



Legislation Details (With Text)

File #: 17-122 **Version:** 1 **Name:**
Type: Staff Report **Status:** Agenda Ready
File created: 3/8/2017 **In control:** Town Council
On agenda: 3/14/2017 **Final action:**
Title: Monthly Communications Report – February 2017
Sponsors:
Indexes:
Code sections:
Attachments: 1. February 2017 - Website & Social Media Insights

Date	Ver.	Action By	Action	Result
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SUBJECT:

Monthly Communications Report - February 2017

COMMUNICATIONS CALENDAR: Attached is the monthly Communications Calendar for February 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
- 6,305 “Notify Me” Subscriptions

FACEBOOK INSIGHTS:

- 23 unique posts
- Reach of Facebook posts ranged from 612 on the low end (ECC Flash Sale) to over 10,400 on the high end (Boulder County Court Finds in Erie’s Favor).
- 4,533 likes as of February 28, 2017 - up from 4,499 likes on January 31, 2017

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

- Total Page Visits: 53,999
- Total Unique Visits: 29,326
- Erie Government Television Streaming Video:
 - Total Page Views: 597
 - Total Visits: 280

ERIE STUFF:

- 999 Downloads
 - 620 - iOS
 - 379 - Android
- 3 Requests Submitted this Month
- 12 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: