

October - December Communications Report



Mailing List and Social Media Growth

- ***Mailing List***

- 55.5% growth in subscribers
- 84 new subscribers (total of 191)

- ***Facebook***

- Reach is now ten times higher than before October.
- 92 new followers
- Content interactions is now twenty times greater than before October.

- ***Instagram***

- Reach is now seven times higher than before October.
- 38 new followers
- Content interactions is now six times greater than before October.

- These metrics reflect that our mailing list and social media pages are now being recognized by the community and our information is being sent out to a wider audience.

What has been completed?

- Created a Port Youtube channel and began adding videos.
- Began sending out monthly newsletters to the mailing list.
- Created a LinkTree to increase our engagement on social media accounts and make it easy for viewers to find necessary information.
- Advertised Port Administrator position across multiple platforms.
- Updated development pages on Port website.

Plans for January - March

- Port trivia night hosted with other collaborators like Redfish Rocks Community Team in February.
- Tour of the Port for Winter Waters event in March.
- Continue increasing our engagement on social media platforms.
 - Begin highlighting specific redevelopment projects.
- Create an annual report of Port activities for 2024.
- Increase engagement with the Port website and dedicate it as the main source of information.
- Add Google Analytics to the Port website so we can track how our website is performing.