



Legislation Details (With Text)

File #: 16-466 **Version:** 1 **Name:**

Type: Staff Report **Status:** Agenda Ready

File created: 11/28/2016 **In control:** Town Council

On agenda: 12/13/2016 **Final action:**

Title: Monthly Communications Report - October 2016

Sponsors:

Indexes:

Code sections:

Attachments: 1. October 2016 - Website & Social Media Insights

Date	Ver.	Action By	Action	Result
------	------	-----------	--------	--------

SUBJECT:

Monthly Communications Report - October 2016

COMMUNICATIONS CALENDAR: Attached is the monthly Communications Calendar for October which provides statistical information on the release and reach of Town of Erie News & Announcements, including the following details:

- 25 Unique Announcements Released via NotifyMe/CivicSend
- 4,684 "Notify Me" Subscriptions

FACEBOOK INSIGHTS:

- 22 unique posts
- Reach of Facebook posts ranged from 251 on the low end (Boneyard Closed for Maintenance) to over 6,100 on the high end (King Soopers Sign).
- 4,398 likes as of October 31, 2016 - up from 4,353 likes on September 30, 2016

WEBSITE: The attached monthly Website Overview Report includes visitor statistics for www.erieco.gov including the following information:

- Total Page Visits: 54,887
- Total Unique Visits: 31,224
- Erie Government Television Streaming Video:
 - Total Page Views: 516
 - Total Visits: 135

ERIE STUFF:

- 988 Downloads
 - 620 - iOS
 - 368 - Android
- 9 Requests Submitted this Month
- 104 Requests Submitted YTD

DEPARTMENT: Administration

PRESENTER: Fred Diehl, Assistant to the Town Administrator

FISCAL INFORMATION:

Cost as Recommended: N/A
Balance Available: N/A
Budget Line Item Number: N/A
New Appropriation Required: N/A

STAFF RECOMMENDATION:

SUMMARY AND BACKGROUND OF SUBJECT MATTER:

ATTACHMENTS: