

November 2018 Metrics - City Communication

EVENTS, PROJECTS & MORE				
Event	Date	Attendance	Event Type	Details/Description
Fall Sweep	11/3/18	28	City Hosted Event	1st Annual Event held along NASA Parkway
Veteran's Day Memorial Event	11/11/18	75	City Hosted Event	1st Annual Event at the Veterans Memorial
City Offices Closed	11/22/18	N/A	Closure - Holiday	Thanksgiving - No Trash Service
City Offices Closed	11/23/18	N/A	Closure - Holiday	Thanksgiving
Share Your Christmas	11/24/18	N/A	City Employee Program	Ends December 14
Bird I.D. Seminar	11/29/18	32	City Hosted - Open Space	Well attended seminar birding ID seminar by Houston Audubon
Project	Update			
Celebration Seabrook Recap	Preparing Sponsor Recaps			
Veterans Day Event	Final event planning, site plan, group coordination, etc.			
SVFD Website Design	Initial design submitted to CivicPlus, pending adjustments			
SH 146	Designing site, adding photos and developing homepage			
Fall/Winter City Review	Outline developed and page design in progress			
Visitor's Site Design	Design process and scheduling with Civic Plus			
Communication projects are ongoing. Projects listed here are active during the month reported				
Press/Email Releases	Date	Type	URL	Details/Description
Veterans Day Call Down	11/10/18	Call Down	n/a	Informing residents of street closures
City Council Recap	11/7/18	Informative	https://mailchi.mp/seabrooktx/councilrecap_110618	Recap of 11/6/18 Council Meeting
City Council Recap	11/21/18	Informative	https://mailchi.mp/seabrooktx/councilrecap_112018	Recap of 11/20/18 Council Meeting
Carothers Rentals	Date	Type	Fees	Details
Rehearsal Dinner	11/9/18	Half Day	\$475	
Wedding	11/10/18	Full Day	\$1,950	
Wedding	11/11/18	Half Day	\$605	
Wedding Set-Up	11/16/18	Half Day	\$475	
Wedding	11/17/18	Full Day	\$1,980	
Wedding Tear-Down	11/18/18	Half Day	\$700	
Wedding	11/24/18	Full Day	\$1,980	

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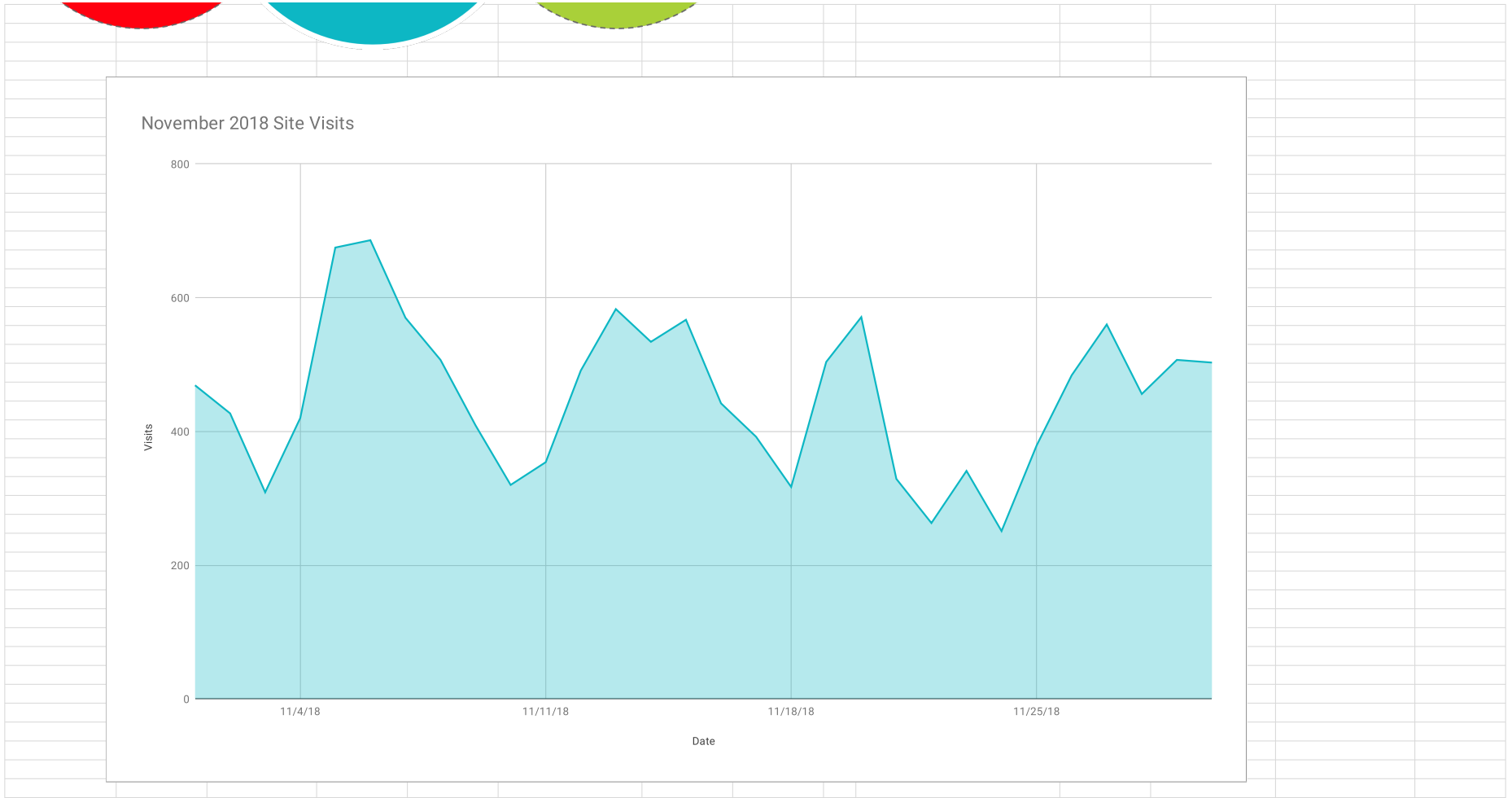
SEABROOKTX.GOV WEBSITE ANALYTICS

WEBSITE TRAFFIC						
Date	Visits	Returning Visits	Downloads	Searches	Average Visit Duration	Actions
11/1/18	469	130	904	32	0:02:06	1717
11/2/18	427	123	191	30	0:02:42	988
11/3/18	309	62	466	10	0:01:07	896
11/4/18	420	90	1625	17	0:05:55	2212
11/5/18	675	166	411	22	0:02:21	1476
11/6/18	686	169	1089	31	0:02:21	2181
11/7/18	570	126	750	23	0:01:49	1588
11/8/18	507	126	1213	20	0:02:04	2002
11/9/18	409	118	203	25	0:01:56	856
11/10/18	320	61	2121	3	0:11:24	2479
11/11/18	354	88	505	16	0:01:45	1043
11/12/18	491	137	554	49	0:02:15	1418
11/13/18	583	130	319	36	0:01:44	1171
11/14/18	534	124	1787	35	0:03:37	2585
11/15/18	567	174	1280	28	0:02:43	2156
11/16/18	442	128	903	49	0:02:39	1688
11/17/18	392	62	556	33	0:01:12	1032
11/18/18	317	52	1788	3	0:05:53	2136
11/19/18	504	96	367	40	0:02:08	1096
11/20/18	571	113	1093	25	0:02:29	1839
11/21/18	329	88	683	23	0:01:41	1247
11/22/18	263	55	845	13	0:01:50	1197
11/23/18	341	66	180	16	0:01:06	626
11/24/18	251	48	145	6	0:01:32	534
11/25/18	379	64	2254	11	0:07:31	2676
11/26/18	484	110	590	35	0:01:43	1339
11/27/18	560	145	569	40	0:02:14	1595
11/28/18	456	123	999	22	0:02:52	1892
11/29/18	507	138	558	31	0:02:07	1451
11/30/18	503	145	734	44	0:03:11	1725
TOTAL/AVERAGE	13620	3257	25682	768	0:02:52	46841

TOP 25 PAGES				
	Page	Pageviews	Unique Page Views	Average Time on Page
1	Homepage	3960	6247	0:00:52
2	Police Department	881	666	0:00:54
3	Facilities	718	634	0:01:06
4	Bids	460	418	0:00:38
5	Coastal Spine Project	427	359	0:00:38
6	Carothers Coastal Gardens	391	305	0:01:13
7	City Elections	367	307	0:00:50
8	Trash Pick Up	333	288	0:00:40
9	Agenda Center	305	248	0:02:15
10	Records	296	249	0:00:46
11	Animal Control	284	237	0:00:33
12	Customer Service and Utilities	282	261	0:00:39
13	Form Center	251	206	0:02:08
14	Human Resources	230	182	0:00:23
15	Permits	227	172	0:01:15
16	Pet Adoption	199	178	0:00:55
17	Attractions	198	170	0:00:49
18	Water	197	188	0:00:50
19	Breakfast with Santa	185	149	0:00:38
20	Community	185	149	0:00:38
21	Departments	181	151	0:00:26
22	Trail System	178	151	0:01:32
23	Government	168	140	0:00:46
24	Municipal Court	166	126	0:01:19
25	Annual Events	158	140	0:00:42

TOP 10 SEARCHED TERMS & FREQUENCY		
	Term	Searches
1	Pay Utility Bill	8
2	Trash	7
3	Zoning Map	6
4	GIS	5
5	Brad Goudie	4
6	Dogs	4
7	Santa	4
8	Water Bill	4
9	Water Department	4
10	Animal Control	3



