



TOWN OF ERIE

645 Holbrook Street
Erie, CO 80516

Town Council

Board Meeting Date: 12/13/2016

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

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

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New Appropriation Required: N/A

STAFF RECOMMENDATION:

SUMMARY AND BACKGROUND OF SUBJECT MATTER:

ATTACHMENTS: