

Communications and Marketing update April 2023



EVENTS



City Hall ribbon cutting



**Parker County
Clergy Luncheon**



2023 DEPARTMENT GOALS

- Reach unreached audiences
- Brand standards guide
- Crisis communication policy



WHO ARE WE REACHING ON SOCIAL MEDIA?

Reach

Compare your reach from this period to the previous one.

[See more about your content performance](#)

Facebook Page reach ⓘ

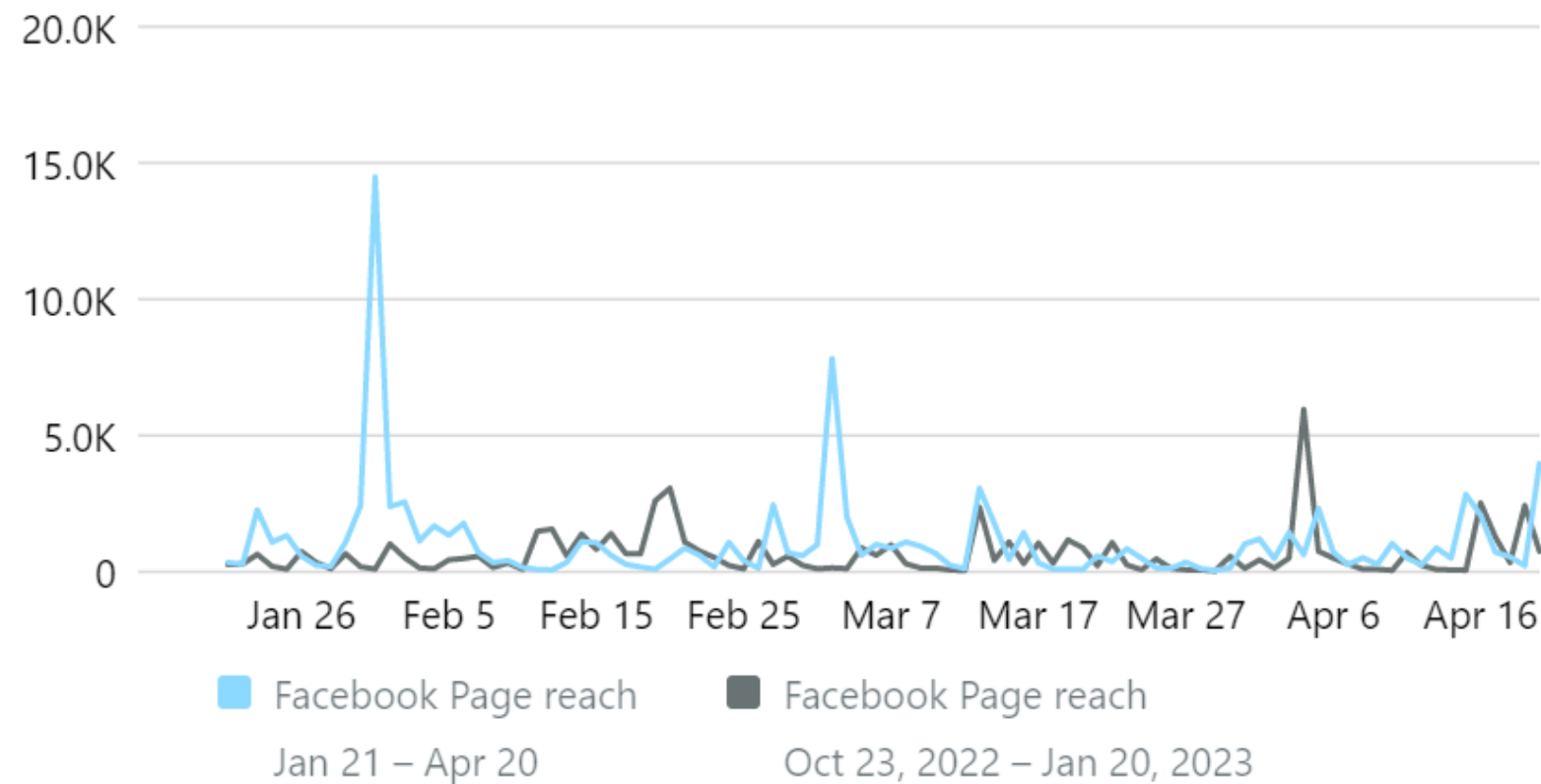
34,992 ↑ 97.3%

Instagram reach ⓘ

2 ↓ 97.5%

Daily

Cumulative



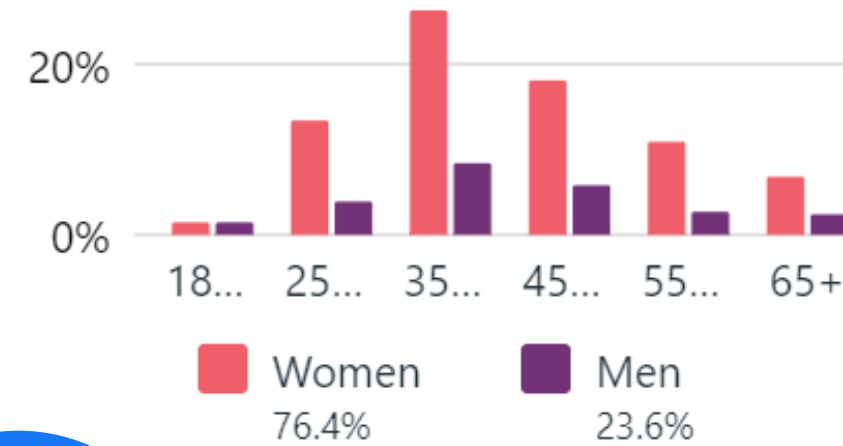
Audience ⓘ

[See audience report](#)

Facebook Page followers ⓘ

4,121

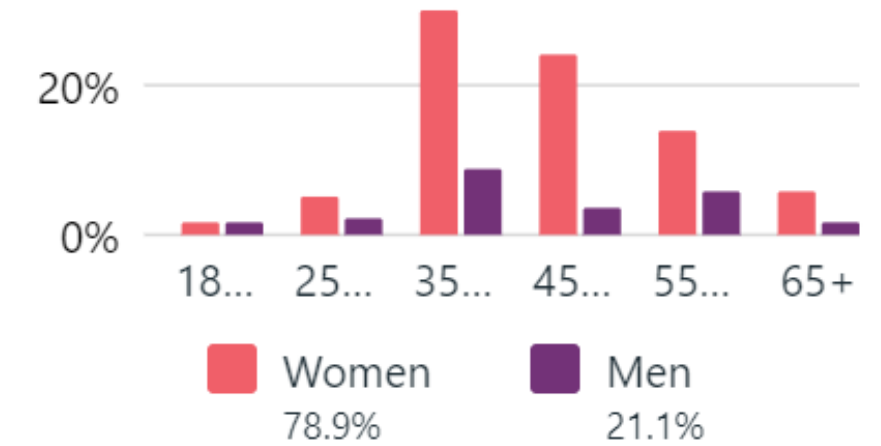
Age & gender ⓘ



Instagram followers ⓘ

164

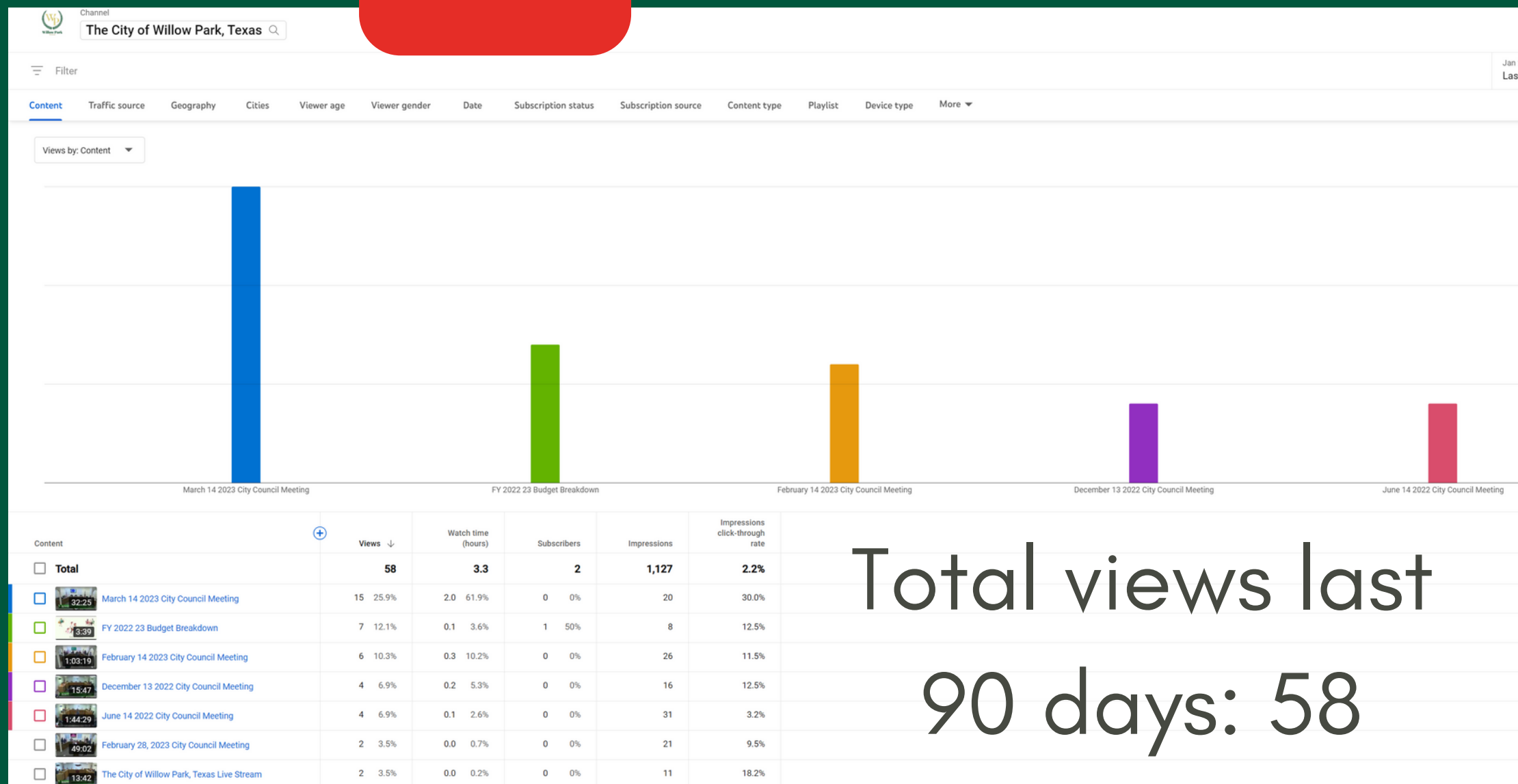
Age & gender ⓘ



Facebook/Instagram

WHO ARE OUR VIDEOS REACHING?

