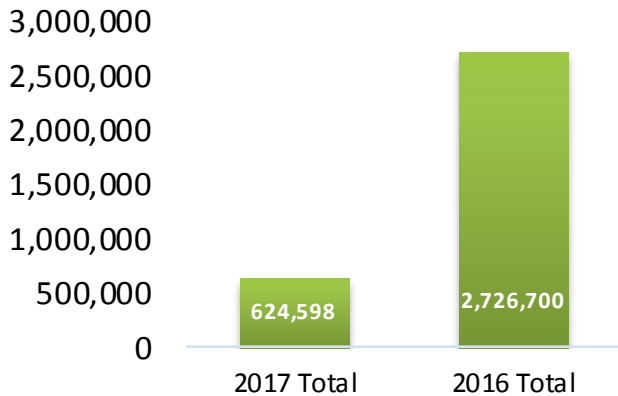
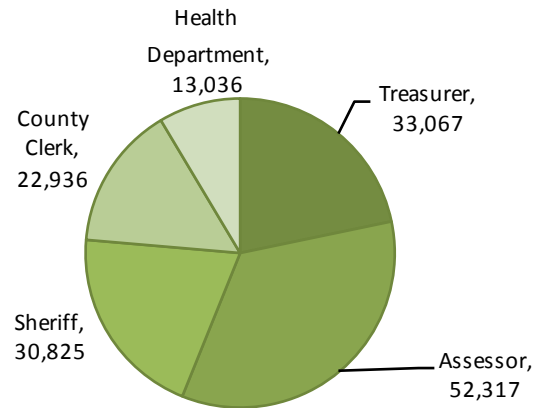


Website Visits

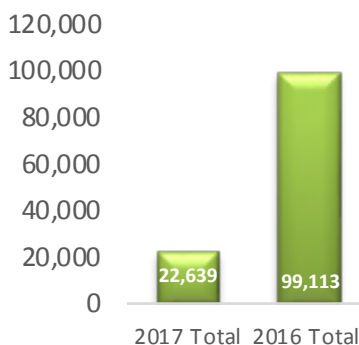
This Month: 227,519
 Previous Month: 220,324


Most Visited Department Websites (Month)

Top 5 for the Month

Videos	
Video	Views
Fill & Stack Sandbag	591
F&A - Chairman Outlines Position on Legislation	336
Feb. 14 Board Meeting	307
Update - Circuit Clerk	259
Summit of Leaders	180

Website Page Views	
Web Page	Views
Assessor Homepage	58,100
County Homepage	44,740
Assessor/Search Address	37,194
Sheriff/Payment Status	32,607
GIS - Maps Online	20,639

Facebook Posts	
Message	Reach
Behind the Bars Video	39,171
Sheriff Super Bowl Patrols	23,154
Summer Youth Employment	10,732
Ordinance Meeting	9150
Summer Interns	8495

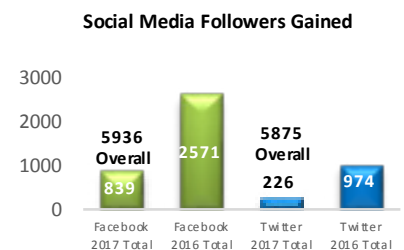
Videos


Video Views	
This Month	Last Month
6656	9114

Emails


Emails Sent	
This Month	Last Month
48	50

*Consist of invitations, Board Member newsletters & news releases

Social Media


Facebook Reach *Amount of people who saw a post	
2017 Total	2016 Total
395,248	1,269,926

Twitter Impressions *Amount of times a tweet was delivered to a news feed	
2017 Total	2016 Total
219,602	778,370

February, 2017 Performance Summary

At the beginning of February, we promoted our Telephone Town Hall Meeting and getting feedback on our strategic plan across all of our platforms. One of our goals was to reach Spanish residents, and we did so in a lot of ways. We created a web page on our website where Spanish speaking residents can submit feedback, and we provided the link on a variety of platforms. This included links on our website and Board Member newsletters, a Facebook post, and a small postcard. This was one of the first times we have specifically targeted Spanish residents, and we look forward to continue communicating with this audience.

February may be the shortest month of the year, but that did not prevent us from having a high number of website visits! Compared to last month, our visits went up by 7,195, and form submissions went up by nine. Property taxes is once again our most searched term, and we anticipate that number to go up as we head into property tax season.

Form Submissions

Form Submissions in Feb.	
Type of Form	Submissions
Report A Concern	40

Search Terms

Top 10 Searched Terms in Feb.	
Search Term	Searched For
Property Taxes	338
Taxes	143
Jobs	117
Assessor	46
Assessment	46
Property Search	40
Search by Pin	38
Birth Certificate	37
Locate and Inmate	36
Court Records	30

Strategic Plan Outreach in Feb.

Strategic Plan Outreach in Feb.	
Email Blasts	1
Social Media Posts	4
Town Hall Sign Ups From Promotion	105
Newsletter Sign Ups	52

*Several residents signed up the day of the Telephone Town Hall, but those are not accounted for. We had to submit the phone numbers we would call out to the day before the event. However, we did communicate to this group on how to call in to the event.