



## Legislation Details (With Text)

**File #:** 16-398      **Version:** 1      **Name:**  
**Type:** Staff Report      **Status:** Agenda Ready  
**File created:** 10/17/2016      **In control:** Town Council  
**On agenda:** 10/25/2016      **Final action:**  
**Title:** Monthly Communications Report - September 2016  
**Sponsors:**  
**Indexes:**  
**Code sections:**  
**Attachments:** 1. September 2016 - Website & Social Media Insights

Date	Ver.	Action By	Action	Result
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### **SUBJECT:**

Monthly Communications Report - September 2016

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

- 31 Unique Announcements Released via NotifyMe/CivicSend
- 6,470 "Notify Me" Subscriptions

### FACEBOOK INSIGHTS:

- 26 unique posts
- Reach of Facebook posts ranged from 352 on the low end (Erie Singletrack Jump Event & End of Season Party) to over 13,300 on the high end (Top 11 Best Places to Live).
- 4,353 likes as of September 30, 2016 - up from 4,314 on August 31, 2016

WEBSITE: The attached monthly Website Overview Report includes visitor statistics for [www.erieco.gov](http://www.erieco.gov) including the following information:

- Total Page Visits: 54,833
- Total Unique Visits: 31,608
- Erie Government Television Streaming Video:
  - Total Page Views: 871
  - Total Visits: 312

### ERIE STUFF:

- 973 Downloads
  - 620 - iOS
  - 353 - Android
- 9 Requests Submitted this Month
- 95 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:**