



# Monthly Public Information Report

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To: Albert P. Childress  
City Manager



Date: September 14, 2023

From: Alyson Crean  
Public Information Officer

Subject: August 2023 Public Information Report

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## STATISTICS

- 27 press releases
- Approximately 8 in-depth press contacts
- Approximately 140 record request fulfillments
- 3 weekly directors' meetings; 3 weekly meetings with City Manager; 1 hurricane emergency management command staff meeting; 3 countywide emergency management meetings regarding Idalia.
- 3 Police Command Staff meetings
- Met with City Manager, Police Chief and Father Baker regarding September Blue Mass
- Attended and photographed National Night Out
- Met with HR regarding the creation of an orientation video for new employees
- Met with Police Command Staff to review updates to the police web page.
- Mentored Take Stock in Children student
- Attended Navy League meeting
- Attended and photographed KWPD bi-annual awards ceremony
- Met with Building, Sustainability, and Code regarding new state water rules.
- Attended agenda-setting meeting.

## OUTREACH

- Distributed new hurricane mid-season awareness radio and video PSAs
- Photographed, videoed, and distributed Urban Search and Rescue team's rappelling training.
- Filmed and distributed back to school safety video with Chief Brandenburg and Sheriff Ramsay.
- Photographed law enforcement autism training at Gerald Adams School.

- Wrote and designed and printed police awards, then attended and photographed the ceremony and distributed press releases of the various award winners.
- Designed fliers for Blue Mass, Douglass Community Center groundbreaking, and September 11<sup>th</sup> ceremony.
- Attended radio show on Island 106.9 with Chief Brandenburg
- Facilitated weekly sessions of the Ambassadors Academy, plus an extra-curricular field trip to the National Weather Service for a tour and balloon release.
- Joined City Manager for WKYZ Pirate radio interview.
- Attended and photographed turtle release on Higgs Beach.
- Created several short videos featuring Key West parks and properties.

#### SOCIAL MEDIA STATISTICS

- City Facebook: 41,686 followers, up from 38,654
- City Facebook statistics include the Labor Day weekend posts, which drives the number of hits up from 163,671 hits in July to 9,872,291 for August and the first week in September. The huge anomaly is due to 9.7 million hits on the post of the turtle release.
- Police Facebook: 40,230 followers
- Police Facebook received 219,506 in August, up from 130,538 hits in July
- Most popular August posts:
  - August 17th: #tbt Triangle in the '70s got 143,820 hits
  - August 18th: HARC approved house move got 43,909 hits
- City Twitter: 20,600 followers. 34,600 hits in August
- Police Twitter: 8,409 followers. 16,000 hits in August
- City Instagram: 3,729 followers. 29,100 hits in August
- You Tube: 571 subscribers. 822 views in August amounting to 24.4 hours in watch time.

**HIGHEST SINGLE FB POST RESPONSE TO DATE**

## Post Insights



A great morning today as The Turtle Hospital release Tina, a 200 pound loggerhead turtle, at Higgs Beach!

Published by Alyson Crean · September 1 at 11:19 AM ·

Post Impressions ⓘ

**9,729,902**

Post reach ⓘ

**9,555,889**

Post Engagement ⓘ

**389,708**

### Distribution ⓘ

**+75.9x** higher than your other posts within 6 days and 12 hours of publishing. [Learn more](#)

### Views ⓘ



3-Second Video Views

6,021,642



1-minute video views

0



Average minutes viewed

0:14

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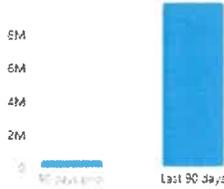
## CITY FB CONTENT OVERVIEW

### Reach

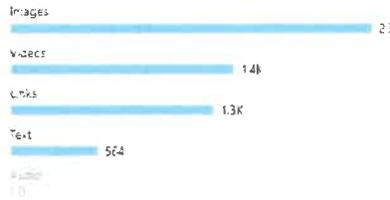
Post reach (📌)

10M ↑ 156%

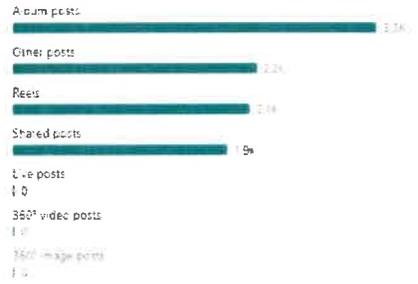
Total from last 90 days vs 90 days prior



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

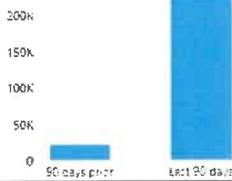


### Engagement

Post reactions, comments and shares (📌)

226.9K ↑ 355.1%

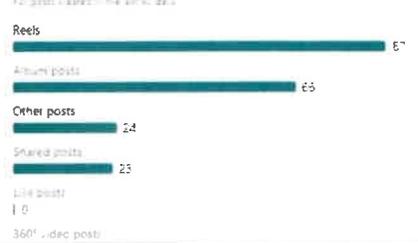
Total from last 90 days vs 90 days prior



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

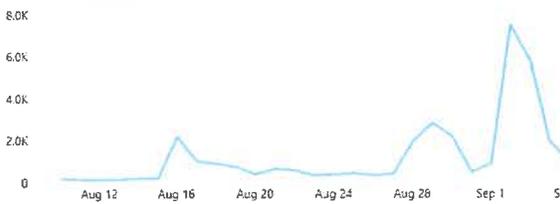


## CITY FB REACH AND NEW LIKES

### Page and profile visits

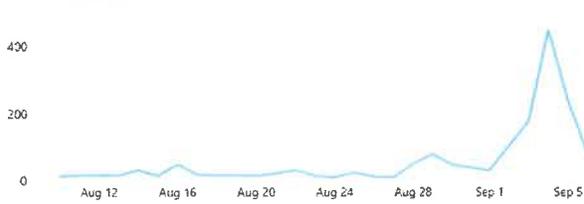
Facebook visits (📌)

33,277 ↑ 443.8%



Instagram profile visits (📌)

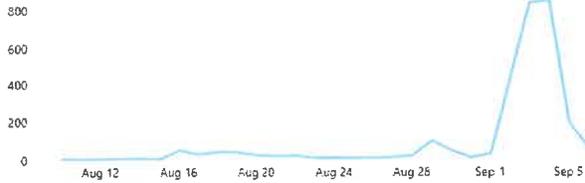
1,552 ↑ 266.9%



New likes and follows

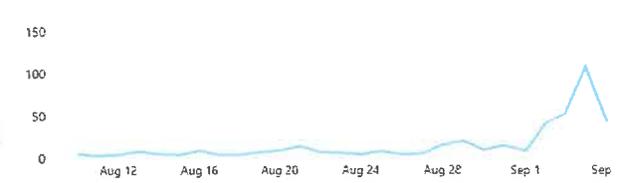
Facebook Page new likes

2,880 ↑ 24%



New Instagram followers

396 ↑ 111%



## CITY FB AUDIENCE

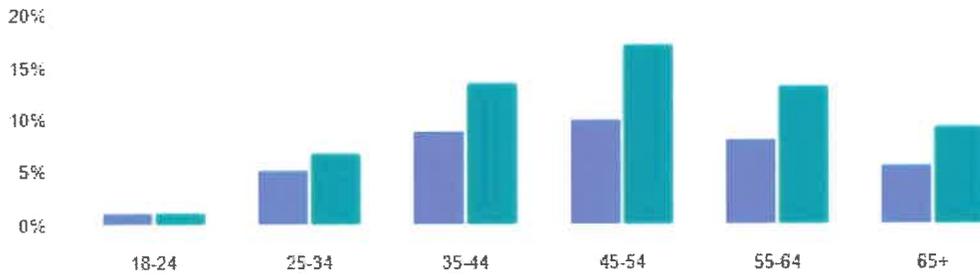
### Audience

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

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

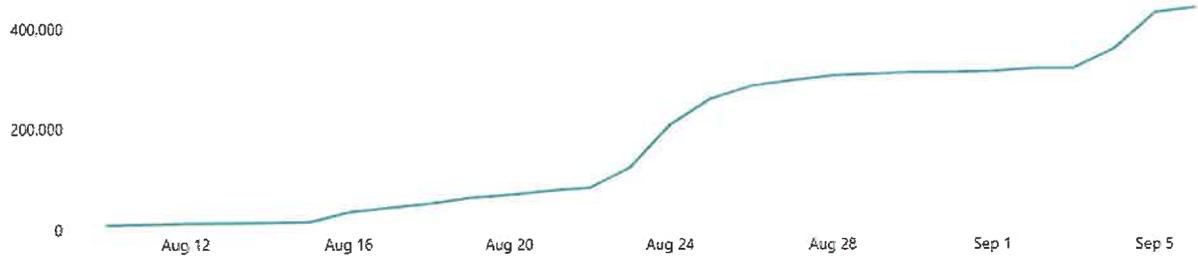
## POLICE FB CONTENT OVERVIEW

Compare your reach from this period to the previous one

Facebook reach ⓘ  
438,233 ↑ 216.2%

Paid reach ⓘ  
0 0%

Daily Cumulative



### Ways to help grow your reach

Try reaching more people with an ad

Facebook reach ⓘ



From organic 398,710  
From ads 0

You may see estimated daily results of 604 - 1,745 Facebook reach when you spend \$7 a day on ads. ⓘ

Boost for reach

Post frequently and consistently

Published posts ⓘ

78 ↑ 21.9%

Published stories ⓘ

0 0%

Create post

Improve engagement for your content

Median post reactions, comments and shares ⓘ

58 ↑ 133%

Median story reactions, replies and shares ⓘ

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

See tips to help improve your content

## POLICE FB REACH AND NEW LIKES

Reach

Facebook reach ⓘ

438,233 ↑ 216.2%

100.0K

50.0K

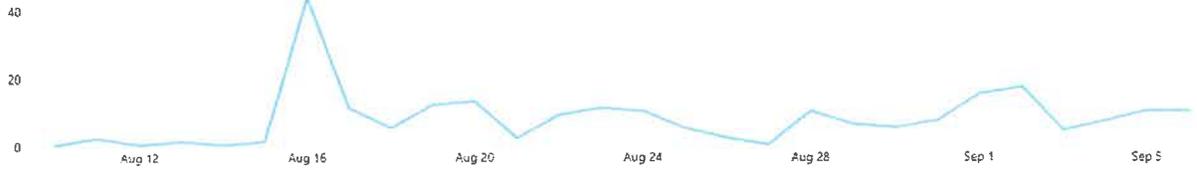
0

Aug 12 Aug 15 Aug 20 Aug 24 Aug 28 Sep 1 Sep 5

New likes and follows

Facebook Page new likes

219 +46%



## POLICE FB AUDIENCE

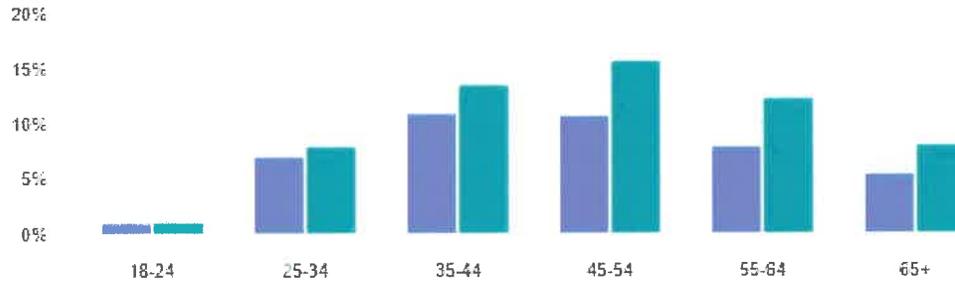
### Audience

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

[Create a post](#)

### Age and Gender

- Men 42.20%
- Women 57.80%



### Location

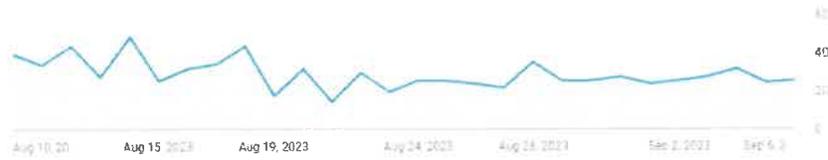
Cities

Countries

Key West, FL	5,567
Summerland Key, FL	564
Stock Island, FL	451
Big Pine Key, FL	424
Marathon, FL	364

# YOU TUBE ANALITICS

Overview Content Audience Research



SEE MORE



Top content Views

	Key West Rides On Demand	14
	City of Key West New Parking	5
	Key West Police Department ...	5

SEE MORE

## Your top content in this period

Content	Views	Average view duration
1  Key West Rides On Demand Bus Service. City of Key West Transit Dec 1, 2022	134	1:17 (73.1%)
2  City of Key West New Parking App. Apply for a Residential Parking Permit! Sep 30, 2021	92	1:47 (51.3%)
3  Ride the FREE Duvai Street Bus Loop. Key West FL Aug 30, 2017	74	1:25 (105.2%)
4  Key West Police Department Recruiting Apr 28, 2022	58	1:15 (59.1%)
5  Need to trim your mangroves? Don't do it until you watch this video first! Aug 16, 2016	47	4:46 (44.2%)

## Latest content



First 29 days 1 hour compared to your typical performance.

Views	56	
Impressions click-through rate	1.9%	
Average view duration	0:28	

SEE VIDEO ANALYTICS

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