



TOWN OF ERIE

645 Holbrook Street
Erie, CO 80516

Town Council

Board Meeting Date: 2/14/2017

File #: 17-074, **Version:** 1

SUBJECT:

Monthly Communications Report - January 2017

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:

- 36 Unique Announcements Released via NotifyMe/CivicSend
- 5,931 "Notify Me" Subscriptions

FACEBOOK INSIGHTS:

- 20 unique posts
- Reach of Facebook posts ranged from 687 on the low end (ECC's 9th Birthday) to over 4,700 on the high end (Trees are Family).
- 4,499 likes as of January 31, 2017 - up from 4,470 likes on December 31, 2016

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

- Total Page Visits: 63,436
- Total Unique Visits: 33,031
- Erie Government Television Streaming Video:
 - Total Page Views: 215
 - Total Visits: 119

ERIE STUFF:

- 996 Downloads
 - 620 - iOS
 - 376 - Android
- 9 Requests Submitted this Month
- 9 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: