



## Legislation Details (With Text)

**File #:** 17-074      **Version:** 1      **Name:**  
**Type:** Staff Report      **Status:** Agenda Ready  
**File created:** 2/7/2017      **In control:** Town Council  
**On agenda:** 2/14/2017      **Final action:**  
**Title:** Monthly Communications Report – January 2017  
**Sponsors:**  
**Indexes:**  
**Code sections:**  
**Attachments:** 1. January 2017 - Website & Social Media Insights

Date	Ver.	Action By	Action	Result
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### **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 9<sup>th</sup> 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](http://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  
New Appropriation Required: N/A

**STAFF RECOMMENDATION:**

**SUMMARY AND BACKGROUND OF SUBJECT MATTER:**

**ATTACHMENTS:**