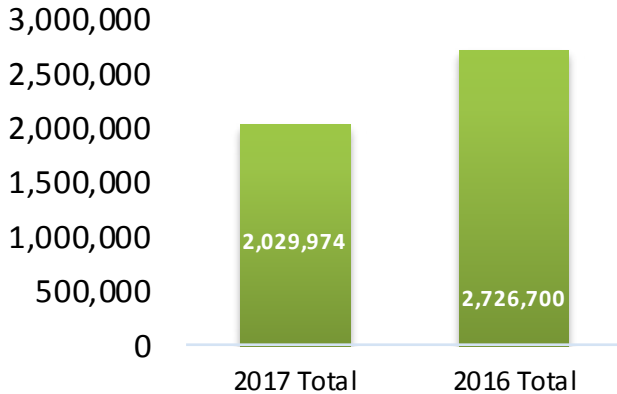
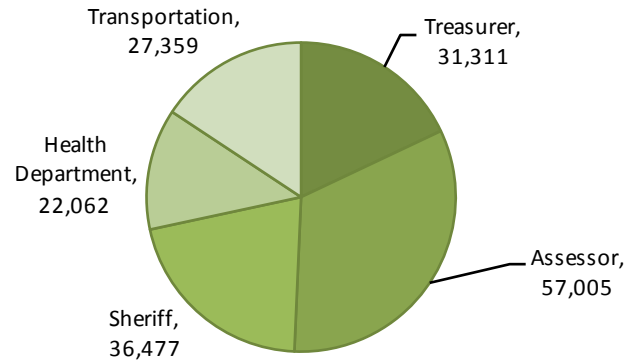


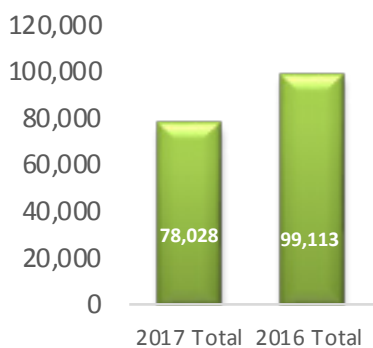
Website Visits

 This Month: 290,292
 Previous Month: 255,957

Most Visited Department Websites (Month)

Top 5 for the Month

Videos	
Video	Views
Tips for Emergency Alerts	1,664
Lake County K-9 Unit	931
How to Fill a Sandbag	525
Update: 2017 Flood	489
Behind the Bars	465

Website Page Views	
Web Page	Views
Assessor - Homepage	56,539
Lake County Homepage	46,904
Treasurer - Current Payment	31,009
Sheriff- Locate an Inmate	23,775
GIS - Maps	23,715

Facebook Posts	
Message	Reach
Road Closures	101,613
Chairman Proclaims Emergency	77,898
Damage Form	77,141
Flood Update - July 12	58,390
Lake County K-9 Unit	56,652

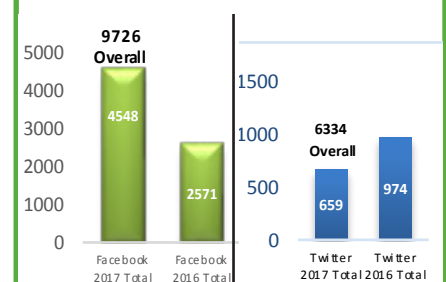
Videos


Video Views	
This Month	Last Month
14,617	8,244

Emails


Emails Sent	
This Month	Last Month
174	53

*Consist of invitations, Board Member newsletters & news releases

Social Media


Facebook Reach *Amount of people who saw a post

Facebook Reach	
2017 Total	2016 Total
4,508,050	1,269,926

Twitter Impressions	
2017 Total	2016 Total
706,983	778,370

*Amount of times a tweet was delivered to a news feed

July, 2017 Performance Summary

Our numbers spiked on all of our platforms because of the flood. Communication has changed a lot since the 2013 flood, giving the County a greater ability to distribute messages directly to our audiences. While we still rely on the media to get the most recent flood information out, we can now communicate to our audiences directly through email, social media, and our website. We individually messaged/emailed with dozens of residents, often assisting them with finding the resources and information they need. On social media alone, we reached over one million people during the flood. Our email database has grown over the years too, and led to more than 76,000 emails opened.

While our numbers are high for the month, we recognize several opportunities for improvement for the next emergency. This includes: Having a “go pack” ready with essential electronics, better communication with employees, installing multiple computer monitors at the EOC so Communications can complete tasks faster, and doing a better job at assigning specific roles for each Communications team member.

Form Submissions

Form Submissions in July	
Type of Form	Submissions
Report A Concern	75

Flood Numbers

Communication	Stat
Resident Damage Form	3573 submissions
Social Media Reach	1,008,706 people
Resident Emails - News Releases, Newsletters, Etc.	71,672 opens
Partners Emails	5,276 opens
Flood Web Page	8,004 views

Search Terms

Top 10 Searched Terms in July	
Search Term	Searched For
Jobs	125
Property Tax	79
Road Closures	63
Tax Bill	44
Property Tax Information	43
Pin	40
Birth Certificate	39
Assessor	39
Record of Deeds	38
Appeal	37

Impact Report Map

