



# TOWN OF ERIE

645 Holbrook Street  
Erie, CO 80516

## Town Council

**Board Meeting Date: 8/23/2016**

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**File #:** 16-319, **Version:** 1

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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](http://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

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New Appropriation Required: N/A

**STAFF RECOMMENDATION:**

**SUMMARY AND BACKGROUND OF SUBJECT MATTER:**

**ATTACHMENTS:**