



Legislation Details (With Text)

File #: 16-205 **Version:** 1 **Name:**
Type: Staff Report **Status:** Agenda Ready
File created: 5/27/2016 **In control:** Town Council
On agenda: 6/14/2016 **Final action:**
Title: Monthly Communications Report – April 2016
Sponsors:
Indexes:
Code sections:
Attachments: 1. April 2016 - Website & Social Media Insights

Date	Ver.	Action By	Action	Result
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SUBJECT:

Monthly Communications Report - April 2016

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

- 42 Unique Announcements Released via “Notify Me”
- 6,339 “Notify Me” Subscriptions

FACEBOOK INSIGHTS:

- 25 Unique posts
- Reach of Facebook posts ranged from 145 on the low end (BVSD Community Meeting at ECC) to over 5,900 on the high end (Police Seek Help Identifying Fraud Suspects).
- 4,068 likes as of April 30, 2016 - up from 3,822 on March 31, 2016

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

- Total Page Visits: 57,304
- Total Unique Visits: 31,104
- Erie Government Television Streaming Video:
 - Total Page Views: 229
 - Total Visits: 74

ERIE STUFF:

- 933 Downloads
 - 620 - iOS
 - 323 - Android
- 14 Requests Submitted this Month

- 38 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: