Monthly Public Information Report

To: Brian L. Barroso, City Manager **Date: September 3, 2025**

From: Alyson Crean, Public Information Officer

Subject: August Report 2025

STATISTICS

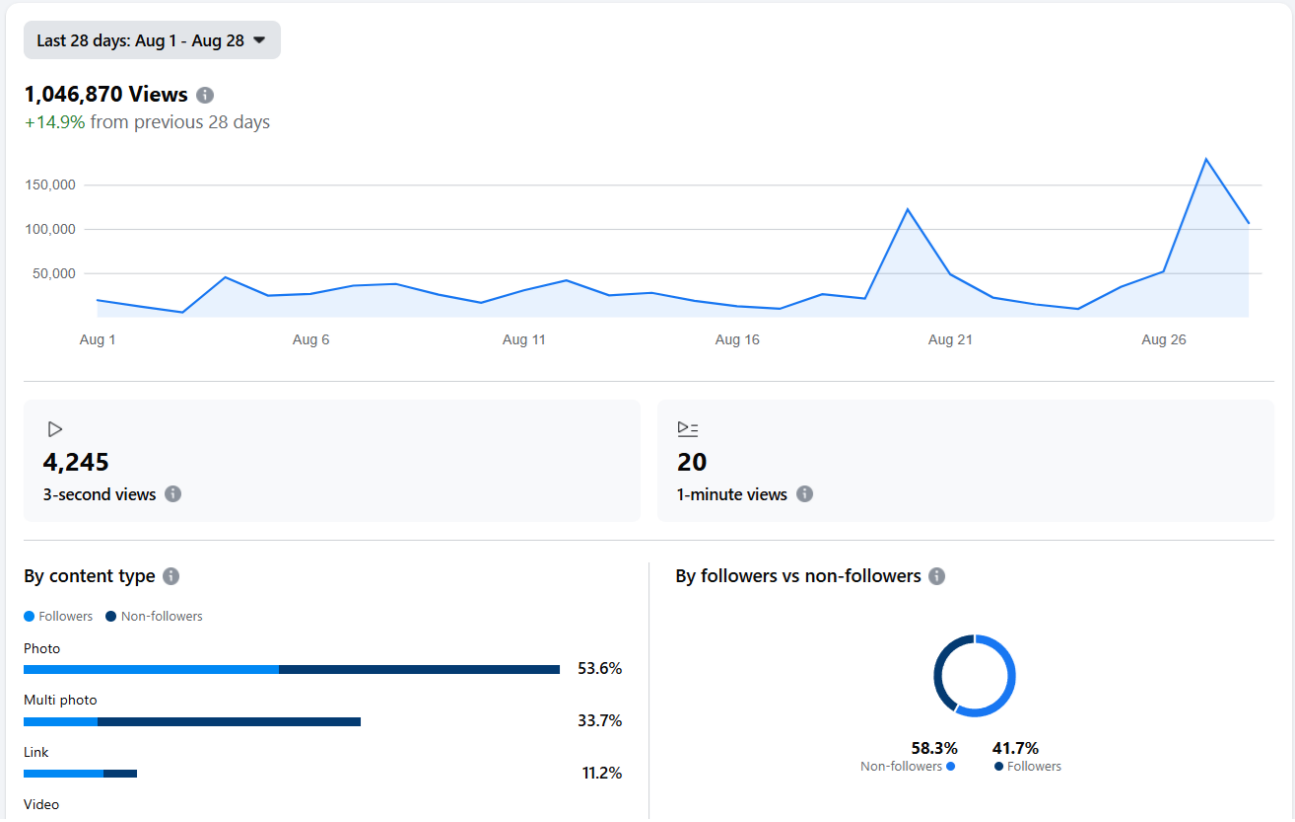
- **37 press releases**
- **Approximately 65 record request fulfillments**
- **1 weekly directors' meeting and one agenda setting meeting**
- **Attended 2 police command staff meetings**
- **Wrote nomination for Officer of the Month for Keys Talk radio**
- **Facilitated four sessions of Class 43 of the Ambassadors Academy**
- **Photographed swearing in of Sgt. Jay T. Conaty**
- **Attended and photographed City Commission meeting**
- **Facilitated podcast recording with Chief Brandenburg**
- **Attended Navy League**
- **Participated in Nationwide webinar**
- **Attended staff meeting regarding the placement of the temporary Southernmost Buoy**
- **Coordinated with TDC and Community Services regarding the buoy placement**
- **Participated in Legistar Lunch and Learn**
- **Photographed swearing in of Sgt. JW Waite**
- **Participated in social media webinar with Florida Police Chief's Assoc**
- **Participated in social media webinar with Florida Municipal Communicators Assoc**
- **Wrote and posted weekly reminders for Plogging cleanups and the results**
- **Provided road work updates**
- **Designed various slides, videos, and flyers**

SOCIAL MEDIA STATISTICS

- **City Facebook: 54,800 followers**
- **City Facebook statistics show we had 1,046,870 views in August**
- **Police Facebook: 52,600 followers**
- **Police Facebook received 669,986 views in August**

- **LinkedIn has 1,221 followers and received 26,673 views in August**
- **City X: 20,900 followers**
- **Police X: 20,000 followers**
- **City Instagram: 5,625 followers. 36,644 views in August**
- **City's Community Network Facebook group has 2,503 members**
- **You Tube: 710 subscribers. 945 views in August amounting to 44 hours in watch time.**

CITY FACEBOOK STATS



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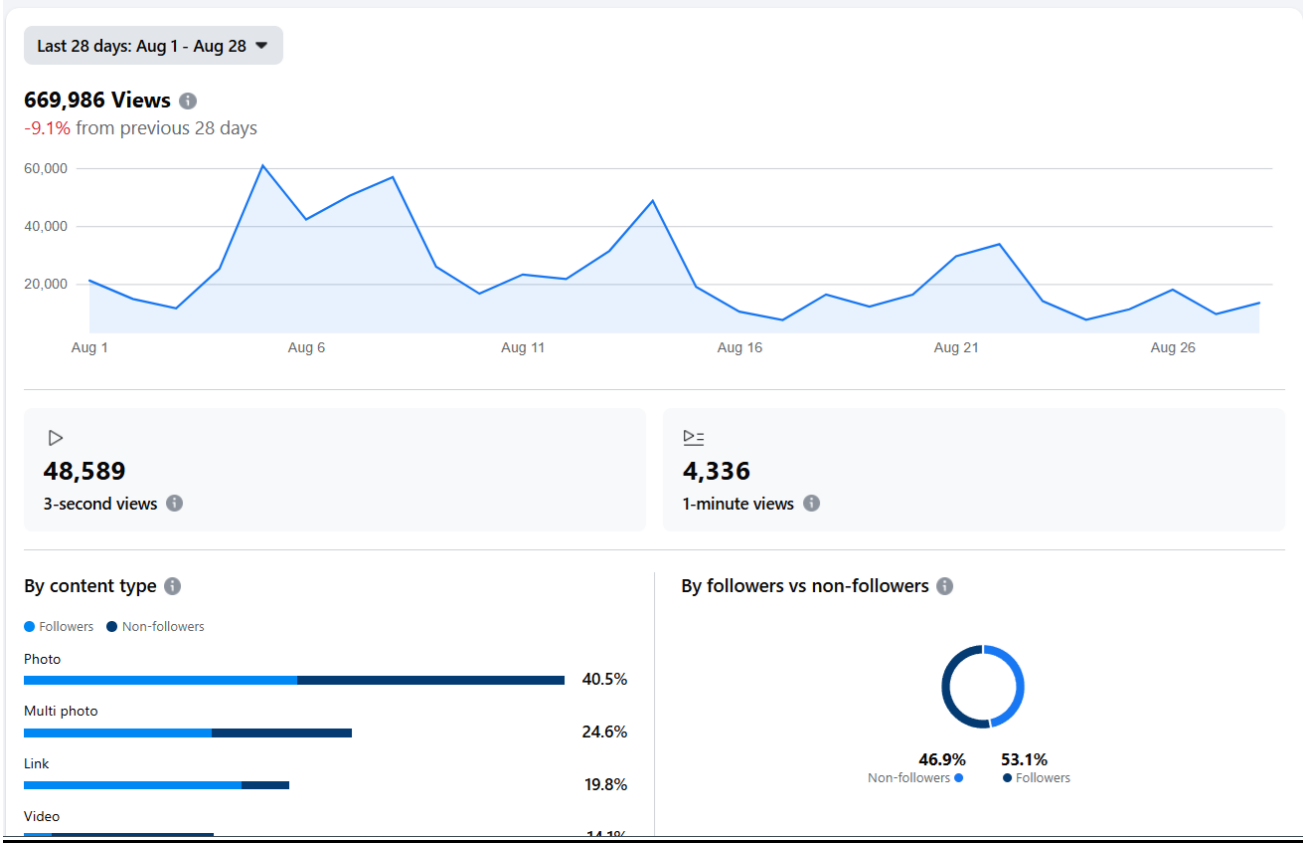
POLICE FACEBOOK STATS



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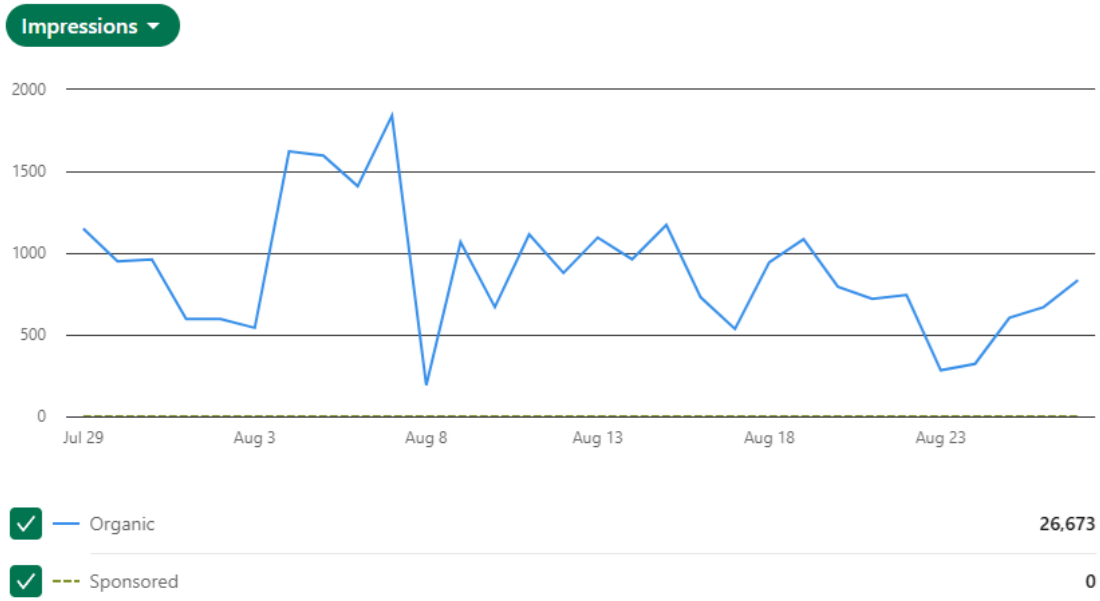
LINKEDIN STATS

Highlights

Data for 7/29/2025 - 8/27/2025

26,673	956	150	0
Impressions	Reactions	Comments	Reposts
▲12.1%	▲17.2%	▲127.3%	▼100%

Metrics



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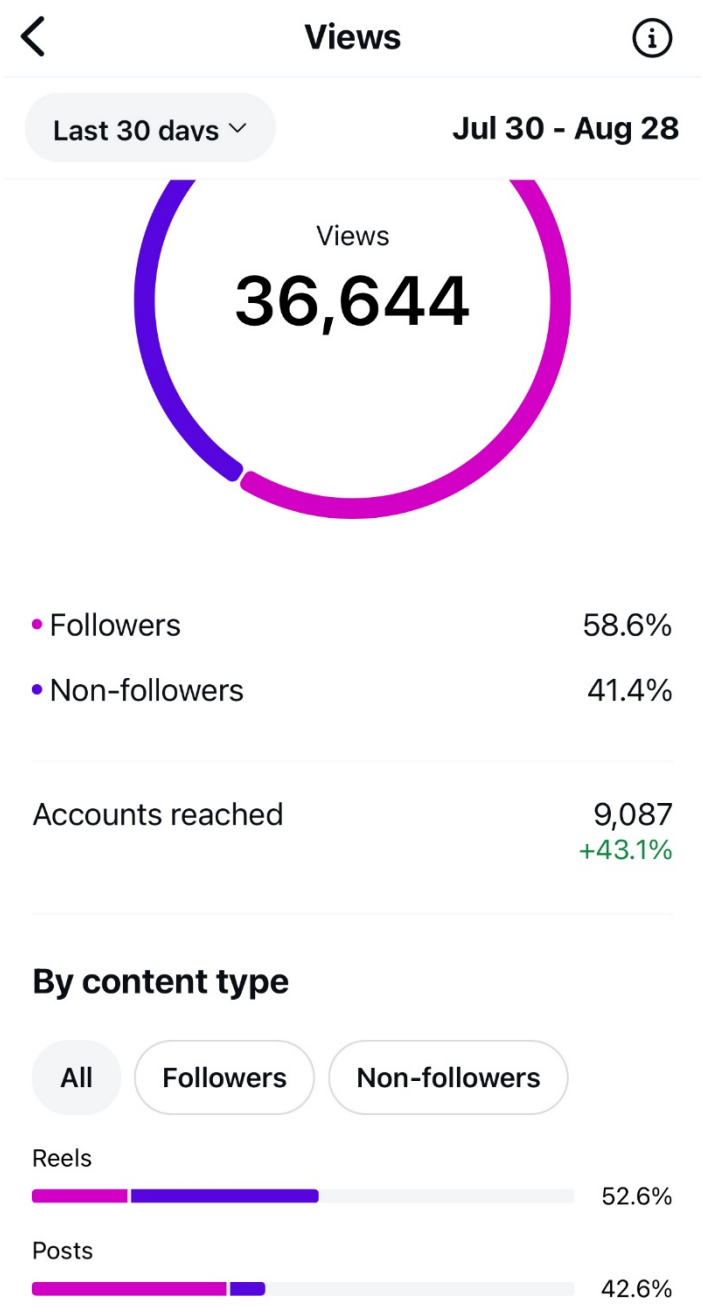
INSTAGRAM STATS



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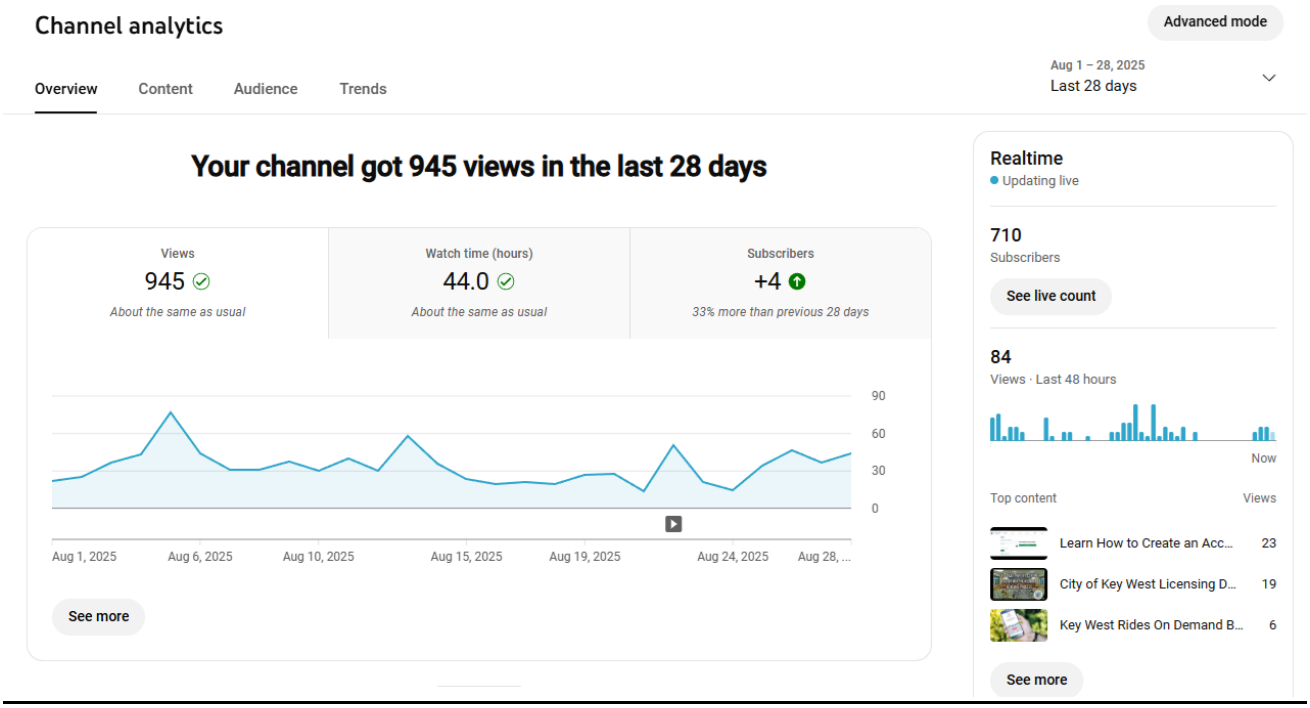
YOU TUBE STATS