

## WEEKLY REPORT

### PIO, COMMUNICATIONS AND MARKETING, SPECIAL EVENTS

JUNE 2022

- City media releases, news articles, project updates
- Monitor State/County/local press releases and communicate to our citizens
- Media outlet relations – Police PIO requests
- City departments – news suggestions, proposals, photos
- Calendar management – Website, Facebook
- Graphic design, photo editing
- July 2022 newsletter
- Website updates, edits, restructures
- EDAC presentation assistance, meeting
- 4<sup>th</sup> of July City special event liaison, permitting assistance, marketing – successful, safe event accomplished
- Trained City staff
- City Council agenda & packet link fix and created hyperlink insertions in packet
- Social media management – content research, scheduling, creation, posting, developing Instagram integration

#### Insights – Last 28 days

- 40 posts – text, graphics, live video

##### Results [See what's new](#)

###### Facebook Page reach ⓘ

6,515 ↑ 14.2%



###### Instagram reach ⓘ

78 ↑ 1.5K%



Export ▼

###### Page and profile visits

###### Facebook Page visits ⓘ

1,909 ↑ 123%



###### Instagram profile visits ⓘ

31 ↑ 72.2%



## New likes and follows

Export

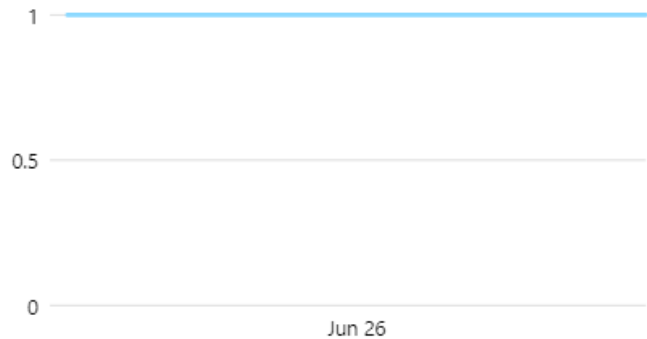
### Facebook Page new likes

29 ↓ 3.3%



### Instagram new followers

3 ↑ 200%



### Content - June 8 - July 4, 2022

Caption	Reach	Likes and reactions	Link clicks	Comments	Shares
Happy 4th of July from our family to yours!	1045	30	13	3	2
Don't forget....	480	4	22	1	0
REMINDER - ROAD CLOSURE	791	9	11	0	3
ROAD CLOSURE for 4th OF JULY FESTIVITIES IN BAR K PARK -	928	7	66	0	1
** TXDOT ANNOUNCEMENT **	1150	17	31	0	7
REMINDER: The Lago Vista GREEN CENTER will adjust its operating	1178	9	32	0	3
City staff, Travis County ESD #1, POA, and 4th of July organizers did a	3187	55	330	0	5
The City of Lago Vista's Street department has open positions availa	803	3	31	0	2
REMINDER that City Hall will be closed on Monday, July 4th in	70	1		0	0
REMINDER that City Hall will be closed on Monday, July 4th in	779	10	3	0	1
TRAVIS COUNTY IS PREPARING FOR THE HOLIDAY WEEKEND	1076	19	24	3	7
Yes, trash will be picked up as usual on Monday, July 4, 2022. Have a g	940	18	19	2	2
Thinking about lighting off some fireworks at home? Don't be THAT	2421	69	178	17	5
**UPCOMING PUBLIC WORKS PROJECT**	1569	16	161	8	4
Hey, y'all. Heads up. The Lago Vista City Pool will be closed	1547	9	160	7	2
Planning ahead for the 4th of July holiday weekend? Here are some	2014	35	172	1	6
The holiday weekend is drawing near. Make sure if you're going out	1127	13	31	0	3
What are your safe holiday plans next weekend? How about Freedom	867	15	52	1	0
*** ALERT: UPCOMING PLANNED INTERMITTENT WATER SERVICE	1483	13	202	1	5
*** LAGO VISTA GREEN CENTER JULY HOURS ***	1902	16	40	1	4
** ALERT ** PLANNED WATER OUTAGE **	1580	11	45	0	3
Wishing all the fathers, by blood or by love, a very happy Fathers Day	679	12	5	0	0
From PEC: The current estimated restoration time is 8:15 p.m.	1138	14	163	2	0
	1115	10	33	1	1
The smallest spark can cause a fire. Thankful Travis County ESD #1 is	1737	18	322	2	6
***CITY COUNCIL MEETING TONIGHT AT 6:30 PM****	883	6	104	3	1
Come check it out at the library today until 2 pm! TAME Trailblazer	1107	8	21	2	3
TAME Trailblazer here at the Lago Vista Public Library. It's a hands	551	9	151	5	1
City of Lago Vista's Video	869	10	281	5	0
We'll be at the library checking out the TAME Trailblazer! It's so	513	9	69	0	2
***** TOMORROW AT 10 AM OUTSIDE THE LIBRARY!!! *****	386	9	12	3	0
PUBLIC WORKS DEPARTMENT - PROJECT UPDATE	1531	14	143	0	3
Municipal Court offices will be closed this Thursday, June 16, 2020.	816	6	5	0	3
ROAD CLOSURE: Tuesday, June 14 - Thursday, June 16, 2022	1612	12	36	0	3
INTERMITTENT WATER INTERRUPTIONS EXPECTED FOR PUBLIC	1528	12	64	1	3
WOW!!!! We just can't wait till this big beauty rolls into town next	1789	58	140	6	0
SERVICE ALERT:	1360	14	18	1	3
SERVICE ALERT:	1830	18	52	5	5
BE PREPARED TO BEAT THE HEAT	662	5	7	0	0
Another sunny day with near to record breaking heat is expected ac	1290	13	18	0	3

