

**I. Web Updates**

- Updated 67<sup>th</sup> Annual Gala webpage with new sponsors
- Posted Solid Waste Working Group files and updated calendar meetings

**II. Social Media Growth**

|                            | Year-Over-Year |        |  | Month-Over-Month |        |
|----------------------------|----------------|--------|--|------------------|--------|
|                            | Apr-23         | Apr-24 |  | Mar-24           | Apr-24 |
| <b>Impressions</b>         | 2,686          | 4,042  |  | 3,991            | 4,042  |
| <b>Engagements</b>         | 99             | 286    |  | 129              | 286    |
| <b># of Posts</b>          | 26             | 44     |  | 35               | 44     |
| <b>Net Follower Growth</b> | 6              | 2      |  | 11               | 2      |
| <b>Clicks to Web</b>       | 13             | 6      |  | 9                | 6      |

**2024 Social Media Performance Overview**

|              | Impressions   | Engagements | Web Clicks | Total Posts | Net New Followers |
|--------------|---------------|-------------|------------|-------------|-------------------|
| January      | 2,486         | 151         | 2          | 38          | 8                 |
| February     | 2,841         | 95          | 0          | 22          | 7                 |
| March        | 3,991         | 129         | 9          | 35          | 11                |
| April        | 4,042         | 286         | 6          | 44          | 2                 |
| May          |               |             |            |             |                   |
| June         |               |             |            |             |                   |
| July         |               |             |            |             |                   |
| August       |               |             |            |             |                   |
| September    |               |             |            |             |                   |
| October      |               |             |            |             |                   |
| November     |               |             |            |             |                   |
| December     |               |             |            |             |                   |
| <b>TOTAL</b> | <b>13,360</b> | <b>661</b>  | <b>17</b>  | <b>139</b>  | <b>28</b>         |



**Top Monthly Post (by Impressions)**

Facebook Post:

- 387 Impressions

**III. Website Performance Overview**

|               | Total Users | Sessions | Pageviews |
|---------------|-------------|----------|-----------|
| January       | 667         | 1,105    | 1,877     |
| February      | 2,084       | 2,528    | 3,492     |
| March         | 1,594       | 2,296    | 3,929     |
| April         | 862         | 1,406    | 2,657     |
| May           |             |          |           |
| June          |             |          |           |
| July          |             |          |           |
| August        |             |          |           |
| September     |             |          |           |
| October       |             |          |           |
| November      |             |          |           |
| December      |             |          |           |
| <b>TOTAL:</b> | 5,207       | 7,335    | 11,955    |

In April, the top pages visited (excluding the homepage) were: 67<sup>th</sup> Annual Gala, Solid Waste Executive Committee, Comprehensive Solid Waste System for Broward County, Member Agendas, and Municipal Members.

**Public Relations-** There was not any media coverage in April 2024.