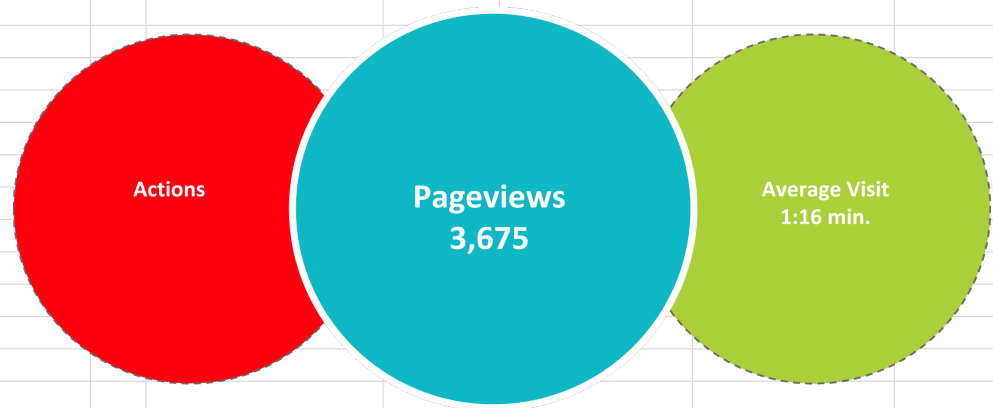


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SH146.COM WEBSITE ANALYTICS

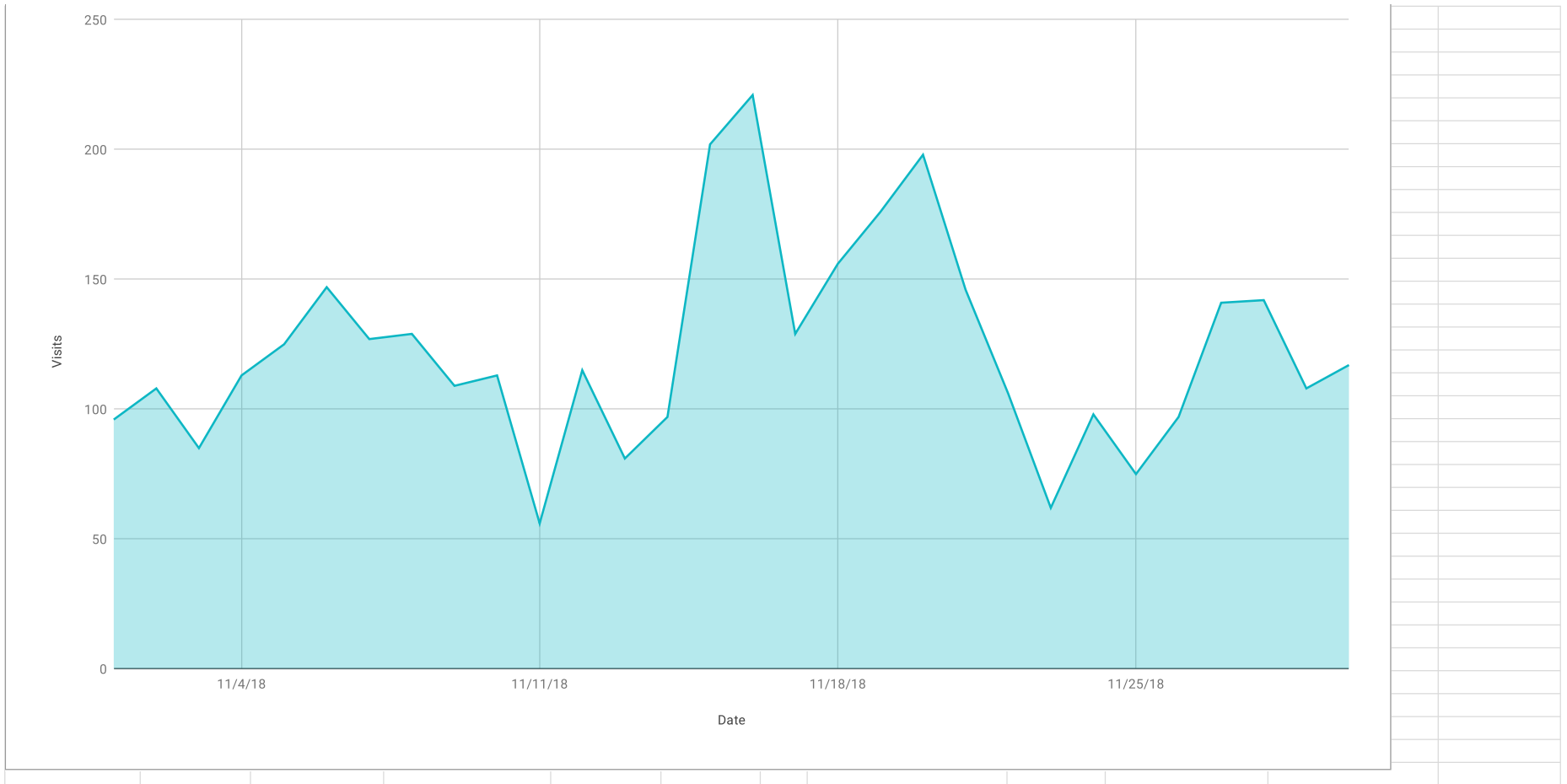
WEBSITE TRAFFIC				
Date	Visits	Returning Visits	Average Visit Duration	Actions
11/1/18	96	33	0:00:49	17
11/2/18	108	25	0:00:40	3
11/3/18	85	16	0:01:29	10
11/4/18	113	23	0:01:16	9
11/5/18	125	28	0:01:21	12
11/6/18	147	37	0:00:54	16
11/7/18	127	29	0:01:05	5
11/8/18	129	31	0:01:26	15
11/9/18	109	25	0:01:14	18
11/10/18	113	19	0:02:29	15
11/11/18	56	17	0:01:22	3
11/12/18	115	29	0:01:14	13
11/13/18	81	25	0:00:24	6
11/14/18	97	21	0:01:03	11
11/15/18	202	39	0:01:04	18
11/16/18	221	29	0:01:31	23
11/17/18	129	29	0:00:59	7
11/18/18	156	31	0:01:21	13
11/19/18	176	33	0:01:47	17
11/20/18	198	33	0:01:30	15
11/21/18	146	26	0:02:53	7
11/22/18	106	22	0:02:08	9
11/23/18	62	16	0:00:27	16
11/24/18	98	21	0:01:27	11
11/25/18	75	18	0:00:28	6
11/26/18	97	28	0:01:00	11
11/27/18	141	24	0:01:05	14
11/28/18	142	27	0:01:04	15
11/29/18	108	29	0:01:23	17
11/30/18	117	16	0:01:16	11
TOTAL/AVERAGE	3675	779	0:01:16	363

