



Legislation Details (With Text)

File #: 16-319 **Version:** 1 **Name:**
Type: Staff Report **Status:** Agenda Ready
File created: 8/15/2016 **In control:** Town Council
On agenda: 8/23/2016 **Final action:**
Title: Monthly Communications Report - July 2016
Sponsors:
Indexes:
Code sections:
Attachments: 1. July 2016 - Website & Social Media Insights

Date	Ver.	Action By	Action	Result
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SUBJECT:

Monthly Communications Report - July 2016

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

- 35 Unique Announcements Released via "Notify Me"
- 6,364 "Notify Me" Subscriptions

FACEBOOK INSIGHTS:

- 29 Unique posts
- Reach of Facebook posts ranged from 77 on the low end (Block Party Tonight) to over 6,700 on the high end (Thank you from the Erie Police Department).
- 4,275 likes as of July 31, 2016 - up from 4,195 on Jun 30, 2016

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

- Total Page Visits: 67,966
- Total Unique Visits: 48,069
- Erie Government Television Streaming Video:
 - Total Page Views: 452
 - Total Visits: 126

ERIE STUFF:

- 964 Downloads
 - 623 - iOS
 - 341 - Android
- 10 Requests Submitted this Month
- 73 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: