



Monthly Public Information Report

To: Albert P. Childress
City Manager

Handwritten initials "APS" in blue ink, enclosed in a blue circle.

Date: December 14, 2023

From: Alyson Crean
Public Information Officer

Subject: November 2023 Public Information Report

STATISTICS

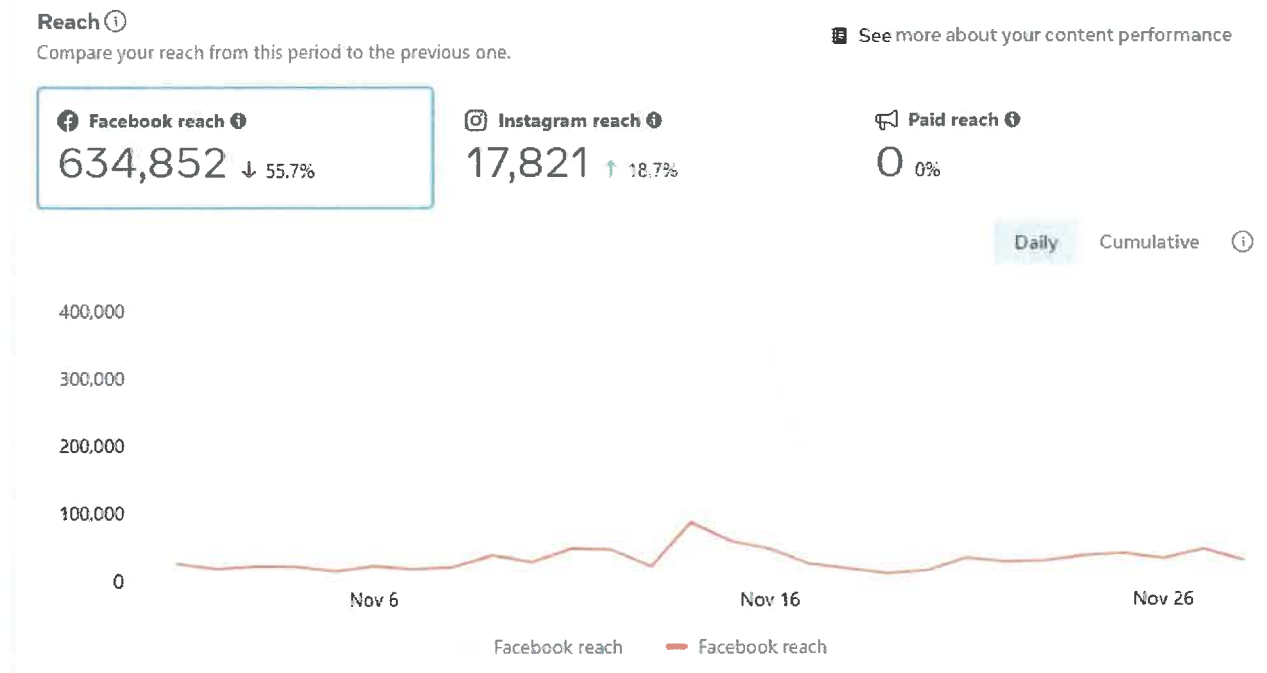
- 26 press releases
- Approximately 175 record request fulfillments
- 4 weekly directors' meetings; 3 weekly meetings with City Manager.
- Attended agenda briefing and after action meeting.
- 2 Police Command Staff meetings.
- Attended and photographed City Commission meeting.
- Facilitated and filmed live remote at Truman Waterfront for boat races.
- Attended and photographed police academy graduation.
- Photographed Veteran's Day Ceremony at Bayview.
- Rode with Navy League in the Veteran's Day Parade.
- Mentored Take Stock in Children student.
- Participated in HR wellness webinar.
- Attended and photographed Tree Lighting ceremony.
- Photographed awarding of Employee of the Quarter to Sexton Rosa Diaz.
- Facilitated as team captain of the City of Key West Out of the Darkness Suicide Awareness walk in which we raised \$2500.
- Created several new graphics and new QR code.
- Created several new videos.

SOCIAL MEDIA STATISTICS

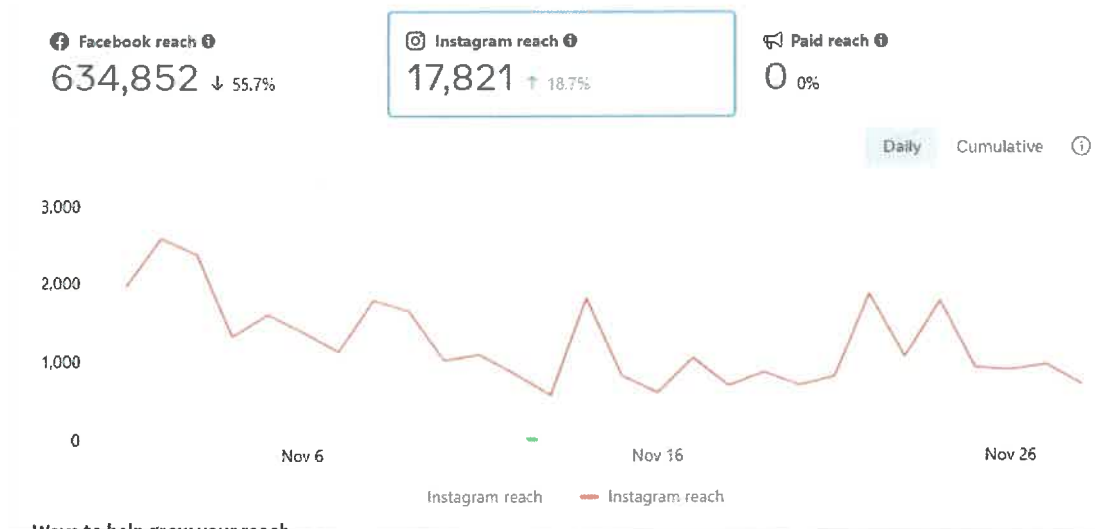
- City Facebook: 43,175 followers.
- City Facebook statistics show we had 1632,647 hits in November.
- Police Facebook: 41,984 followers
- Police Facebook received 525,609 in November.
- Most popular November posts:

- Veteran's Day ceremony, 70,355 hits.
- Detectives seek SMP tagger, 79,836 hits.
- City X (formerly Twitter): 20,800 followers. 19,400 hits in November.
- Police X (formerly Twitter): 8,499 followers. 11,900 hits in November.
- City Instagram: 4,366 followers. 20,300 hits in November.
- You Tube: 594 subscribers. 1,546 views in November amounting to 43.4 hours in watch time.

CITY FACEBOOK REACH COMPARED BY MONTH



CITY INSTAGRAM REACH COMPARED BY MONTH



POLICE FACEBOOK REACH COMPARED BY MONTH

Reach ⓘ

Compare your reach from this period to the previous one.

📄 See more about your content performance

Facebook reach ⓘ

525,609 ↓ 69.6%

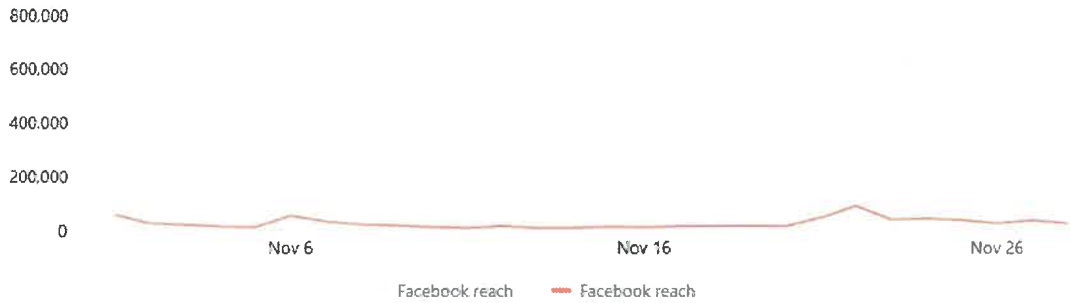
Paid reach ⓘ

0 0%

Daily

Cumulative

ⓘ



Ways to help grow your reach

YOU TUBE ANALITICS

Channel analytics

Overview

Content

Audience

Research

Your channel got 1,546 views in the last 28 days

Views

1.5K ↑

246 more than usual

Watch time (hours)

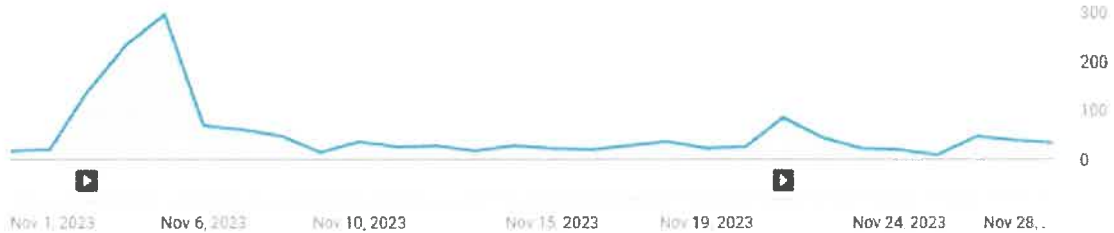
43.4 ↑

3.4 more than usual

Subscribers

+13 ↑

550% more than previous 28 days



SEE MORE