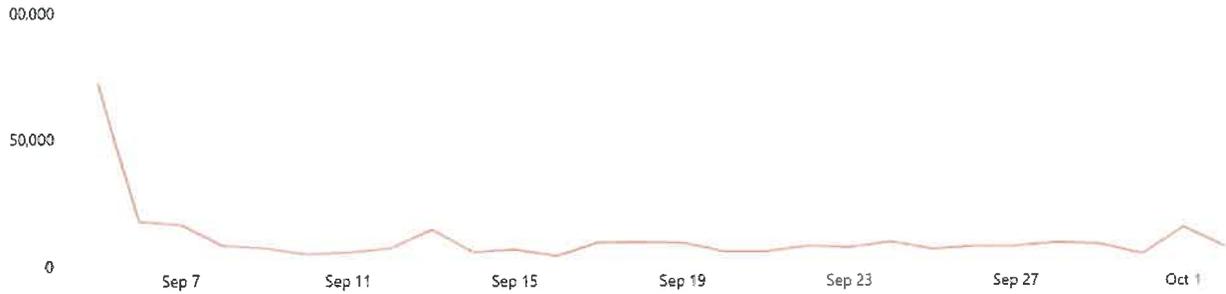
Facebook reach ⓘ

181,775 ↓ 49.1%

Paid reach ⓘ

0 0%

Daily Cumulative



Ways to help grow your reach

Try reaching more people with an ad

Facebook reach ⓘ



From organic

From ads

28 days prior

171,069

0

You may see estimated daily results of 452 - 1,307 Facebook reach when you spend \$7 a day on ads.

Post frequently and consistently

Published posts ⓘ

75 ↑ 5.6%

Published stories ⓘ

0 0%

Improve engagement for your content

Median post reactions, comments and shares ⓘ

45 ↓ 33.8%

Median story reactions, replies and shares ⓘ

—

These insights are based on your most recent posts and stories.

YOU TUBE ANALITICS

Overview
Content
Audience
Research

Your channel got 1,011 views in the last 28 days

Views

1.0K 📈

About the same as usual

Watch time (hours)

24.7 📉

5.2 less than usual

Subscribers

+8 📈

100% more than previous 28 days

[SEE MORE](#)

Your top content in this period

Content	Views	Average view duration
<ol style="list-style-type: none">  <p>Key West Rides On Demand Bus Service. City of Key West Transp Dec 1, 2022</p>  <p>Key West Chats with Staff Sep 24, 2023</p> 	<p>148</p> <p>132</p>	<p>1:25 (81.9%)</p> <p>1:09 (59.8%)</p>

Latest content



First 7 days 4 hours compared to your typical performance

Sep 5 - Oct 2, 2023
Last 28 days

579

Subscribers

[SEE LIVE COUNT](#)

57

Views - Last 48 hours

[SEE MORE](#)

Top content

Content	Views
 City of Key West New Parkin...	16
 Sargassum Solution in the Cit...	9
 City of Key West Chats with St...	6

[SEE MORE](#)