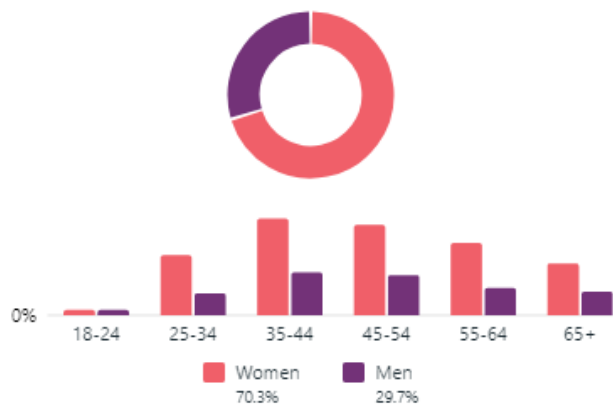
## Current audience

Potential audience

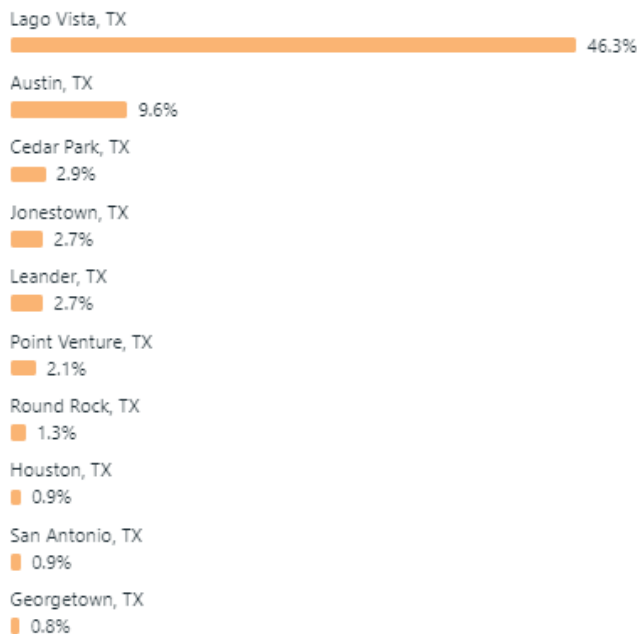
Facebook Page followers ⓘ

4,312

Age &amp; gender ⓘ



Top cities



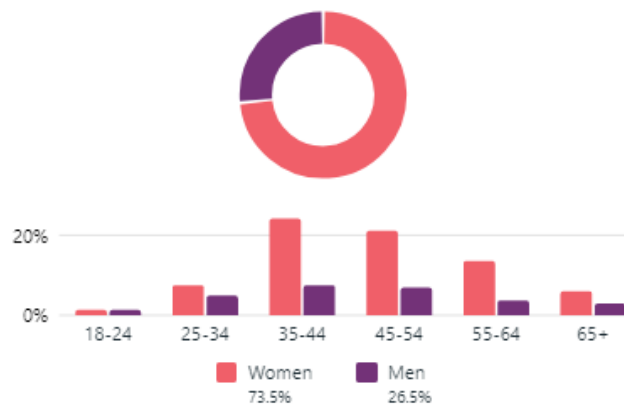
Top countries



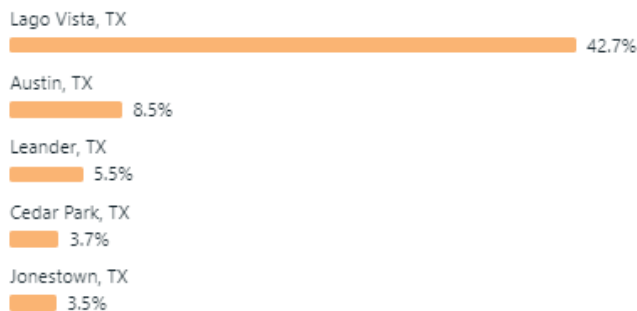
Instagram followers ⓘ

457

Age &amp; gender ⓘ



Top cities



Top countries

