



## Communications Report - May 2021

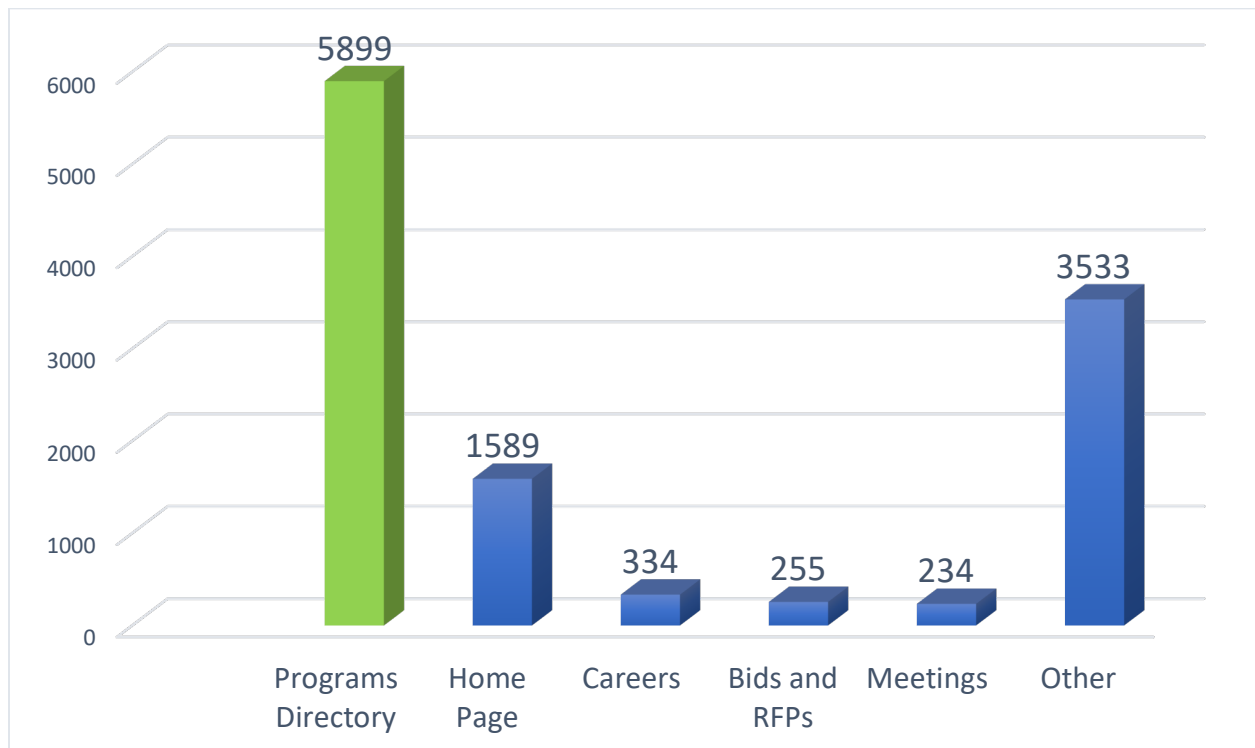
April 28, 2021 – May 31, 2021

### Website Dashboard

#### Website Traffic – Key Points

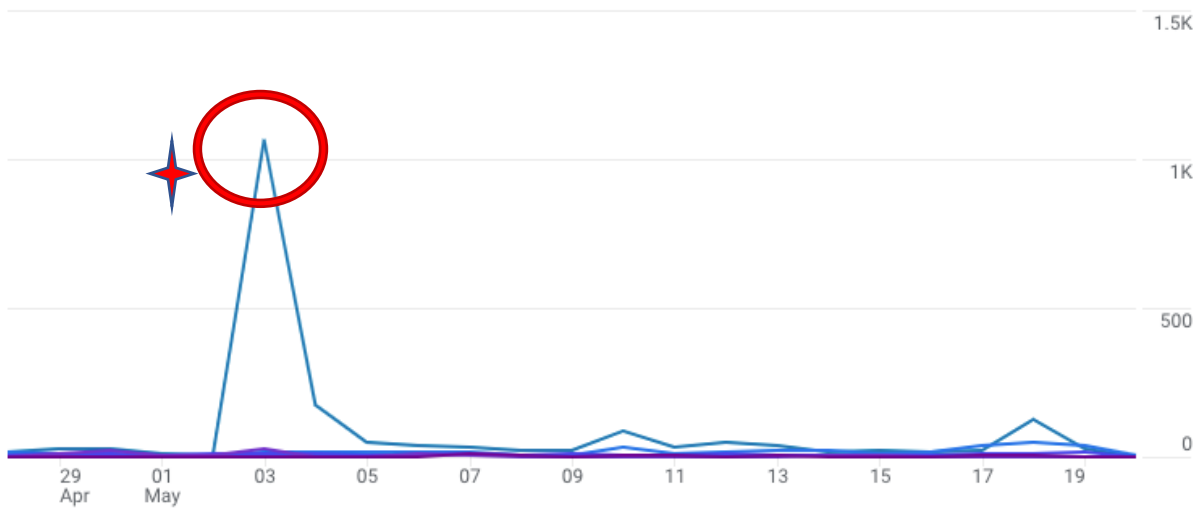
- Page Views 11,844
- Sessions per Users 3,002
- New Users 2,909

#### 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
	513
	102
	114

## Top Performing Post / Facebook



Children's Trust of Alachua County

May 7 · 🌐



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



WCJB.COM

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

Learn More

8,639

People Reached

468

Engagements

Boost Again

Boosted on May 7, 2021  
By Dan Douglas

Completed

People Reached

8.2K

Link Clicks

252

[View Results](#)



## CTAC in the News

	May 21, 2021	<a href="#">Children's Trust Scholarships Available for SF's College for Kids</a>
	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="#">Embedded instruction: Tools for early learning for special education</a> Dr. Patricia Snyder
<b>The Gainesville Sun</b>	May 23, 2021	<a href="#">Arts will meet academics at Constellation, Alachua County's next charter school</a> Tina Certain
	May 11, 2021	<a href="#">Positive Parenting: Tools for Early Learning</a> Dr. Patricia Snyder