



# Digital Communications Report

## Jan. 1-Dec. 31, 2024

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# Charlotte County Website

## www.CharlotteCountyFL.gov

Reporting on Jan. 1, 2024 to Dec. 31, 2024 unless otherwise noted.

### Webpages with the Most Visits

727,741	Home
478,439	Know Your Zone
139,757	Building Online Services
137,683	Building Permits
137,392	Utilities Billing

### Most Popular Day

Oct. 7, 2024:

387,071	Website Views
139	Website Admins
1183	Webpages
2015	Calendar Events
60	News Releases Active
129	Projects

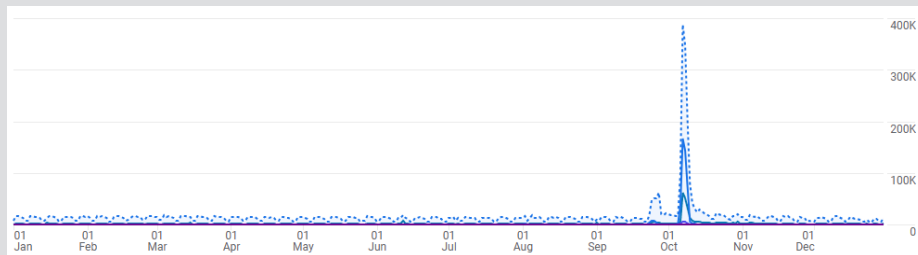
### PDF Downloads

Total Downloads:

**543,642**

Top PDF Documents:

Evacuation Zones  
Evacuation Routes  
Flood Insurance Rate Map  
Disaster Planning Guide  
Recreation Center Calendars  
Permit Inspection Information  
Curbside Collection Holiday Schedule  
Pool Calendars  
Utilities Availability Form  
Residential Curbside Service  
Inspections List



**5,649,572**

Total Visits

**5,491,594**

Views from the U.S.

**1,438,253**

Unique Users

**1 min 24 sec**

Average time on a page

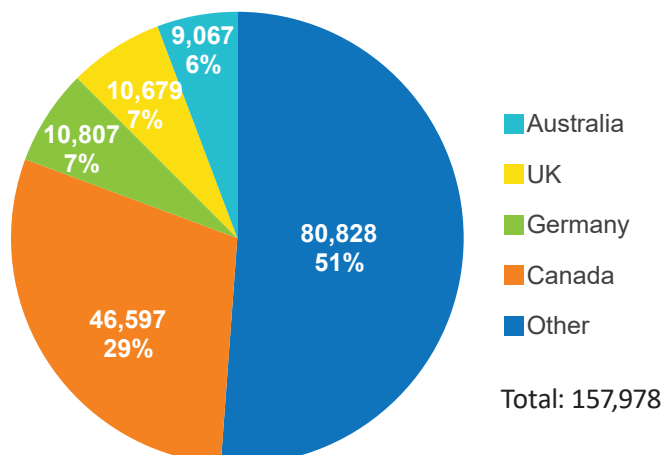
**22,227,829**

Total times a Google search included our site in the results

**1,411,761**

Total clicks to our site from a Google search

### Visits from Other Countries



**PDF Downloads:** clicks on PDF documents from a web page.

**Visit:** each time a webpage is loaded in a browser.

**Session:** a single visit to a webpage in which the user spends time browsing content on a page.

# Website continued...

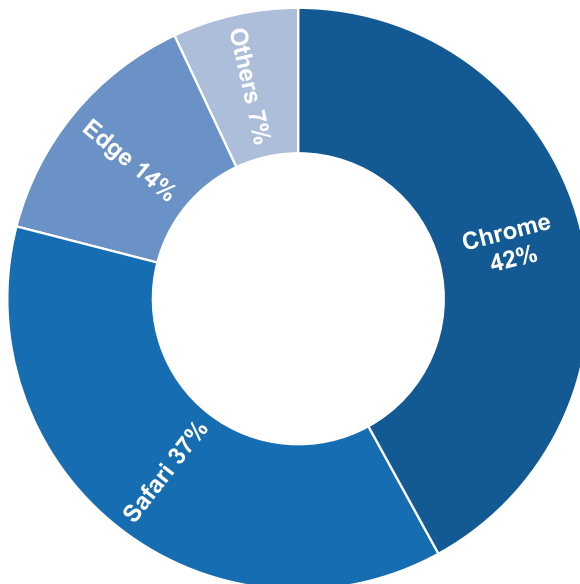
## Top Google Queries & Clicks

49,978	Charlotte County Utilities
33,122	Charlotte County
19,707	Charlotte County Evacuation Zones
16,943	Charlotte County Building Department
13,295	Charlotte County Florida
12,460	Charlotte County Jobs
11,920	Charlotte County Permit Search
9,144	Port Charlotte Hurricane Milton
7,665	Charlotte County Permits
7,422	Charlotte Sports Park
6,435	Charlotte County Emergency Management
6,249	Charlotte County Flood Zone Map
6,101	Charlotte County GIS
5,006	Charlotte County Waste Management
4,849	Charlotte County Permitting
4,826	Charlotte County Evacuation Map

## Top Visits from U.S. States

3,817,428	Florida
211,874	Georgia
174,227	New York
130,018	Virginia
96,528	Ohio
94,086	Michigan
86,208	Illinois
74,135	Massachusetts
73,843	North Carolina
70,582	Pennsylvania
820,643	Other

## Browsers Used to Access the Website



## Operating Systems Used to Access the Website



## Traffic Sources

(page views)

**3,724,086**

Organic Search

**1,382,892**

Direct Visit

**341,873**

Referrals (links from other websites)

**171,354**

Social Media

# Communication & CC-TV

## Charlotte County, FL App

A new app launched July 14, 2024

### Top Submitted Requests

275 Drainage	49 Engineering/Road Projects
136 Mosquito & Aquatic Weed Control	48 Yard Trimmings
76 Pothole	40 Code Compliance
62 Garbage Service	35 Permitting
61 Illegal Dumping	34 Other/General Question
57 Brush	29 Misc - Utilities Department
57 Lighting Repair	22 Carts
49 Utilities Department Service	18 Website Questions

**1,617**

Service Requests  
from July 14 - Dec. 31

## CharCoCares

**54,776**

Unique Opt-Ins

Unique Opt-Ins is the number of subscribers of all time, and does not include opt-outs.

**959**

New Subscribers

**24**

Messages sent in 2024

## CC-TV Granicus Overview

**77**

Board Meetings

**78%**

Used PCs to View Videos

**70**

Original Videos

**31,201**

Total Page Views

**8482**

OTT Live Stream Views

**22%**

Used Mobile Devices to View Videos

**5:27:25**

of Original Videos

## Constant Contact Monthly Reports

**565,923**

Emails Sent

52% open rate, 16% click rate

**43,029**

Clicks

**273,880**

Emails Opened

**40,274**

Bounces

Compare  
2024 to 2023:

**236% increase**  
in emails sent

**181% increase**  
in clicks

**227% increase**  
in emails opened

**324% increase**  
in bounces

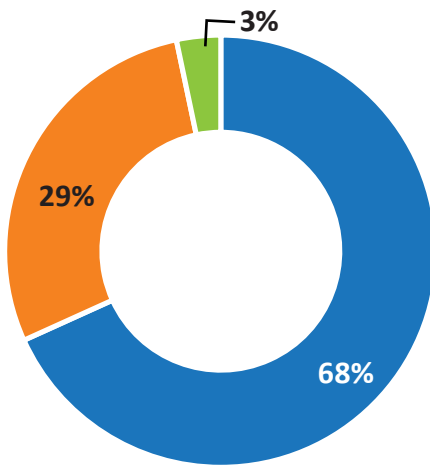
Open rate is 16% higher  
than industry average  
(was 9% higher)

Click rate is 7% higher  
than industry average  
(was the same, 7%  
higher)

# Social Media Summary

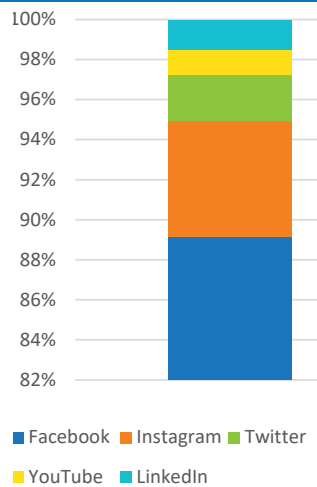
In 2024, our social media presence grew across all platforms, despite a decline in metrics on some tourism-related pages due to “going dark” during hurricane impacts. We received a Best Nextdoor Presence award and was named a finalist for a Social Media in an Emergency award from the Government Social Media Conference. We enhanced our social listening capabilities by employing Social News Desk, improving our ability to respond to public concerns in real time, and shared our strategy in a Social News Desk webinar. As part of a strategic shift in platform focus, we merged the Community Services X (Twitter) account with the main county account.

## Video Views by Platform



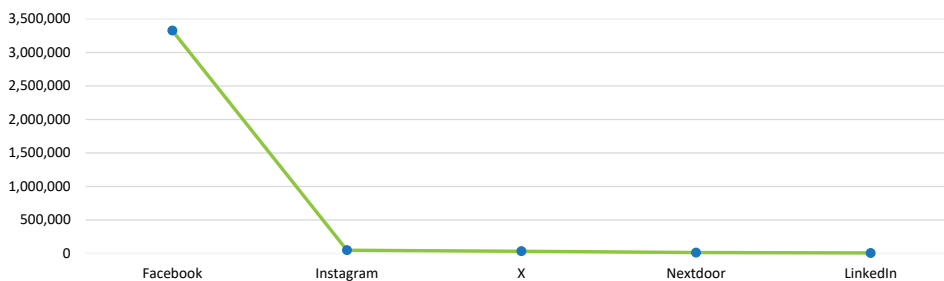
■ Facebook ■ Instagram ■ YouTube

## New Followers by Platform



■ Facebook ■ Instagram ■ YouTube ■ LinkedIn

## Engagements by Platform



## Analytics Across All Platforms

**8,084**

Posts

+11%

**56,137,650**

Impressions

+12%

**3,441,230**

Engagements

+66%

**9,069,373**

Video Views

+131%

**55,142**

New Followers

Note: one person may follow multiple accounts. Does not include Nextdoor.

**234,596**

Total Followers

+30%

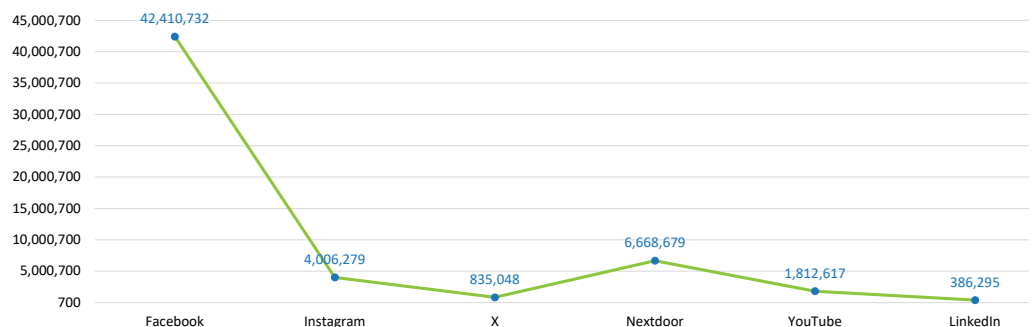
Note: one person may follow multiple accounts. Does not include Nextdoor.

## Glossary of Terms

**Impressions:** The number of times content was displayed/delivered to someone's feed.

**Engagements:** The number of times someone interacted with the content (likes, shares, comments, saves etc.)

## Impressions by Platform

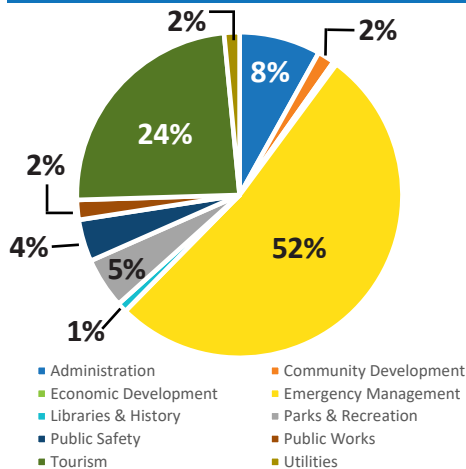




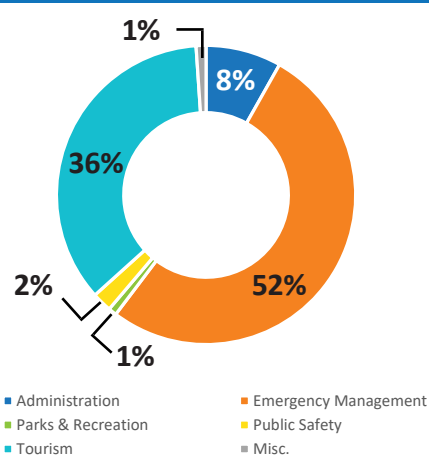
# Facebook Summary

Facebook saw increases in nearly every metric over the past year, with Emergency Management experiencing significant growth due to the storms, reinforcing the importance of timely emergency messaging on social media. While Tourism, observed decreases in engagement due to halting marketing efforts following the hurricanes, Facebook remains our most impactful platform in terms of impressions and engagements. Video views also increased as we maintained a strategic focus on short-form video content, which continues to drive audience engagement.

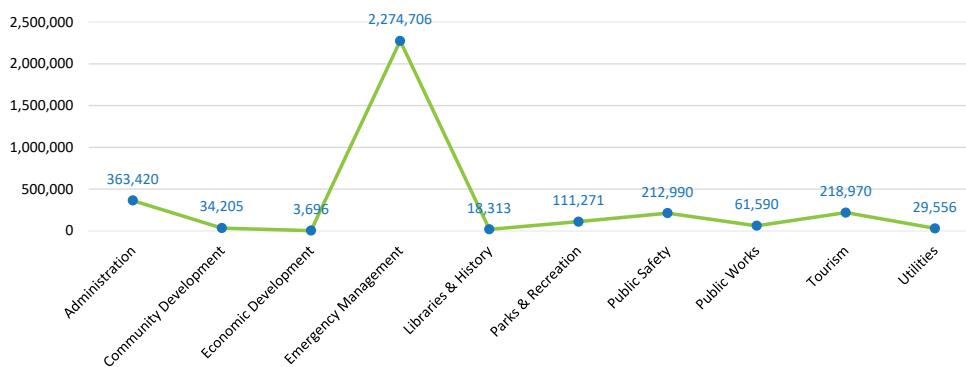
## New Followers by Account



## Video Views by Account



## Engagements by Account



**4,235**

Posts  
+17%

**42,410,732**

Impressions  
+29%

**3,328,717**

Engagements  
+72%

**104,919**

Post Link Clicks  
-58%

**6,189,045**

Video Views  
+164%

**49,177**

New Followers

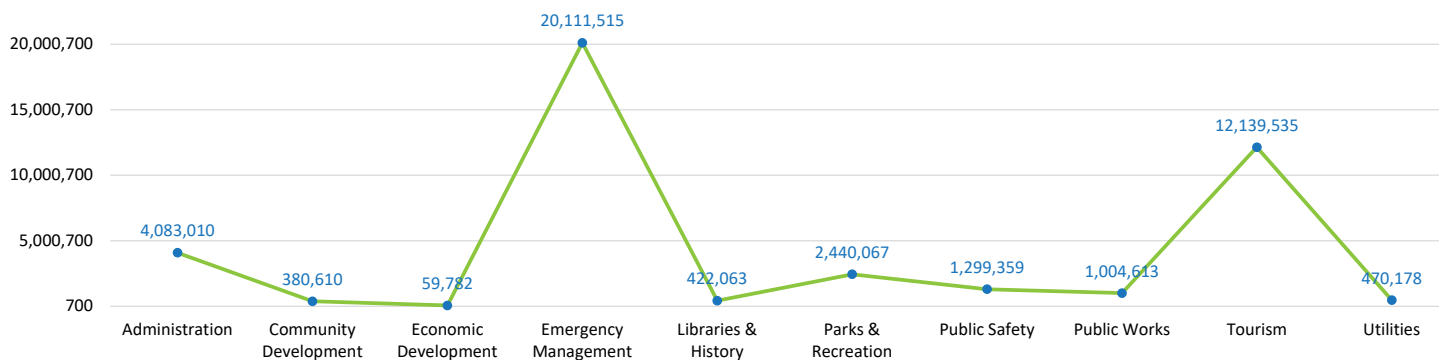
Note: one person may follow multiple accounts.

**193,128**

Total Followers  
+34%

Note: one person may follow multiple accounts.

## Impressions by Account



# Charlotte County, FL Government Facebook

Over the past two years, our top-performing post has consistently been about remembering Hurricane Charley. Short-form videos have proven effective this year, with the top-performing content reflecting a more human side and aligning with current social media trends. This reinforces the importance of creating relatable, trend-based content.

## Posts with Most Impressions



20 years ago, Hurricane Charley struck our community, leaving devastation in its wake. But from the rubble, we found resilience, unity, and hope.

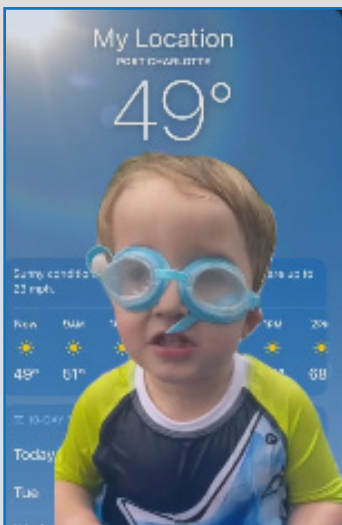
144,445 Impressions  
1,901 Engagements



This morning, the Charlotte County community came together to honor the life and service of Sgt. Elio Diaz.

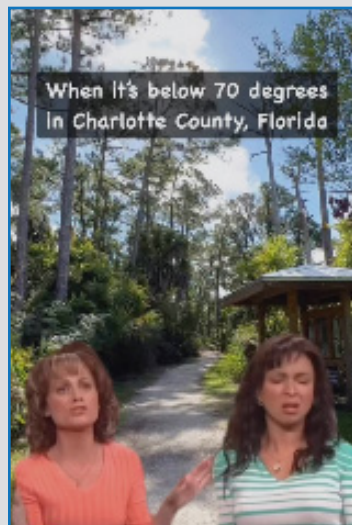
126,180 Impressions  
2,573 Engagements

## Most Viewed Videos



Florida has officially traded flip-flops for frostbite!

53,344 Impressions  
1,850 Engagements  
57,572 Video Views



We've been waiting for long for this...

48,452 Impressions  
1,417 Engagements  
57,269 Video Views

954

Posts  
+69%

4,083,010

Impressions  
+2%

363,420

Engagements  
-4%

3,114

Post Link Clicks  
-56%

505,842

Video Views  
+65%

3,972

New Followers

28,510

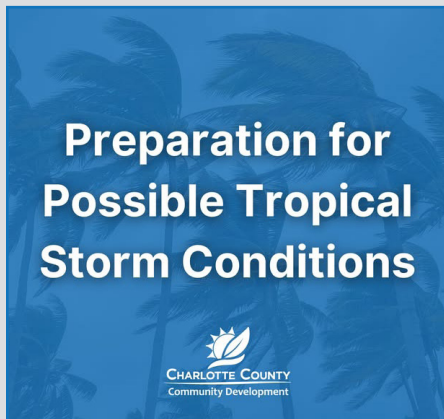
Total Followers  
+16%

“Now THIS County is the epitome of “BUILD BACK BETTER”. If you went through this, you definitely will never forget it. Loved how our neighborhood pitched in and helped each other out.”

# Community Development Facebook

A Public Relations Manager was added to the department, enhancing its ability to manage and grow its social media presence. With a dedicated person overseeing digital communications, the department improved its outreach, engagement, and public awareness efforts.

## Posts with Most Impressions



Sept. 23, 2024 | There is a possibility of tropical storm conditions that may affect Charlotte County this week.

26,030 Impressions  
153 Engagements

## Most Viewed Video



Big shoutout to our awesome department for National Building & Code Staff Appreciation Day!

445 Impressions  
34 Engagements  
1,270 Video Views



Stay connected with what's happening around Charlotte County! July recap

14,470 Impressions  
63 Engagements



ICYMI at yesterday's One Charlotte, One Water Town Hall, we're on a mission to tackle flooding head-on

2,245 Impressions  
40 Engagements  
1,095 Video Views

299

Posts  
+865%

380,610

Impressions  
+1,856%

34,205

Engagements  
+2,282%

797

Post Link Clicks  
+72%

17,773

Video Views  
+5,302%

835

New Followers

2,001

Total Followers  
+72%

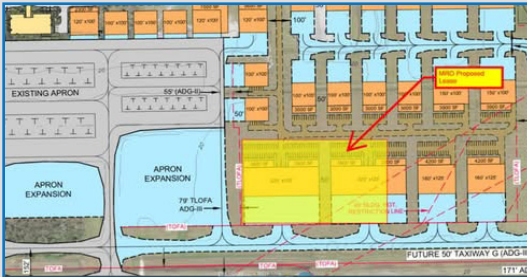
“Why do we need a waste transfer station on veterans? We already have the recycling center.”



# Economic Development Facebook

Social media metrics for this department showed mixed results, with increases and decreases depending on the specific metric. Some fluctuation can be attributed to staff turnover and a vacancy in the position responsible for managing social media, which temporarily affected consistency and content output.

## Posts with Most Impressions



Exciting News for the future of aerospace in Charlotte County! The Charlotte County Airport Authority has approved a land lease agreement.

4,381 Impressions  
23 Engagements



Charlotte County had the honor of hosting the Canada-Florida Chamber of Commerce at a Tampa Bay Rays Spring Training game this week.

1,907 Impressions  
83 Engagements



Florida has once again been named the #1 state in the nation for education by U.S. News & World Report!

3,182 Impressions  
40 Engagements

**192**  
Posts  
+12%

**59,782**  
Impressions  
-29%

**3,696**  
Engagements  
-54%

**591**  
Post Link Clicks  
-3%

**87**  
Video Views  
+61%

**181**  
New Followers

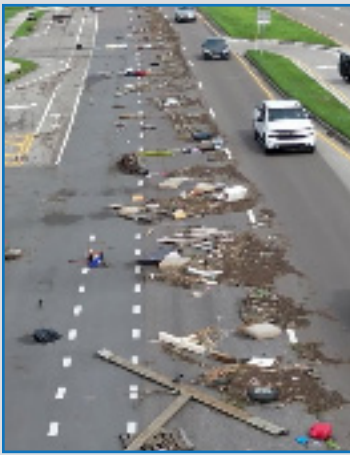
**1,901**  
Total Followers  
+11%

“ Where do Charlotte County schools rank in the state of Florida, and nationally? I’m especially curious about Peace River Elementary, Port Charlotte Middle School, and Charlotte High. I attended all of these. ”

# Emergency Management Facebook

This year, Emergency Management communicated and responded to three hurricanes within approximately 100 days, leading to a significant increase in engagement metrics for 2024. These events underscored the critical role of social media in disaster response, reinforcing its importance in keeping the community informed and prepared. A key focus during this storm season was continuing to humanize the response.

## Posts with Most Impressions



U.S. 41 Southbound at 9 a.m. on Oct. 10. This right here is just one of the MANY reasons why we ask you to stay off the roads during our Public Works team's initial push to clear the way for public safety and emergency crews after storms.

1,979,334 Impressions  
9,678 Engagements  
1,336,109 Video Views



Floodwaters on Manasota Key are now too high for even high-water vehicles to safely access. Floodwaters are forecast to continue to rise throughout the night.

605,628 Impressions  
10,462 Engagements  
943,049 Video Views



Scenes from West County the day after Hurricane Milton.

605,213 Impressions  
4,311 Engagements  
398,186 Video Views

**649**

Posts  
+78%

**20,111,515**

Impressions  
+596%

**2,274,706**

Engagements  
+616%

**17,694**

Post Link Clicks  
+593%

**3,226,901**

Video Views  
+5,924%

**25,683**

New Followers

**61,199**

Total Followers  
+72%

“People are always concerned about where the center is going to be. This storm proves that doesn't matter. At it's closest the center was what, 100 miles away from the coast?”

# Libraries & History Facebook

Incorporating program photos featuring people has been successful across all of our accounts. To further increase engagement, Libraries & History should maximize the use of these photos in their newsletters and good news emails. There is also an opportunity to incorporate short-form videos and trending content to expand reach and engagement even further.

## Posts with Most Impressions



Congratulations to the winners of this year's Amateur Photo Contest!

22,672 Impressions  
1,017 Engagements



Stop by the Port Charlotte Public Library this month to admire a display of Ukrainian art!

14,032 Impressions  
295 Engagements



New things are springing up all the time at our libraries! Here's a sneak peek at the progress at the Englewood Charlotte Library, where our staff are hard at work creating a learning garden.

13,062 Impressions  
415 Engagements



Read & Feed is back this week with free lunch for kids from the COW!

12,150 Impressions  
515 Engagements

**369**  
Posts  
-12%

**422,063**  
Impressions  
+18%

**18,313**  
Engagements  
-17%

**847**  
Post Link Clicks  
-58%

**4,859**  
Video Views  
+218%

**481**  
New Followers

**5,533**  
Total Followers  
+10%

“ I am glad to see things moving along and I hope natives are going into the landscape! ”



# Parks & Recreation Facebook

The top posts for this page were those boosted with paid advertising. Notably, posts featuring pictures of events and programs, rather than traditional flyers, had a significant impact. Moving forward, incorporating trending videos into the content mix would likely enhance engagement and further increase metrics.

## Posts with Most Impressions



The 6th Annual Great Garage Sale at Charlotte Sports Park is back, and registration is NOW OPEN!

33,828 Impressions  
112 Engagements



Celebrate National Public Lands Day with us! Charlotte County has thousands of acres of natural areas to explore.

26,508 Impressions  
162 Engagements  
5,888 Video Views

## Most Viewed Video



Celebrate National Public Lands Day with us! Charlotte County has thousands of acres of natural areas to explore.

26,508 Impressions  
162 Engagements  
5,888 Video Views



Centennial Park Recreation Center has some new programs starting in this weekend!

2,645 Impressions  
71 Engagements  
3,036 Video Views

**568**  
Posts  
+6%

**2,440,067**  
Impressions  
+37%

**111,271**  
Engagements  
+6%

**2,674**  
Post Link Clicks  
-44%

**55,403**  
Video Views  
+81%

**2,475**  
New Followers

**18,303**  
Total Followers  
16%

“Thank you for all you do to preserve and protect Charlotte County's wildlands. We are lucky to have such dedicated people.”



# Public Safety Facebook

The Aircraft Rescue & Fire Fighting prop posts generated the most impressions and video views for this page in 2024. Although there was a decrease in the number of posts, every other metric saw an increase.

## Posts with Most Impressions



At Charlotte County Fire & EMS, we prioritize training and continually offer opportunities for our staff to strengthen their existing skills and learn new ones.

124,791 Impressions  
3,288 Engagements  
39,576 Video Views



On Tuesday, just after noon, Charlotte County Fire & EMS responded to a call for a man on fire at the Town Center Mall. CCSO arrived on the scene first and confirmed a patient with burns.

99,219 Impressions  
681 Engagements

## Most Viewed Video



At Charlotte County Fire & EMS, we prioritize training and continually offer opportunities for our staff to strengthen their existing skills and learn new ones.

124,791 Impressions  
3,288 Engagements  
39,576 Video Views



POV: You're training at the Charlotte County Fire-EMS ARFF prop. Interested in a career with us? We are hiring!

124,791 Impressions  
802 Engagements  
25,652 Video Views

**212**  
Posts  
-21%

**1,299,359**  
Impressions  
+20%

**212,990**  
Engagements  
+7%

**465**  
Post Link Clicks  
+25%

**131,499**  
Video Views  
+359%

**2,053**  
New Followers

**16,557**  
Total Followers  
14%

“Stay safe  
out there.  
Appreciate  
what  
you do.”

# Public Works Facebook

Public Works saw an increase in metrics this year. Our strategies of showcasing project progress, highlighting staff in the field, and emphasizing the positive impact on our community have proven to be highly effective in driving engagement and visibility.

## Posts with Most Impressions



Last week, our team efficiently set up a detour for the O'Hara Drive bridge closure, ensuring safe and smooth traffic flow.

32,429 Impressions  
874 Engagements



Nov. 27 | Motorists should expect northbound and southbound lane closures on U.S. 41 at the Peace River Bridge during the nighttime hours of 8 p.m. to 5 a.m. from Dec. 8-10 and Dec. 15-20. Crews will be replacing all the streetlight poles on the Peace River Bridge.

31,181 Impressions  
118 Engagements

## Most Viewed Video



In Charlotte County, we're committed to a clean and effective waste management system.

5,187 Impressions  
113 Engagements  
2,497 Video Views



The City of Punta Gorda has requested our Traffic Signing & Marking team to repaint the road markings near the school before the start of the school year.

3,523 Impressions  
73 Engagements  
1,385 Video Views

379  
Posts  
-17%

1,004,613  
Impressions  
+140%

61,590  
Engagements  
+52%

440  
Post Link Clicks  
-13%

24,494  
Video Views  
-2.9%

966  
New Followers

4,595  
Total Followers  
+27%

“Why do I hear the Dukes of Hazzard music when I see this”

# Tourism Facebook

Unlike some of our other pages, the Tourism page saw a decrease in activity. With our destination being impacted by three storms in about 100 days, the Tourism Bureau had to go dark and halt marketing efforts of the destination while our community focused on recovery.

## Posts with Most Impressions



Just another January night in Punta Gorda.

571,507 Impressions  
23,458 Engagements



There's nothing like beginning the year on the water.

426,340 Impressions  
12,562 Engagements

## Most Viewed Video



Small town South Florida vibes, big heart.

54,653 Impressions  
2,998 Engagements  
79,235 Video Views



Happy FriYAY from beautiful #PuntaGorda

43,557 Impressions  
2,574 Engagements  
61,354 Video Views

**190**  
Posts  
+15%

**12,139,535**  
Impressions  
-45%

**218,970**  
Engagements  
-74%

**78,148**  
Post Link Clicks  
-66%

**2,203,158**  
Video Views  
+15%

**11,778**  
New Followers

**51,182**  
Total Followers  
+30%

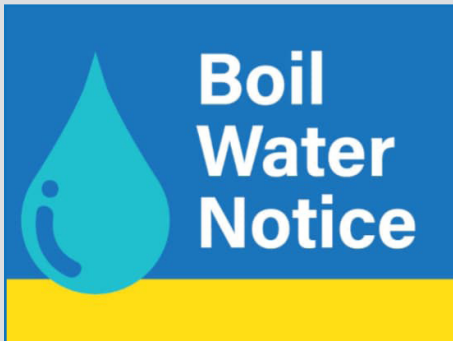
“Beautiful, I was there several months ago. I plan on going back this Spring. I'm also going back to Visit Boca Grande. I haven't been there in a long time.”



# Utilities Facebook

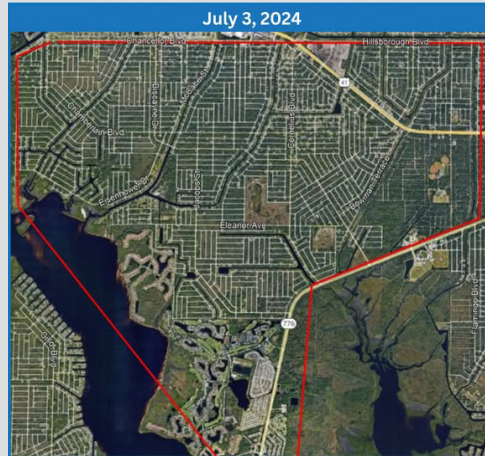
Highlighting projects and showcasing our staff in action, while also demonstrating a positive impact on the community, has proven effective. Utilities has continued emphasizing messaging about the proper disposal of flushable wipes and fats, oils, and grease. Additionally, Utilities has focused on humanizing the department by showcasing staff in both photos and short-form videos, further connecting with the community.

## Posts with Most Impressions



Charlotte County Utilities has declared a precautionary boil water notice for a portion of our Port Charlotte service area starting September 27, 2024 due to contractor work.

59,886 Impressions  
395 Engagements



The Charlotte County Utilities Department has declared a precautionary boil water notice for a portion of the Port Charlotte service area due to mechanical issues.

19,554 Impressions  
160 Engagements

## Most Viewed Video



Thank you to everyone who attended our Burnt Store Facility Tour, including our resident gator!

2,845 Impressions  
36 Engagements  
2,615 Video Views



Wishing you a Merry Christmas and a Happy New Year!

1,664 Impressions  
102 Engagements  
2,039 Video Views

**423**  
Posts  
+17%

**470,178**  
Impressions  
+111%

**29,556**  
Engagements  
+99%

**149**  
Post Link Clicks  
-18%

**19,029**  
Video Views  
+366%

**753**  
New Followers

**3,347**  
Total Followers  
+29%

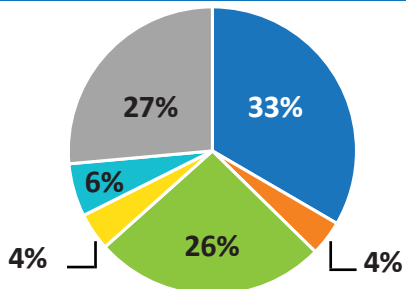
“ Where does gulf cove get their water from? ”



# Instagram Summary

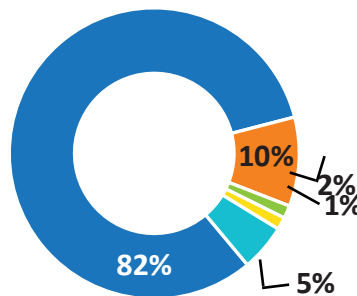
To connect with the younger demographic in our community, we've recognized the importance of expanding our presence on Instagram. With the platform's growing focus on short-form video (Reels) to compete with TikTok, we've embraced this shift and started creating Reels to showcase our community through engaging content. Our most viewed Instagram Reels aligned with the posts that garnered the highest number of impressions. However, the Tourism account "going dark" during the storms did impact the overall metrics of our accounts.

## New Followers by Account



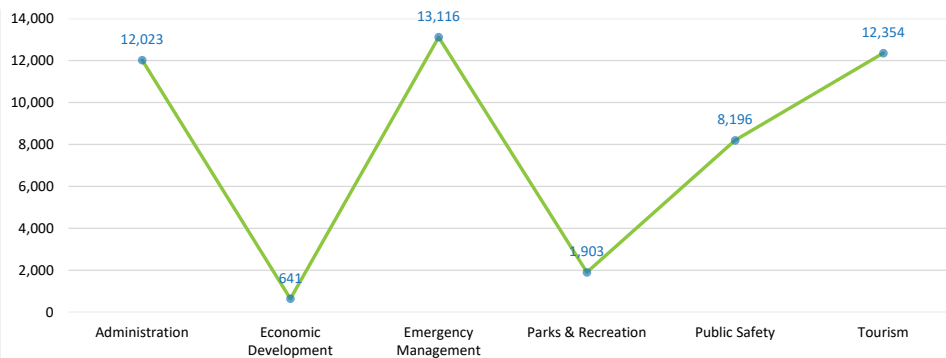
Administration  
Emergency Management  
Public Safety  
Economic Development  
Parks & Recreation  
Tourism

## Video Views by Account

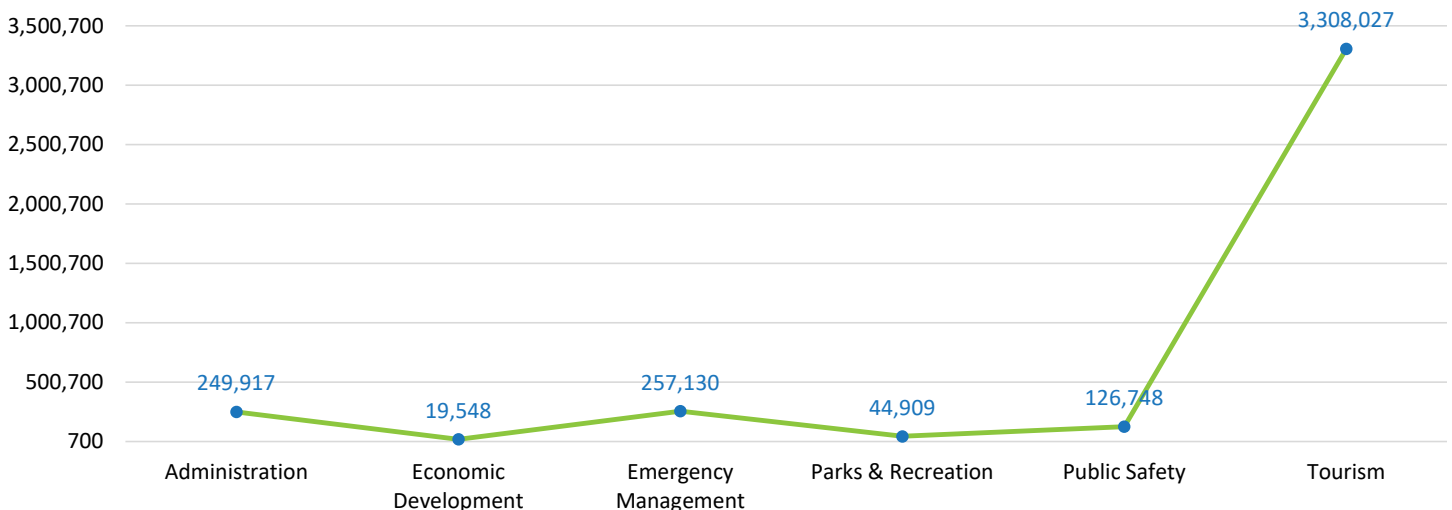


Administration  
Emergency Management  
Parks & Recreation  
Public Safety  
Tourism

## Engagements by Account



## Impressions by Account



**1,142**  
Posts  
+4%

**4,006,279**  
Impressions  
-65%

**48,233**  
Engagements  
+21%

**2,580,669**  
Video Views  
+79%

**3,171**  
New Followers  
Note: one person may follow multiple accounts.

**18,482**  
Total Followers  
+21%  
Note: one person may follow multiple accounts.

**220**  
Posts  
-8%

**249,917**  
Impressions  
-85%

**12,023**  
Engagements  
+11%

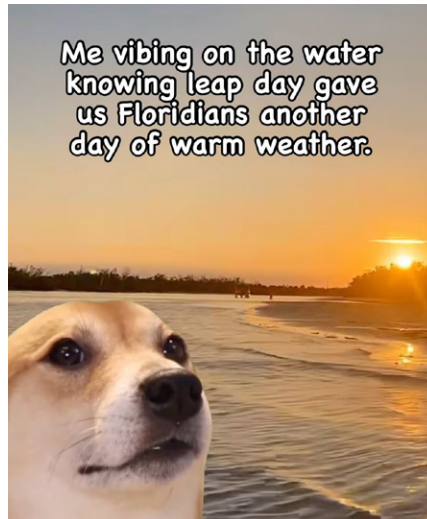
**2,118,345**  
Video Views  
+70%

**1,059**  
New Followers

**3,872**  
Total Followers  
+38%

## Charlotte County, FL Instagram

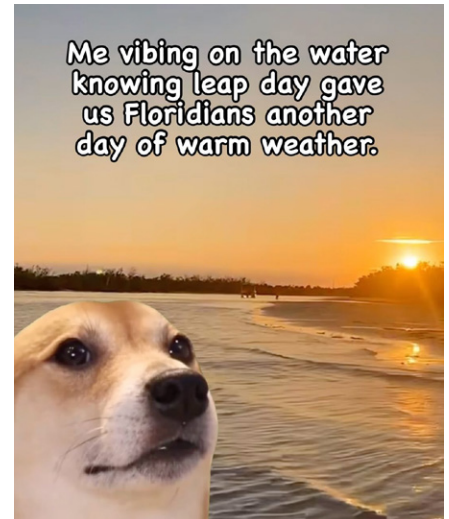
### Post with Most Impressions



Forget Groundhog Day, it's all about Leap Year in Florida!

