



**CHILDREN'S TRUST**  
OF ALACHUA COUNTY

**Item:**

Communications Report – October 2021

**Requested Action:**

NA

**Background:**

The report highlights communications activities of the Children's Trust for the preceding month.

**Attachments:**

Communications Report – October 2021

**Programmatic Impact:**

N/A

**Fiscal Impact:**

N/A

**Recommendation:**

N/A



## Communications Report - October 2021

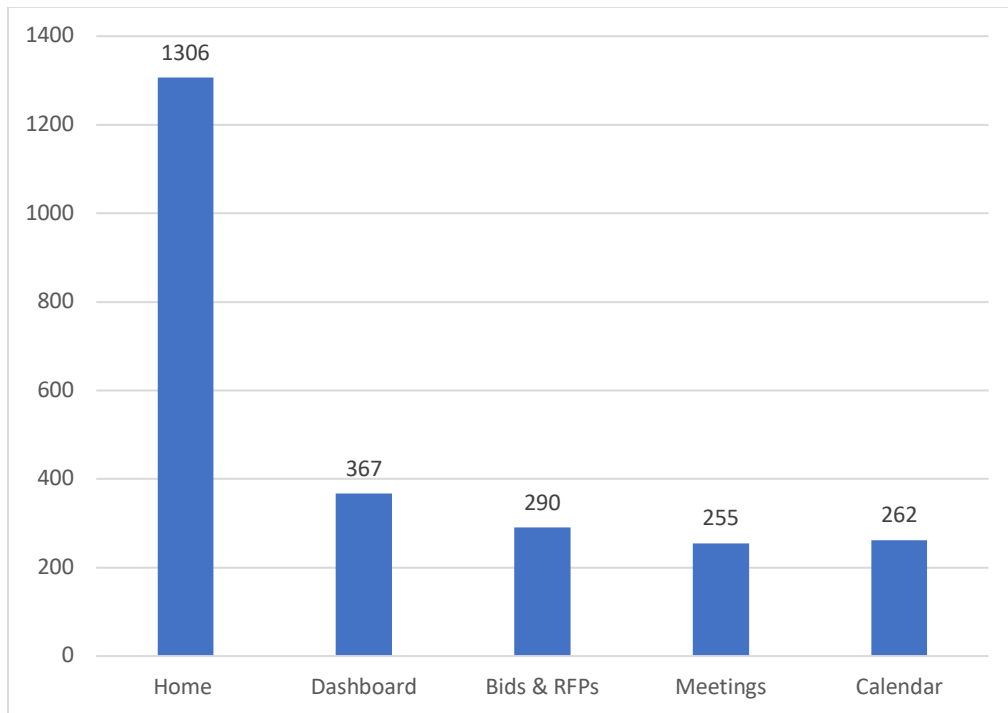
October 1, 2021 – October 29, 2021

### Website Dashboard






#### Website Traffic – Key Points

- Page Views 5,943
- Sessions 1,415
- New Users 649




#### Most Viewed Pages






## Followers

|  |      |
|--|------|
|  Constant Contact | 1084 |
|                   | 681  |
|                   | 146  |
|                   | 135  |
|                   | 109  |

## CTAC in the News

|   |               |  |
|---|---------------|--|
|  | Oct. 28, 2021 | The Children's Trust of Alachua County hosts 'Lights on After School' event<br><a href="https://www.wcjb.com/2021/10/28/childrens-trust-alachua-county-hosts-lights-after-school-event/">https://www.wcjb.com/2021/10/28/childrens-trust-alachua-county-hosts-lights-after-school-event/</a>   |
|  | Oct. 26, 2021 | Children's Trust set to hold Lights on Afterschool event, highlight local community programs for children<br><a href="https://www.gainesville.com/story/news/education/2021/10/26/lights-afterschool-program-raise-awareness-local-school-programs/8549274002/">https://www.gainesville.com/story/news/education/2021/10/26/lights-afterschool-program-raise-awareness-local-school-programs/8549274002/</a> |
|  | Oct. 28, 2021 | Cade Museum hosts "Lights On" event<br><a href="https://mycbs4.com/news/local/cade-museum-hosts-lights-on-event">https://mycbs4.com/news/local/cade-museum-hosts-lights-on-event</a>   |

|   |                              |   |
|---|------------------------------|---|
|  <p>Local news you can trust</p> | <p>Oct.<br/>28,<br/>2021</p> | <p>Children’s Trust and Cade Museum present Lights on Afterschool October 28<br/> <a href="https://alachuachronicle.com/childrens-trust-and-cade-museum-present-lights-on-afterschool-october-28/">https://alachuachronicle.com/childrens-trust-and-cade-museum-present-lights-on-afterschool-october-28/</a></p> |
|                                  | <p>Oct.<br/>26,<br/>2021</p> | <p>Cade Museum Lights on Afterschool Program<br/> <a href="https://fun4gatorkids.com/calendar/eventdetail/1013092/382/cade-museum-lights-on-afterschool-program">https://fun4gatorkids.com/calendar/eventdetail/1013092/382/cade-museum-lights-on-afterschool-program</a></p>                                     |
|                                  | <p>Oct.<br/>26,<br/>2021</p> | <p>Calendar Notice Lights On Afterschool<br/> <a href="https://allevents.in/archer/lights-on-afterschool/200021727991550">https://allevents.in/archer/lights-on-afterschool/200021727991550</a></p>   |