

LEE COUNTY COMMUNITY ENGAGEMENT OCT. 2024 RECAP

Trending Topics



- Hurricane Milton
- Sand, Debris Collection
- Status of Parks and Fall Events Post-Milton
- FEMA Assistance
- DCD Permitting

Social Stats



- 2.5 Million Impressions
- 18,489 Engagements
- 9,280 New Followers

Website Stats



- 588,793 Total Web Visits
- Top Visited Page - LeeWay Tolls Page 81,415 Visits)
- 21,945 Visits Driven from Social Media

Media Outreach



- 118 Total Media Inquiries*
- 76 Press Releases/Notes to Media
- Top Media Topics
 - Hurricane Milton
 - Lee Health Conversion
 - LCDAS

*Media inquiries may be undercounted due to tracking during Hurricane Milton

Priorities



- Proactive Communications for Hurricane Milton
- Ran Social Ads for Permitting Resources and Temporary Offices in Impacted Areas
- Highlighted Milton Recovery Efforts

Upcoming Plans



- Continue Highlighting Employees and Feel Good News
- Continue Transparency and Proactive Communications about FEMA CRS / NFIP
- Launch a Monthly “By the Numbers” Series