TOP 10 PAGES/POSTS				
	Page	Pageviews	Unique Page Views	Average Time on Page
1	Homepage	2,350	1,978	0:02:46
2	Updates	627	517	0:02:23
3	Project Details	128	110	0:01:45
4	FAQ	78	69	0:02:01
5	Vacant Businesses	64	42	0:01:21
6	Laredos Demolition	36	30	0:00:32
7	Updates (Page 2)	35	29	0:02:14
8	Utility Relocation	31	23	0:01:11
9	Tookies Moving	27	25	0:01:26
10	Project Contact Info	26	22	0:00:16



November 2018 Site Visits

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FACEBOOK ANALYTICS						
Most impressions and highest engagement post per account						
<i>Please note impressions and engaged users may change daily and is based off the data available when the report was generated</i>						
SEABROOK, TX - YOUR CITY GOVERNMENT POSTS					CITY LIKES	
Post	Date	Time	Impressions	Engaged Users	Month	Likes
Isabelle's science project presentation	11/7/18	9:35 AM	2,888	975	November 2018	12,541
Mayor's Heart Walk Invitation to Residents	11/7/18	4:12 PM	1,191	121	October 2018	12,491
Veterans Day Event Reminder	11/10/18	5:19 PM	1,166	103	September 2018	12,438
Veteran's Day Event Post-Event Photos	11/11/18	4:24 PM	2,033	456	August 2018	12,373
Mayor's Heart Walk Post-Event Photos	11/13/18		800	81	July 2018	12,249
Freeze Warning	11/13/18	3:22 PM	2,772	206	June 2018	12,121
SVFD Life Flight Training	11/16/18	11:34 AM	737	63	May 2018	12,060
Happy Thanksgiving	11/19/18	4:59 PM	704	33	April 2018	11,958
Celebration Seabrook Check Donations	11/21/18	9:45 AM	1,243	198	March 2018	11,947
Cooking Grease Warning	11/21/18	5:02 PM	940	41	February 2018	11,910
#GivingTuesday	11/27/18	2:42 PM	1,446	222	January 2018	11,861
Breakfast with Santa Reminder and Lois Video	11/29/18	5:58 PM	2,405	517	December 2017	11,780
TOTAL POSTS = 12			18,325	3,016	November 2017	11,741

SEABROOK POLICE DEPARTMENT - TEXAS					PD LIKES	
Post	Date	Time	Impressions	Engaged Users	Month	Likes
Veterans Day Event Reminder	11/10/18	5:22 PM	727	46	November 2018	3,501
TOTAL POSTS = 1			727	46	October 2018	3,476
					September 2018	3,359
					August 2018	3,319
					July 2018	3,276
					June 2018	3,194
					May 2018	3,169
					April 2018	3,121
					March 2018	3,106

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						February 2018	3,074
						January 2018	3,044
						December 2017	2,971
						November 2017	2,772

SEABROOK ANIMAL SHELTER - TEXAS						ANIMAL SHELTER LIKES	
Post	Date	Time	Impressions	Engaged Users		Month	Likes
Rogue	11/2/18	8:50 AM	445	37		November 2018	649
KiKi	11/2/18	8:50 AM	1,143	121		October 2018	621
Maple	11/19/18	2:55 PM	772	133		September 2018	604
Shiloh	11/19/18	2:56 PM	186	23		August 2018	594
TOTAL POSTS = 4			2,546	314		July 2018	568
						June 2018	541
						May 2018	519
						April 2018	485
						March 2018	407

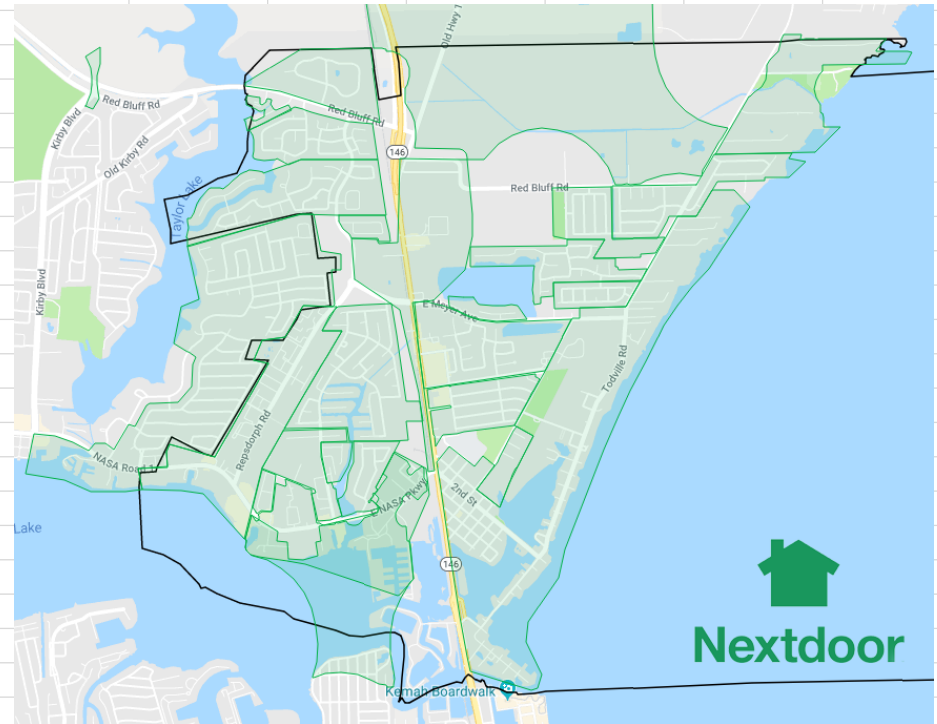
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NEXTDOOR ANALYTICS

Most impressions and highest engagement post

Agency Post	Date	Impressions	Thank You	Replies
Freeze Warning	11/13/18	665	0	0
Breakfast With Santa Event Post	11/15/18	253	1	0
Tree Lighting Event Post	11/15/18	259	0	0
Santa Run Event Post	11/15/18	372	3	5
Life Flight Training at SVFD	11/16/18	663	6	0
City Offices Closed	11/19/18	571	2	0
#GivingTuesday	11/27/18	301	1	0
TOTAL POSTS = 7		3,084	13	5

Neighborhood	Total Members	Total Households	Claimed Households %
Lake Cove	786	545	82%
Repsdorph - Pebblebrook	346	1,431	16%
Seabrook Island	340	397	54%
Seascape I and II	309	274	74%
Lakepointe Forest	293	269	66%
Harbour Cove Estates	250	375	47%
Mystic Village	240	614	27%
Old Seabrook	239	188	77%
Seabrook's Stoop	180	314	41%
Baybrook	168	167	65%
Searidge	129	131	70%
Lakeside Shores	114	228	29%
Villas by The Bay	101	456	16%
Lakeside Landing	90	121	51%
Wildwood	85	84	67%
Towers of Seabrook	75	116	41%
Oak Forest	53	61	60%
Upper Todville	53	59	54%
El Lago	47	78	39%
Seabrook - Lake Mija	45	53	56%
Baybrook 1	43	55	52%
Edgelake	39	41	53%
Red Oaks Acre Estates	36	69	36%
Shady Lake Dr/Boardwalk	10	52	17%
TOTAL NEIGHBORHOODS = 24	4071	6178	42%



TWITTER ANALYTICS		
<i>Most impressions and highest engagement post</i>		
Agency Post	Date	Impressions
Council Recap 11/6	11/7/18	716
<i>Life Flight Training SVFD</i>	<i>11/16/18</i>	<i>738</i>
City Offices Closed	11/19/18	590
CS Donation Checks	11/21/18	579
Council Recap 11/20	11/21/18	482
Grease Warning	11/21/18	565
#GivingTuesday	11/27/18	459
TOTAL POSTS = 7		3,670

INSTAGRAM ANALYTICS			
<i>Most impressions and highest engagement post</i>			
Agency Post	Date	Likes	Comments
Mayor's Heart Walk Photos	11/13/18	45	0
<i>Veteran's Day Event Photos</i>	<i>11/13/18</i>	<i>62</i>	<i>0</i>
Life Flight Training SVFD	11/16/18	25	0
City Offices Closed	11/20/18	20	0
CS Check Presentation	11/21/18	20	0
CS Check Presentation	11/21/18	28	0
Grease Post	11/21/18	18	0
#GivingTuesday	11/27/18	38	0
TOTAL POSTS = 8		45	0