



Monthly Public Information Report

To: Albert P. Childress
City Manager

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

Date: May 9, 2024

From: Alyson Crean
Public Information Officer

Subject: April 2024 Public Information Report

STATISTICS

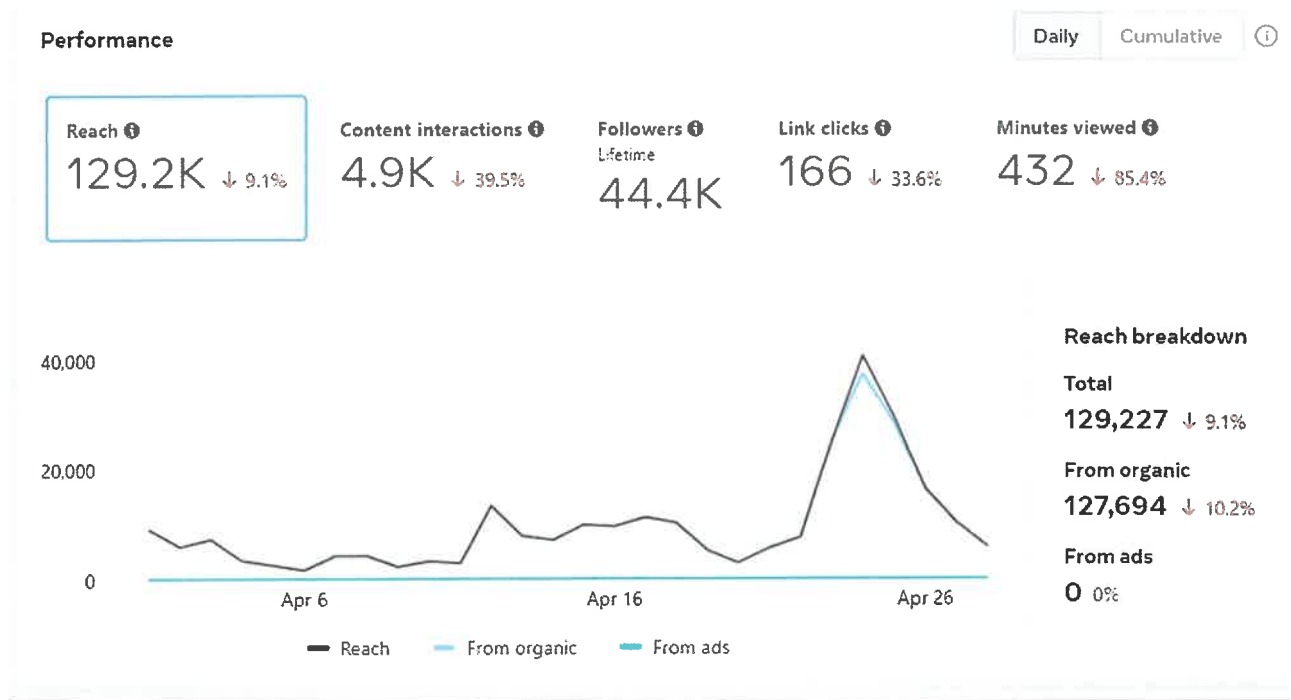
- 22 press releases
- Approximately 230 record request fulfillments
- 5 weekly directors' meetings; 1 weekly meetings with City Manager
- Attended 4 police command staff meetings.
- Facilitated Ambassadors Academy Round Table with City Commission
- Photographed employee picnic.
- Attended and photographed monthly City Commission meeting.
- Facilitated Ambassador Academy graduation, Class #40, distributed certificates.
- Attended agenda briefing and after-action meeting.
- Coordinated, emceed, and photographed groundbreaking for the John Jones Navigation Center
- Photographed visit to KWPD by Pawsitive Beginnings Fox rescue and trauma support.
- Attended and photographed Ambassador Academy Reunion aboard the Ingham
- Conducted and videotaped interviews with outgoing members of the Commission
- Provided IT with a large selection of photos for website redesign.
- Wrote and recorded radio spots for Key West Rides
- Renewed CJIS security training
- Attended and photographed Arbor Day tree planting
- Mentored Take Stock in Children student
- Created several new graphics and short videos.

Social Media Statistics

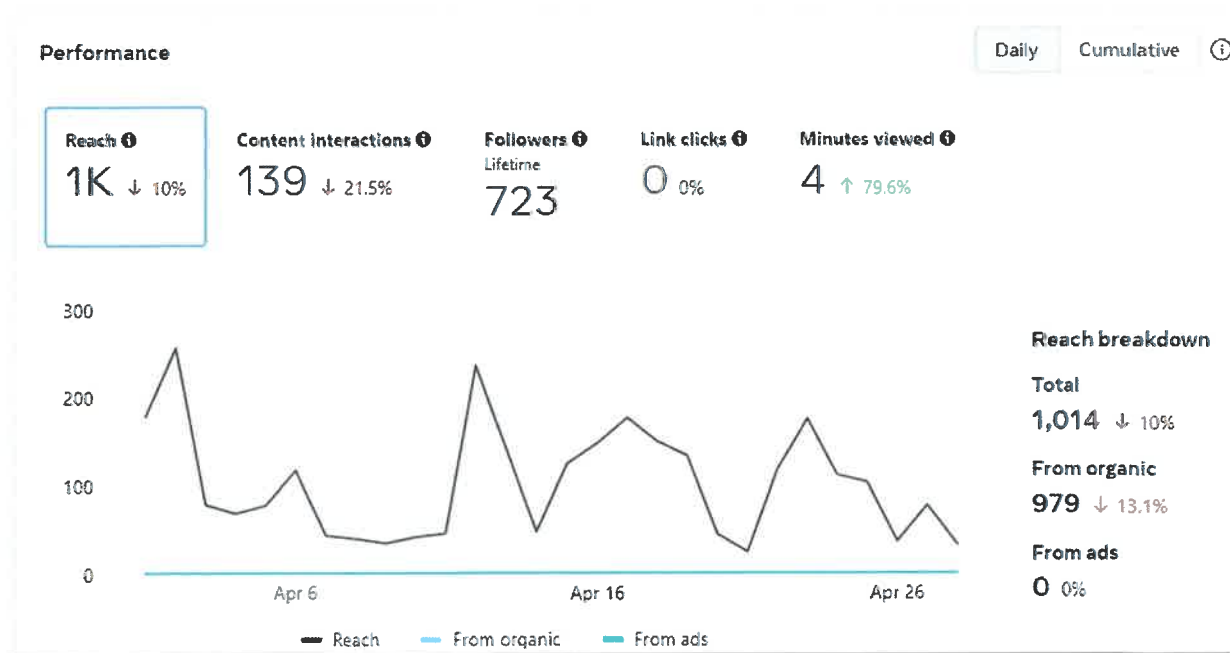
- City Facebook: 44,361 followers.
- City Facebook statistics show we had 129,227 hits in April.

- Police Facebook: 43,161 followers
- Police Facebook received 77,626 hits in April.
- Most popular April posts:
 - Fire Department hose training 43,839 hits.
 - Fireworks sound warning, 17,958 hits
 - New Staples Ave bridge arrives on truck, 64,073 hits
 - Fox rescue visits KWPD, 10,407 hits
 - April 23 Instagram reel was played 1.3 million times
- City X and police X (formerly Twitter): no longer provides statistics unless you have a paid subscription.
- City Instagram: 4,705 followers. 25,000 hits in April.
- You Tube: 624 subscribers. 930 views in April amounting to 28.5 hours in watch time.

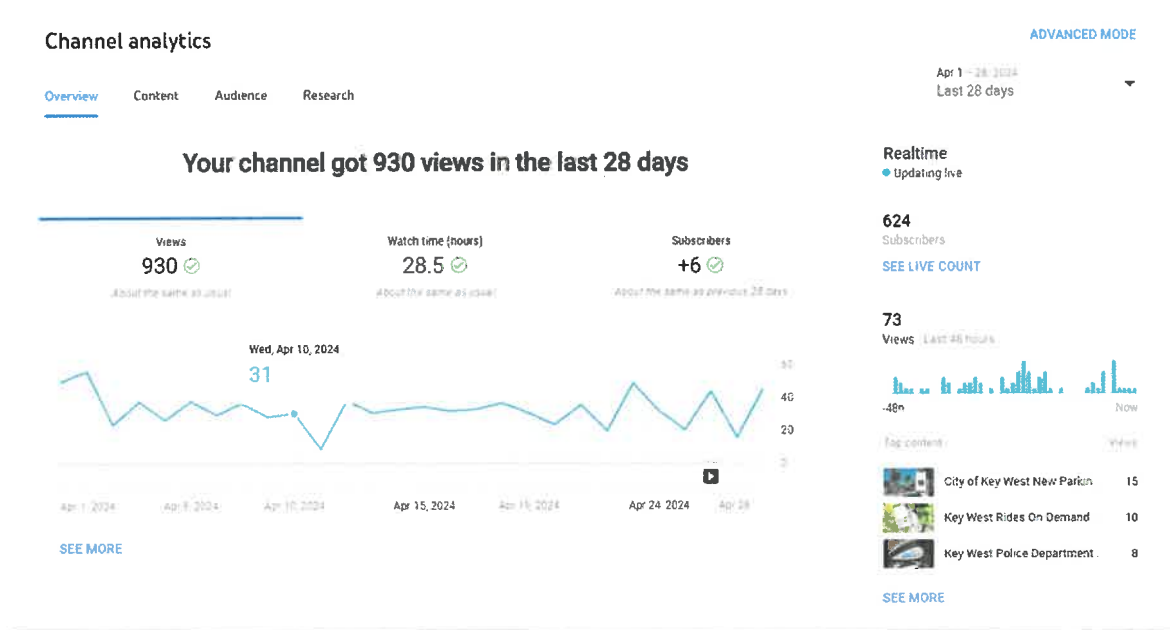
City Facebook Reach



Police Facebook Reach

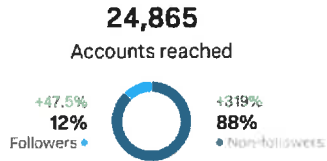


CITY YOU TUBE



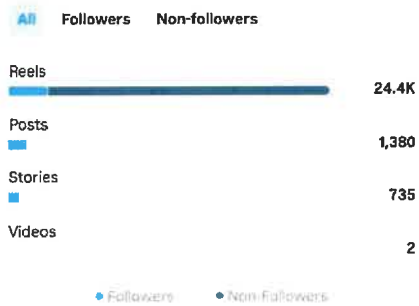
Instagram

< **Reach** ⓘ
Last 30 Days ▾ Mar 30 - Apr 28



Impressions **46,463**
+59.9%

By content type



3:46 LTE

< **Reel insights**

#KeyWest #Boating #Paradise
📍 Map · Travelling
- April 23 · Duration: 0:06

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