



# TOWN OF ERIE

645 Holbrook Street  
Erie, CO 80516

## Town Council

**Board Meeting Date: 7/26/2016**

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**File #:** 16-272, **Version:** 1

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**SUBJECT:**

Monthly Communications Report - June 2016

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

- 33 Unique Announcements Released via “Notify Me”
- 6,355 “Notify Me” Subscriptions

FACEBOOK INSIGHTS:

- 28 Unique posts
- Reach of Facebook posts ranged from 97 on the low end (Movie in the Park Tonight) to over 2,600 on the high end (Change in Erie’s Raw Water Source).
- 4,195 likes as of June 30, 2016 - up from 4,135 on May 31, 2016

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

- Total Page Visits: 60,290
- Total Unique Visits: 35,784
- Erie Government Television Streaming Video:
  - Total Page Views: 824
  - Total Visits: 219

ERIE STUFF:

- 958 Downloads
  - 623 - iOS
  - 335 - Android
- 14 Requests Submitted this Month
- 60 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

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New Appropriation Required: N/A

**STAFF RECOMMENDATION:**

**SUMMARY AND BACKGROUND OF SUBJECT MATTER:**

**ATTACHMENTS:**