



Monthly Public Information Report

To: Albert Childress, City Manager



Date: July 13, 2023

From: Alyson Crean, Public Information Officer

Subject: June 2023 Public Information Officer Report

STATISTICS

- 19 press releases
- Approximately 8 in-depth press contacts
- Approximately 65 record request fulfillments
- 3 weekly directors' meetings; 1 agenda briefing; 1 agenda setting and 1 after action meeting.
- 1 City Commission regular meeting.
- 3 Police Command Staff meetings
- 1 meeting to discuss upcoming police awards.
- Created 2 new videos and numerous graphic slides for social media.

OUTREACH

- Facilitated bucket truck for TDC to photograph 20-year anniversary of the Sea to Sea Rainbow Flag
- Gathered photos from over the years of Patti's tenure.
- Worked on presentation for Emergency Management
- Set schedule for Class #39 of the Ambassador Academy and accepted 17 members.
- Attended and photographed Patti's Farewell
- Attended and photographed Mango Fest
- Facilitated filming at KWPD with the Wesley
- Facilitated video with Chief and Joe Moore from US1 Radio
- Filmed videos for surprise
- Made July 4th video and slides.

SOCIAL MEDIA STATISTICS

- Social media platforms were down. Likely, in part, due to a week of annual leave and no posting
- City Facebook: 38,550 followers – 1,983 new followers

- City Facebook received 870,272 hits in June.
- Police Facebook: 39,926 followers.
- Police Facebook received 94,040 hits in June.
- Most popular posts:
 - June 9th: Welcoming city proclamation got 53,438 hits.
 - June 21st: Officer help woman in need got 43,424 hits.
- City Twitter: 20,500 followers. 23,400 hits in June
- Police Twitter: 8,386 followers. 6,199 hits in June
- City Instagram: 3,186 followers. 4,399 hits in June
- You Tube: 546 subscribers. 899 views in June amounting to 31.3 hours in watch time.

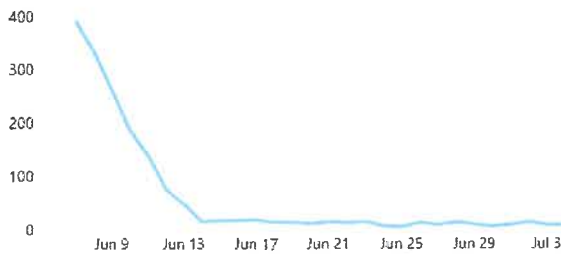
CITY FB & INSTA TRENDS

Audience ⓘ

See audience report

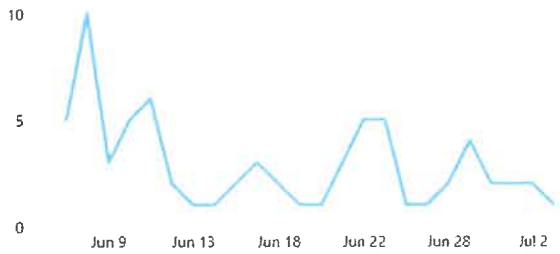
New Facebook followers ⓘ

1,580 ↓ 16.2%



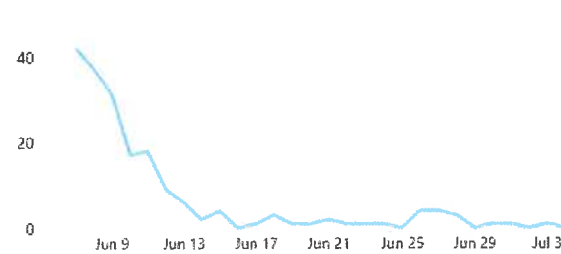
New Instagram followers ⓘ

70 ↓ 12.5%



Facebook Page or profile unfollowers ⓘ

191 ↑ 26.5%



CITY FB & INSTA AUDIENCE

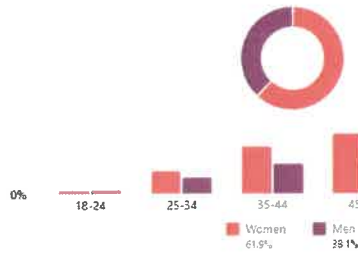
Audience

Current audience Potential audience

Facebook followers

38,550

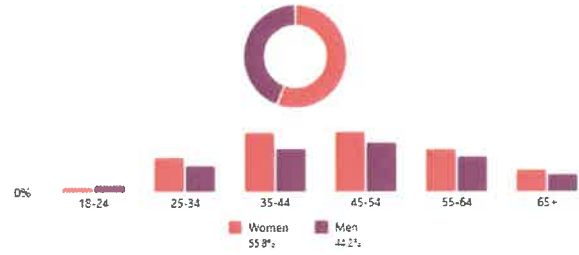
Age & gender



Instagram followers

3,185

Age & gender



Top cities



Top cities



Top countries



Top countries



POLICE FB AUDIENCE

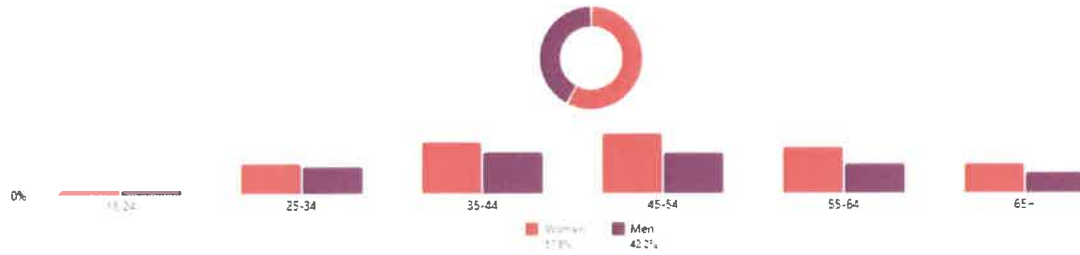
Audience

Current audience Potential audience

Facebook followers

39,926

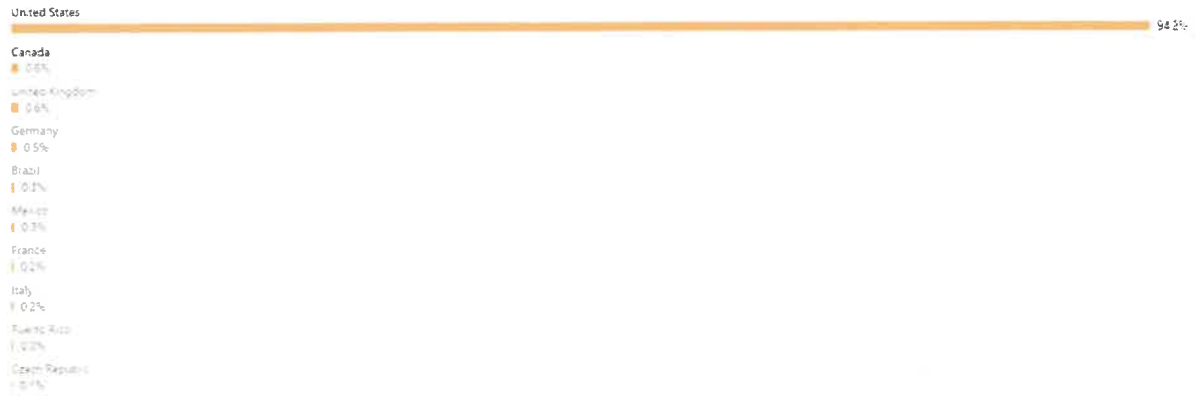
Age & gender



Top cities



Top countries



CITY AND POLICE TWITTER TRENDS





 **Account home**
City of Key West @City_of_KeyWest Page updated daily

We're working on improvements to [analytics.twitter.com](#). In the meantime, you may see some metrics are missing. You can access your Tweet Analytics and download reports [here](#). You can try the new version of account analytics beta [here](#).

28 day summary with change over previous period

Tweets	Tweet impressions	Profile visits	Mentions	Followers
28	23.4K ↑8.3%	959	74	20.5K ↑31



 **Account home**
Key West Police Dept @KWPOLICE Page updated daily

We're working on improvements to [analytics.twitter.com](#). In the meantime, you may see some metrics are missing. You can access your Tweet Analytics and download reports [here](#). You can try the new version of account analytics beta [here](#).

28 day summary with change over previous period

Tweets	Tweet impressions	Profile visits	Mentions	Followers
7	5,700 ↓25.7%	603	8	8,386 ↑12

INSTAGRAM TRENDS

3:40



Professional dashboard



Account insights

[See all](#)

4,399 accounts reached in the last 30 days

2,623 are non-followers