YouTube/Facebook



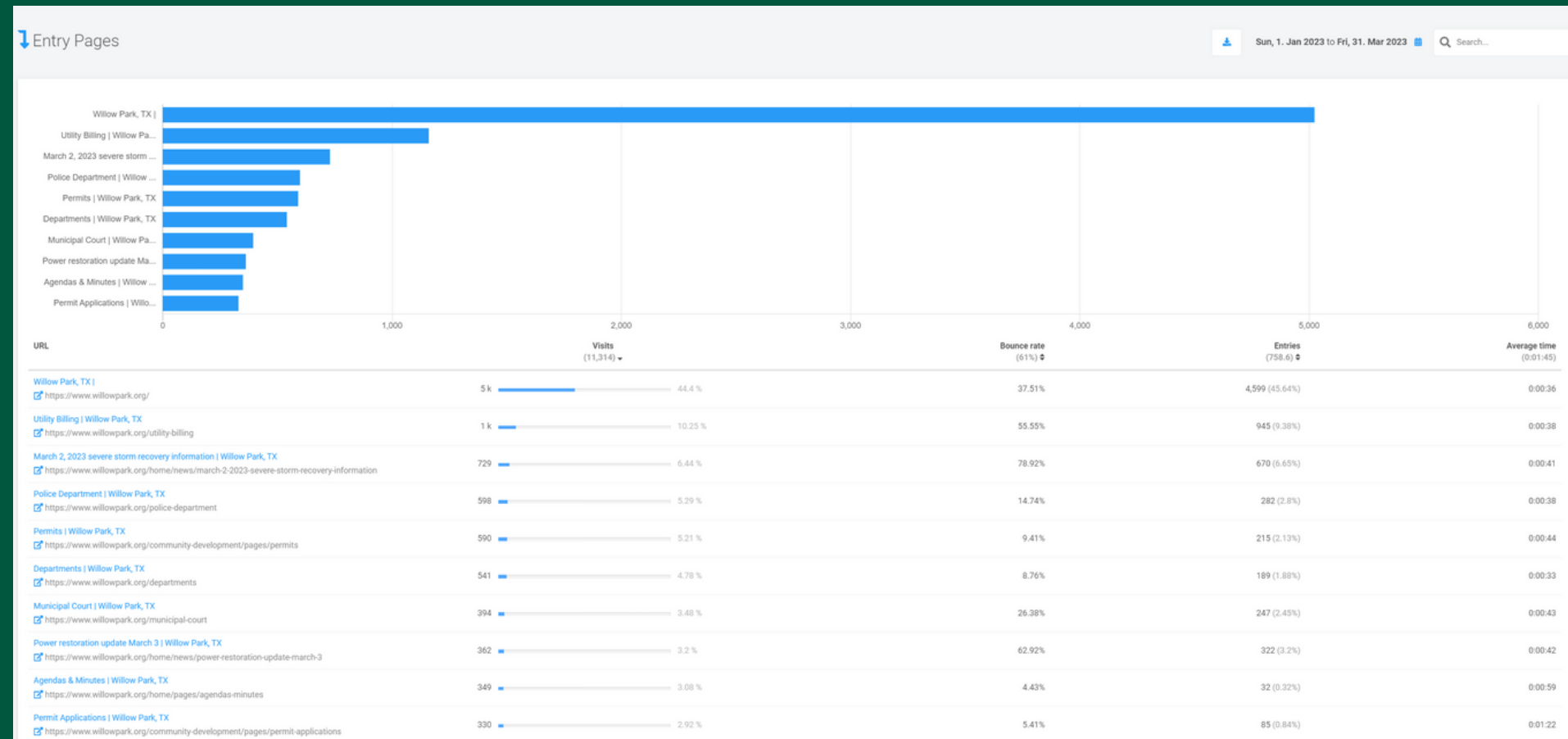
Total views last 90 days: 58



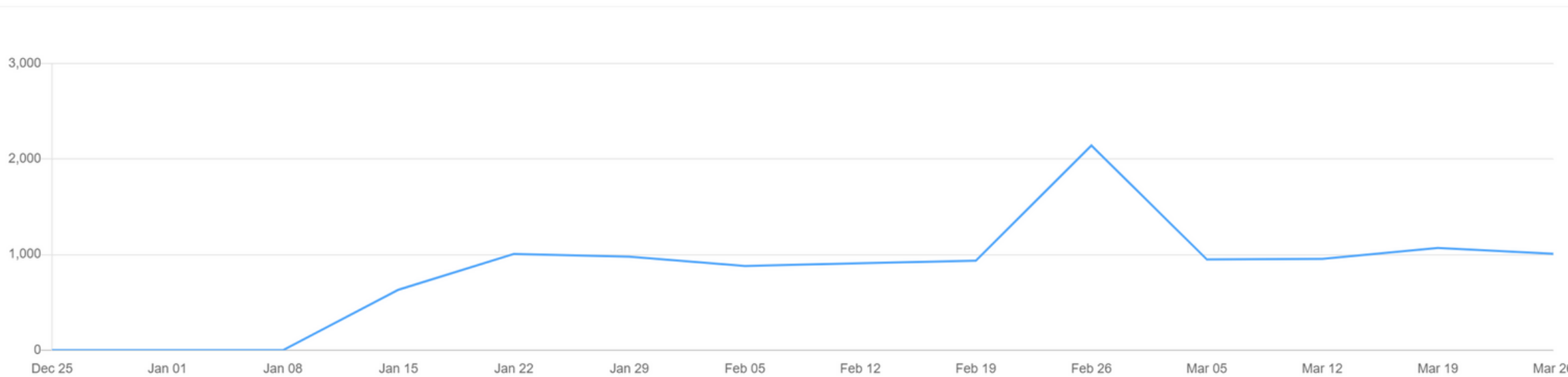
WHAT ARE PEOPLE VIEWING ON THE WEBSITE?

Top pages Q1 2023:

1. Home page
2. Utility billing
3. March storm recovery information
4. Police department
5. Permits
6. Departments list
7. Municipal Court
8. March power restoration update
9. Agendas and Minutes home page
10. Permit Applications



Total visits: 11,314
 Total visitors: 10,086
 Pageviews: 28,319
 Average visit time: 0:01:45
 Bounce rate: 61%



WHAT OTHER CHANNELS DO WE USE?

- CivicReady (AlertSense) – enrollment continues to grow
- Website announcement subscriptions – shares from this channel show encouraging results
- Local media – strong partnerships
- Future plan to begin using NextDoor as a channel

ANALYTICS SUMMARY

All outgoing channels show continued growth and engagement. There are opportunities to reach new areas of our population which will be explored in the coming months.