58,673 Impressions  
1,678 Engagements  
58,673 Video Views

### Most Viewed Instagram Reel

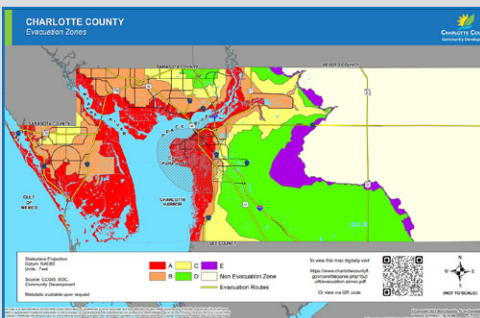


Forget Groundhog Day, it's all about Leap Year in Florida!

58,673 Impressions  
1,678 Engagements  
58,673 Video Views

## Economic Development Instagram

### Post with Most Impressions



Evacuations Ordered for Red & Orange Zones !! Charlotte County Emergency Management has issued evacuation orders for residents in the Red and Orange zones, also known as Zones A and B.

1,434 Impressions  
23 Engagements



Exciting news for Charlotte County! ☺ Sunseeker and American Cruise Lines are set to give our local economy a major boost.

406 Impressions  
28 Engagements

**149**  
Posts  
+16%

**19,548**  
Impressions  
-1%

**641**  
Engagements  
-4%

**124**  
Video Views  
+4,033%

**125**  
New Followers

**1,341**  
Total Followers  
+10%

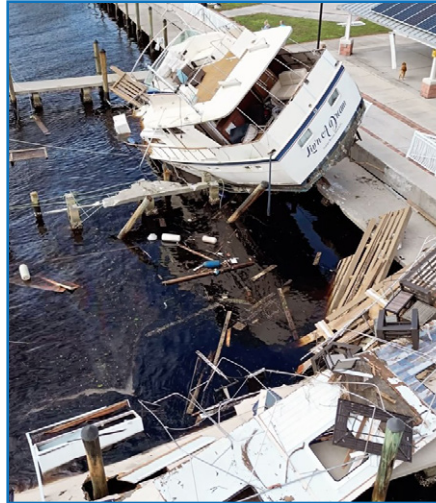
**167**Posts  
+42%**275,130**Impressions  
+224%**13,116**Engagements  
+260%**255,692**Video Views  
+960%**826**

New Followers

**2,556**Total Followers  
+48%

## Emergency Management Instagram

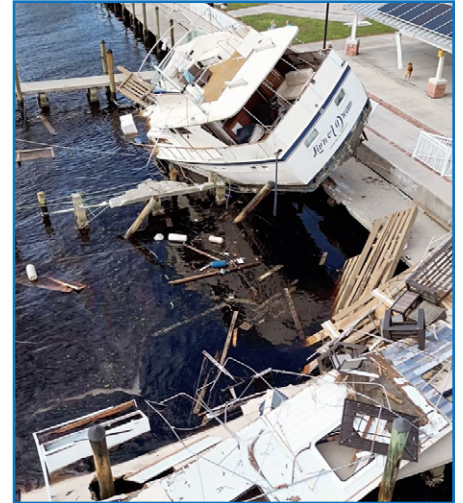
### Post with Most Impressions



Laishley Park in Punta Gorda, Oct. 10, 2024, after Hurricane Milton.

49,037 Impressions  
1,071 Engagements  
49,037 Video Views

### Most Viewed Instagram Reel

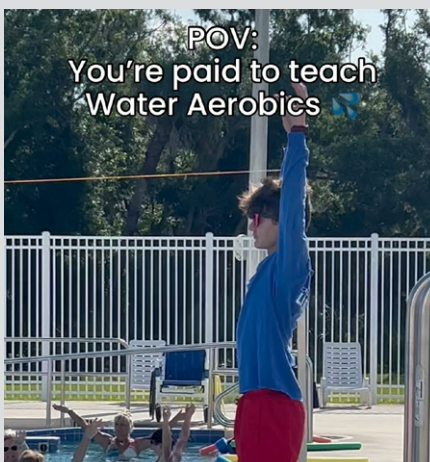


Laishley Park in Punta Gorda, Oct. 10, 2024, after Hurricane Milton.

49,037 Impressions  
1,071 Engagements  
49,037 Video Views

## Parks & Recreation Instagram

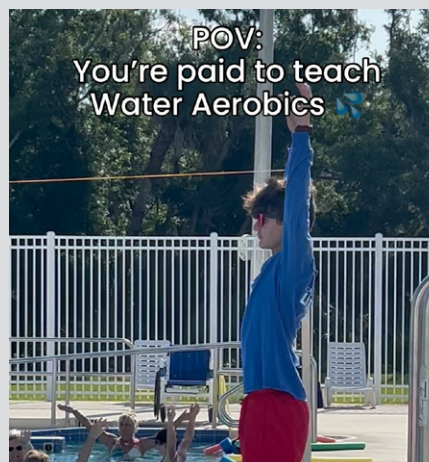
### Post with Most Impressions



Come work with us! We're hiring Lifeguards.

6,405 Impressions  
74 Engagements  
6,405 Video Views

### Most Viewed Instagram Reel



Come work with us! We're hiring Lifeguards.

6,405 Impressions  
74 Engagements  
6,405 Video Views

**191**Posts  
+16%**44,909**Impressions  
-21%**1,903**Engagements  
-38%**36,817**Video Views  
+11%**134**

New Followers

**2,209**Total Followers  
+6%



**129**

Posts

-7%

**126,748**

Impressions

+3%

**8,196**

Engagements

+15%

**35,687**

Video Views

+141%

**189**

New Followers

**2,526**

Total Followers

-7%

## Public Safety Instagram

### Post with Most Impressions



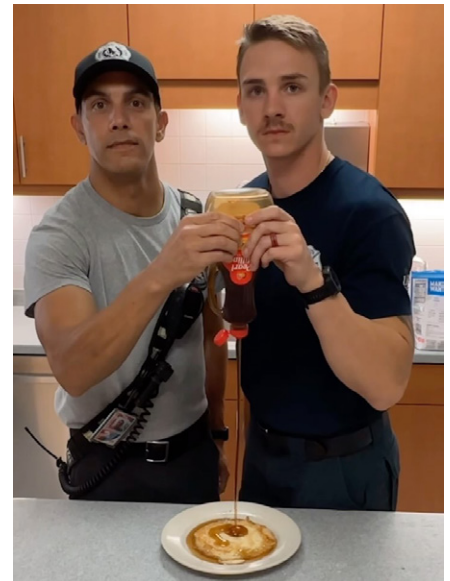
Pancakes and spreading holiday cheer is definitely a two-person job!

6,988 Impressions

243 Engagements

6,988 Video Views

### Most Viewed Instagram Reel



Pancakes and spreading holiday cheer is definitely a two-person job!

6,988 Impressions

243 Engagements

6,988 Video Views

## Tourism Instagram

### Post with Most Impressions



Must see parks and preserves for nature lovers

34,656 Impressions

598 Engagements

34,656 Video Views

### Most Viewed Instagram Reel



Must see parks and preserves for nature lovers

34,656 Impressions

598 Engagements

34,656 Video Views

**286**

Posts

-8%

**3,308,027**

Impressions

-65%

**12,354**

Engagements

-15%

**134,004**

Video Views

+12%

**838**

New Followers

**5,978**

Total Followers

+16%



# X Summary

Twitter, now rebranded as “X,” continues to be an effective platform for reaching the media, particularly in times of crisis. The rebranding has brought about various changes, but we saw a significant increase in impressions and engagements, especially during the hurricane season, which allowed us to reach not only local media but also expand our reach to national and outside media.

Additionally, we eliminated the Community Services profile and transitioned their messaging to the main county account, streamlining our communication efforts.

**1,157**  
Tweets  
-4%

**835,048**  
Impressions  
+124%

**33,964**  
Engagements  
+137%

**1,258**

**New Followers**

Note: one person may follow multiple accounts.

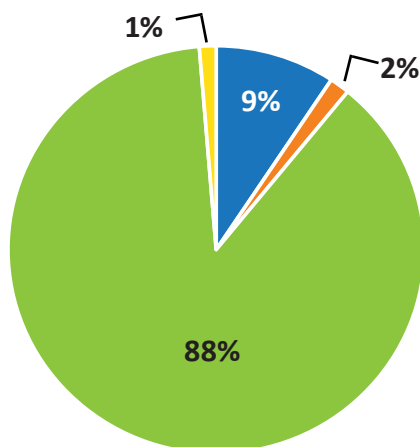
**16,187**

**Total Followers**

+2%

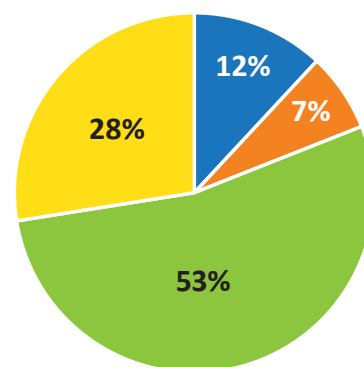
Note: one person may follow multiple accounts.

## Engagements by Account



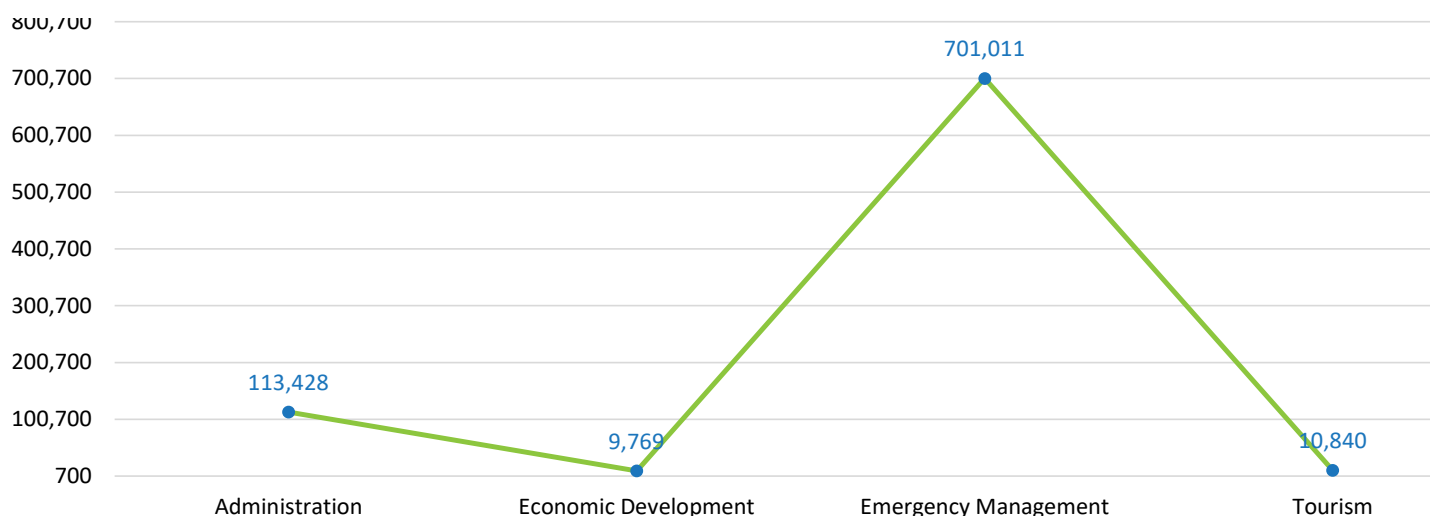
Administration Economic Development Emergency Management Tourism

## New Followers by Account



Administration Economic Development  
Emergency Management Tourism

## Impressions by Account



# Charlotte County, FL X

## Tweets with Most Impressions



We extend our sincere condolences to Cpl. Elio Diaz's family, friends and his brothers and sisters in green as our community mourns the loss of @CCSOFLSheriff's Cpl. Elio Diaz.

2,526 Impressions  
64 Engagements



RxOpen is activated for Florida in response to Milton. RxOpen is a mapping tool that helps patients and providers locate open pharmacies in areas impacted by natural disasters.

1,406 Impressions  
4 Engagements

**522**  
Tweets  
-14%

**113,428**  
Impressions  
+118%

**3,167**  
Engagements  
+97%

**150**  
New Followers

**3,724**  
Total Followers  
+4%

**161**  
Tweets  
+13%

**9,769**  
Impressions  
-37%

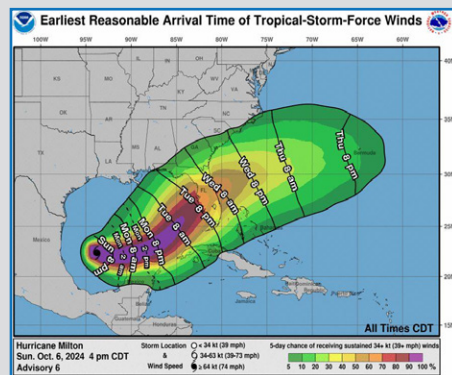
**530**  
Engagements  
-22%

**89**  
New Followers

**685**  
Total Followers  
+15%

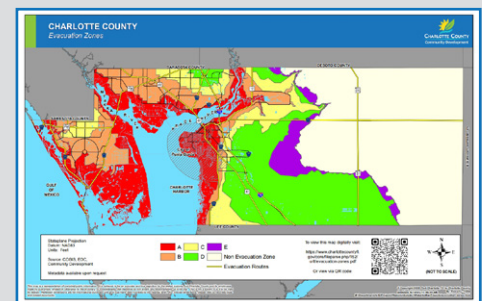
# Charlotte County, Florida Economic Development X

## Tweets with Most Impressions



Please follow Charlotte County Emergency Management for updates on Hurricane Milton.

601 Impressions  
55 Engagements



Evacuations Ordered for Red & Orange Zones !!

Charlotte County Emergency Management has issued evacuation orders for residents in the Red and Orange zones, also known as Zones A and B.

435 Impressions  
58 Engagements

# Charlotte County Emergency Management X

## Tweets with Most Impressions



Stay off the roads due to the widespread road flooding from Hurricane Helene,

32,603 Impressions  
1,365 Engagements



If evacuating from our county is part of your emergency plan, go now.

25,905 Impressions  
371 Engagements

**447**

Tweets  
+80%

**701,011**

Impressions  
+446%

**29,825**

Engagements  
+345%

**673**

New Followers

**5,186**

Total Followers  
+15%

**27**

Tweets  
-75%

**10,840**

Impressions  
-79%

**442**

Engagements  
-83%

**346**

New Followers

**6,592**

Total Followers  
+6%

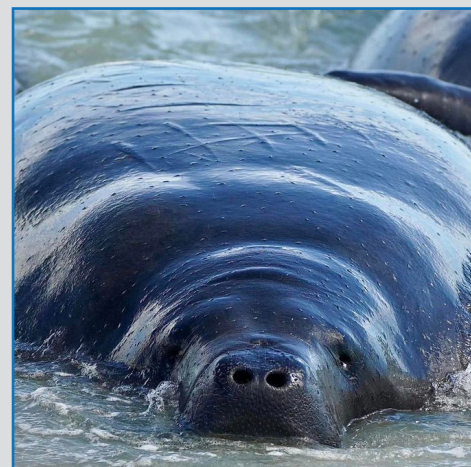
# Charlotte County Tourism X

## Tweets with Most Impressions



A glimpse of the FUN to be had in  
#PuntaGorda #BestSideOutside

1,987 Impressions  
6 Engagements



Share this post with a friend who needs to see these marvelous manatees!

1,683 Impressions  
6 Engagements



# Nextdoor Summary

Nextdoor has become a platform for sharing our CC-TV YouTube videos with local residents. In recognition of its outstanding community engagement, Charlotte County was honored with the Best Nextdoor Presence Award at the 2024 Government Social Media Conference. The platform has proven effective in reaching our community, especially for disseminating storm alerts and other important information. Additionally, we have started exploring the use of Nextdoor Ads to further enhance our outreach and engagement.

**1,047**  
Posts  
+39%

**13,344**  
Engagements  
+6%

**6,668,679**  
Impressions  
+96%

## Charlotte County Nextdoor Posts with Most Impressions

**629**  
Posts  
+10%

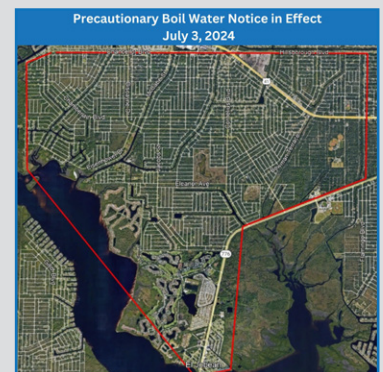
**4,001,346**  
Impressions  
+101%

**12,333**  
Engagements  
+45%



The Charlotte County Utilities Department reminds residents of year-round water conservation measures.

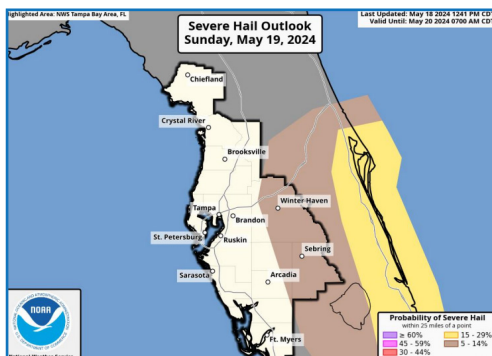
32,221 Impressions  
157 Engagements



UPDATE-The boil water notice has been lifted.

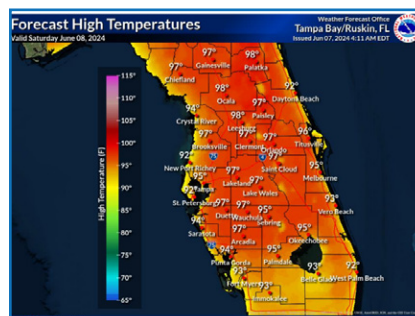
24,073 Impressions  
37 Engagements

## Emergency Management Nextdoor Posts with Most Impressions



Please see the attached severe weather briefing from NWS Tampa (5/18/24).

27,849 Impressions  
25 Engagements



Stay Cool and Stay Safe!

24,302 Impressions  
38 Engagements

**418**  
Posts  
+128%

**2,667,333**  
Impressions  
+89%

**6,119**  
Engagements  
+48%



# YouTube Summary

YouTube Shorts, styled similarly to TikTok and Instagram Reels, have been highly successful in 2024, accounting for over half of total video views. However, video production from Libraries & History has slowed as the department transitions from virtual to in-person programming, which has impacted overall metrics.

**135**  
Videos  
-51%

**1,812,617**  
Impressions  
-3%

**299,659**  
Video Views  
+113%

**707**

**New Subscribers**

Note: one person may follow multiple accounts.

**2,746**  
Total Subscribers

+35%

Note: one person may follow multiple accounts.

**84**  
Videos  
+5%

**841,179**  
Impressions  
+35%

**216,437**  
Video Views  
+182%

**458**  
New Subscribers

## Charlotte County YouTube Channel

### Most Viewed Videos



Crispy Thanksgiving Delight: Mastering the Art of Turkey Frying Safely | Pro Tips & Safety Guide

2,829 Impressions  
94,482 Video Views  
319.7 Hours of Watch Time



Thanksgiving Turkey Fryer Safety: Avoid the Drama & Fires!

3,039 Impressions  
25,235 Video Views  
74.9 Hours of Watch Time

## Community Services YouTube Channel

### Most Viewed Videos



Kids' STEM Lab: Marble Maze

35,251 Impressions  
6,609 Video Views  
258.1 Hours of Watch Time



How to Play Cat's Cradle Solo

9,174 Impressions  
4,791 Video Views  
272.7 Hours of Watch Time

**39**  
Videos  
-78%

**404,768**  
Impressions  
-68%

**54,054**  
Video Views  
-11%

**186**  
New Subscribers

**12**Videos  
-14%**566,724**Impressions  
+55,956%**29,168**Video Views  
+850%**63**

New Subscribers

# Public Safety YouTube Channel

## Most Viewed Videos



Charlotte County Fire &amp; EMS Structure Training

379,438 Impressions  
16,104 Video Views  
100.7 Hours of Watch Time



Charlotte Harbor Preserve Brush Fire 7 21 24

146,165 Impressions  
8,467 Video Views  
76.5 Hours of Watch Time

## LinkedIn Summary

LinkedIn has consistently been an effective platform for showcasing the professional achievements of our staff and highlighting collaborations with local, regional, and national businesses. The platform recently rollout of short-form video content. We are exploring creative strategies to leverage LinkedIn for promoting current job openings.

**368**Posts  
+7%**6,574**Engagements  
+19%**4,053**Total Followers  
+26%**386,295**  
Impressions  
+16%**829**  
New Followers

Note: one person  
may follow multiple  
accounts

Note: one person  
may follow multiple  
accounts.

**176**Posts  
+5%**114,404**Impressions  
+39%**4,344**Engagements  
+24%**407**

New Followers

**1,953**Total Followers  
+26%

## Charlotte County LinkedIn

### Posts with Most Impressions



From our cheerful team to you, we wish you a holiday season filled with joy, laughter, and a little bit of holiday magic!

4,590 Impressions  
216 Engagements



The best way to spread Christmas cheer is decorating loud for all to hear! Our Transit team sleighed the holidays last week with an office decorating contest and an epic snowball fight that even Buddy the Elf would've joined!

3,889 Impressions  
163 Engagements

# Economic Development LinkedIn

## Posts with Most Impressions (Not Sponsored)



Exciting News for Charlotte County! Charlotte Technical College has officially broken ground on its state-of-the-art Aviation Training Facility at PGD!

1,524 Impressions  
100 Engagements



Congratulations to the City of Punta Gorda for being named a national finalist for the All-American City award!

880 Impressions  
48 Engagements

**165**  
Posts  
+9%

**261,503**  
Impressions  
+10%

**1,675**  
Engagements  
+13%

**224**  
New Followers

**1,725**  
Total Followers  
+15%

**27**  
Posts  
+17%

**10,388**  
Impressions  
-7%

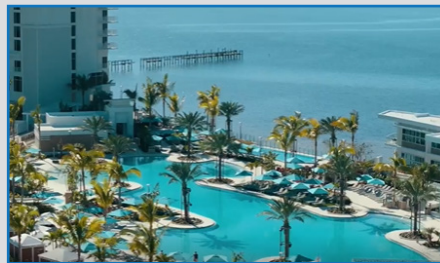
**555**  
Engagements  
+7%

**198**  
New Followers

**375**  
Total Followers  
+112%

## Tourism LinkedIn

### Posts with Most Impressions



In partnership with VISIT FLORIDA, we're excited to share our "One Fun Day" in Punta Gorda/Englewood Beach video. Thanks to our partners Sunseeker Resort Charlotte Harbor, SUP ENGLEWOOD LLC and Laishley Crab House for their participation in this project!

2,495 Impressions  
104 Engagements



This morning we welcomed and celebrated American Cruise Lines' American Glory to Punta Gorda as a port-of-call on their Florida Gulf Coast & Keys cruise itinerary. ACL is the first cruise line to visit Charlotte Harbor.

1,264 Impressions  
47 Engagements