



TOWN OF ERIE

645 Holbrook Street
Erie, CO 80516

Town Council

Board Meeting Date: 10/25/2016

File #: 16-398, **Version:** 1

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 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

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STAFF RECOMMENDATION:

SUMMARY AND BACKGROUND OF SUBJECT MATTER:

ATTACHMENTS: