



Monthly Public Information Report

To: Albert P. Childress
City Manager 

Date: June 6, 2024

From: Alyson Crean
Public Information Officer

Subject: May 2024 Public Information Report

Statistics

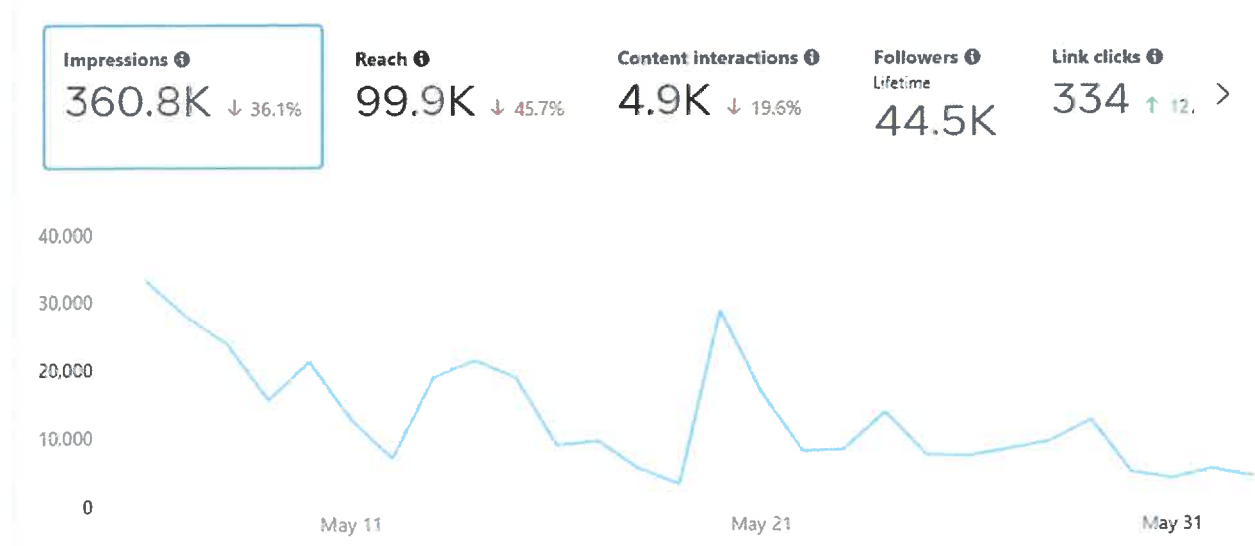
- 16 press releases
- Approximately 350 record request fulfillments
- 2 weekly directors' meetings; 2 weekly meetings with City Manager
- Attended 4 police command staff meetings
- Attended HR's True Colors training
- Attended Commission agenda briefing
- Attended and photographed City Commission meeting
- Fielded press requests regarding College Road shooting incident
- Coordinated with Crime Expose TV show for interview with Detective regarding a 2017 murder in Key West
- Designed and printed Law Enforcement Memorial programs
- Interviewed with On Patrol TV show on Peacock
- Recorded voice over for August video
- Facilitate and photographed Law Enforcement Memorial
- Attended Take Stock in Children graduation ceremony
- Attended and photographed City Health Fair
- Attended and photographed swearing in of Sgt. Marcus Del Valle
- Attended MWWL committee meeting
- Attended and photographed City summer BBQ
- Conducted video interviews with employees
- Participated in social media for municipalities training
- Made arrangements for Clinton Square groundbreaking
- Met with IT regarding finalizing August video
- Photographed police station visit by Pawsitive Beginnings
- Designed save-the-date for retirement reception

- Created several new graphics and short videos

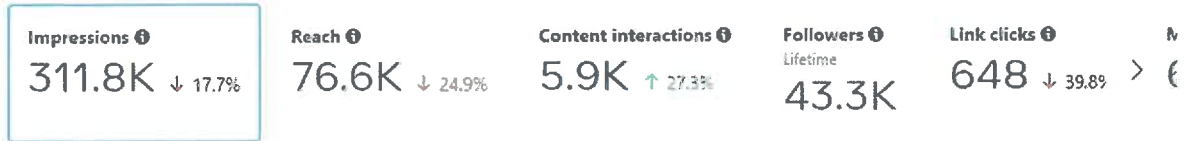
Social Media Statistics

- City Facebook: 44,500 followers
- City Facebook statistics show we had 93,920 hits in May
- Police Facebook: 43,317 followers
- Police Facebook received 74,608 hits in May
- Most popular May posts:
 - Toy cars at Southernmost Point, 40,677 hits
 - South Roosevelt nighttime closure notice, 16,144 hits
 - #tbt of Full Moon Saloon 24, 352 hits
 - Officer rescues baby possums, 15,872 hits
- City X and police X (formerly Twitter): no longer provide statistics unless you have a paid subscription.
- City Instagram: 4,799 followers. 9,100 hits in May.
- You Tube: 627 subscribers. 902 views in May amounting to 23.6 hours in watch time.

City Facebook Reach



Police Facebook Reach

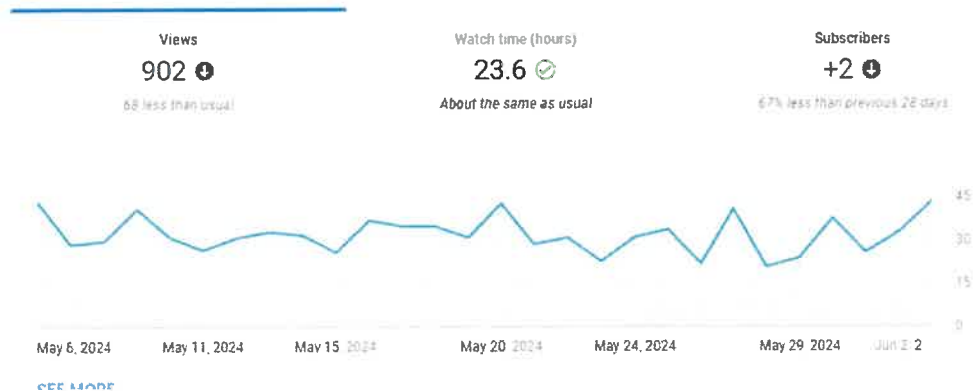


City YouTube

Channel analytics

[Overview](#) [Content](#) [Audience](#) [Inspiration](#)

Your channel got 902 views in the last 28 days



Instagram



Reach



Last 30 Days ▾

May 4 - Jun 2

9,146

Accounts reached



Impressions

31,548

(37%)

By content type

