



## Communications Report - May 2021

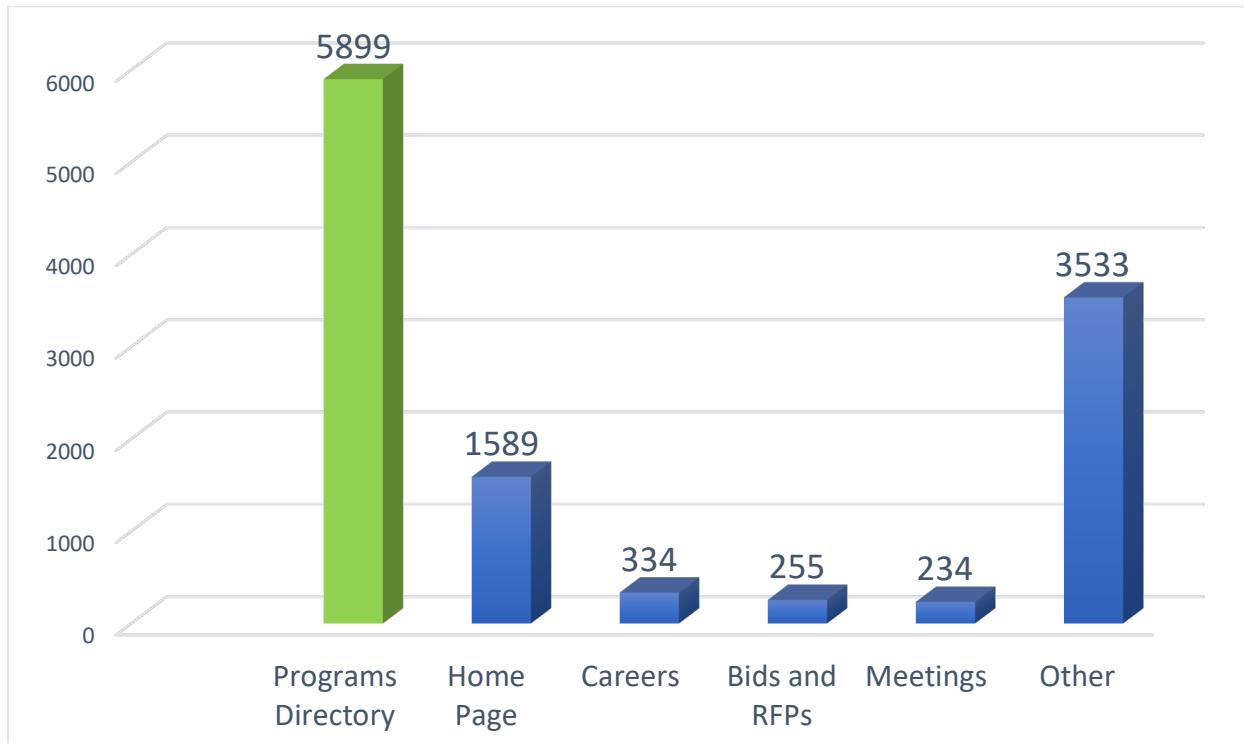
April 28, 2021 – May 31, 2021

### Website Dashboard

#### Website Traffic – Key Points

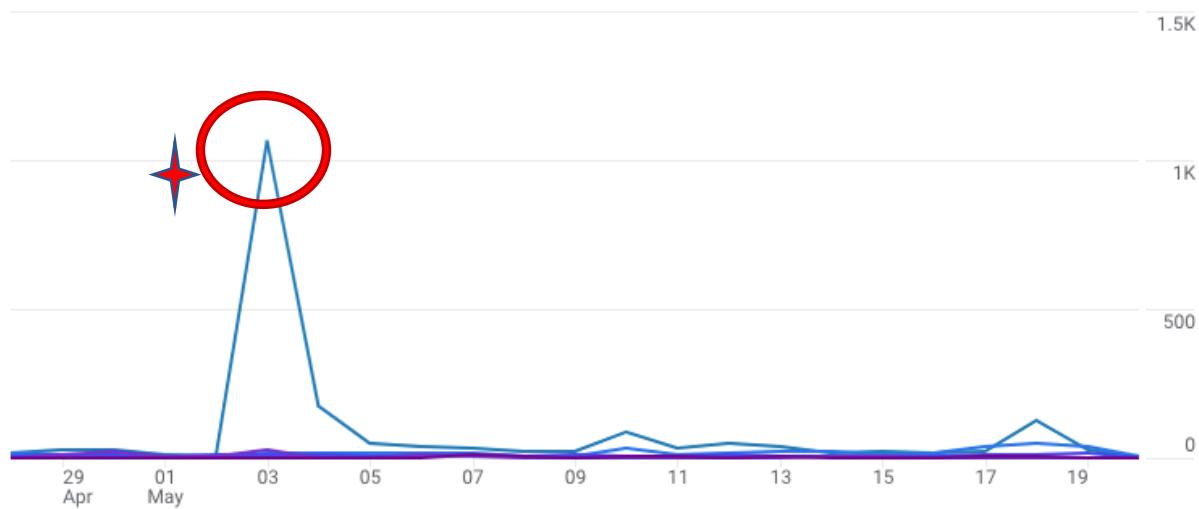
- Page Views 11,844
- Sessions per Users 3,002
- New Users 2,909

#### Most Viewed Pages



## Pageviews By Day

Users by Session source/medium over time



With the permission of Dr. Carlee Simon, Superintendent at School Board of Alachua County, the District sent out a text message to parents who have signed up for the service. The text message directly drove over 1,000 parents to the program directory in a single day, with most of the traffic coming in the same hour that the text was sent.

## Followers

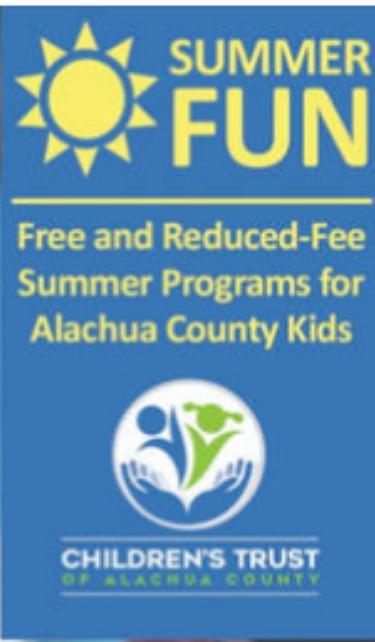
 Constant Contact	570
 f	513
 t	102
 i	114

## Top Performing Post / Facebook

 Children's Trust of Alachua County ...

May 7 · 

<https://www.wcjb.com/.../over-2000-free-and-reduced-priced-s.../>



COURTESY: CHILDREN'S TRUST OF ALACHUA COUNTY

WCJB.COM

Over 2,000 free and reduced-priced summer program seats approved for Alachua County...

Learn More i

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**8,639** **468**

People Reached Engagements Boost Again

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Boosted on May 7, 2021 Completed

By Dan Douglas

People Reached	<b>8.2K</b>	Link Clicks	<b>252</b>
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[View Results](#)

## CTAC in the News

<b><a href="#">Today @ Santa Fe</a></b>	May 21, 2021	<a href="#">Children's Trust Scholarships Available for SF's College for Kids</a>
 <b>Alachua Chronicle</b> Local news you can trust	May 19, 2021	<a href="#">Free Cuscowilla Day Camp Registration Now Open</a>
	May 7, 2021	<a href="#">Over 2,000 free and reduced-priced summer program seats approved for Alachua County kids</a> Colin Murphy

## Speaking Engagements

Event Name	Event Date	CTAC Staff	# of Participants
Leon County Children's Services Council Meeting	May 19, 2021	Colin Murphy	Approx. 50
Gainesville Rotary Club	May 18, 2021	Colin Murphy	Approx. 60

## For Your Information

	May 25, 2021	<a href="#"><u>Embedded instruction: Tools for early learning for special education</u></a> Dr. Patricia Snyder
<b>The Gainesville Sun</b>	May 23, 2021	<a href="#"><u>Arts will meet academics at Constellation, Alachua County's next charter school</u></a> Tina Certain
	May 11, 2021	<a href="#"><u>Positive Parenting: Tools for Early Learning</u></a> Dr. Patricia Snyder