

MONTHLY REPORT

PIO, COMMUNICATIONS AND MARKETING, SPECIAL EVENTS

JULY 2022

- City media releases, news articles, project updates
- Monitor State/County/local press releases and communicate to our citizens
- Media outlet relations – Police PIO requests
- City departments – news suggestions, proposals, photos
- Calendar management – Website, Facebook
- Graphic design, photo editing
- August 2022 newsletter
- Website updates, edits, restructures
- Trained City staff
- 4th of July festival and fireworks liaison work.
- Social media management – content research, scheduling, creation, posting (*See Appendix)
- Submitted proposal for **International Festivals and Events 2022 Volunteer of the Year Award for David Williams / Lago Fest**. The proposal was voted on by the 16-member Board of Directors from major events such as Pasadena Tournament of Roses and the Indy 500 Festival. The Board **voted unanimously to award David Williams as the 2022 IFEA Volunteer of the Year**.

The award will be presented at the convention in McAllen, TX, in September. Mr. Joe Vera, Assistant City Manager of McAllen, TX, and IFEA Board Member, called to give the notification. I will be preparing photos and video for the convention award ceremony and IFEA website/promotions. Press releases are being prepared by IFEA and will be sent out to both their and our media list. The announcement and David William's bio/info about Lago Fest will be in the monthly IFEA magazine called "ie.", on their website, and in international event industry email promotions. As a guest of the IFEA, the Mr. Williams will receive an all expense paid trip to the convention in McAllen, TX, to accept his award.

- IFEA: www.ifea.com
- IFEA Volunteer of the Year Award:
www.ifea.com/p/industryawards/volunteeroftheyearaward/volunteeroftheyearthisyear

APPENDIX: Social Media Insights – Last 28 days (July 5, 2022 – August 1, 2022)

Reach

Facebook Page reach 1

7,916 ↑ 21.5%



Page and profile visits

Facebook Page visits 1

2,124 ↑ 11.3%



New likes and follows

Facebook Page new likes 1

38 ↑ 31%

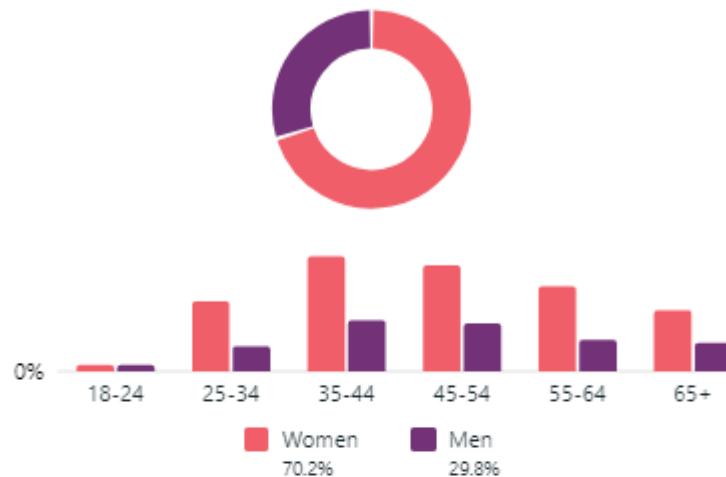


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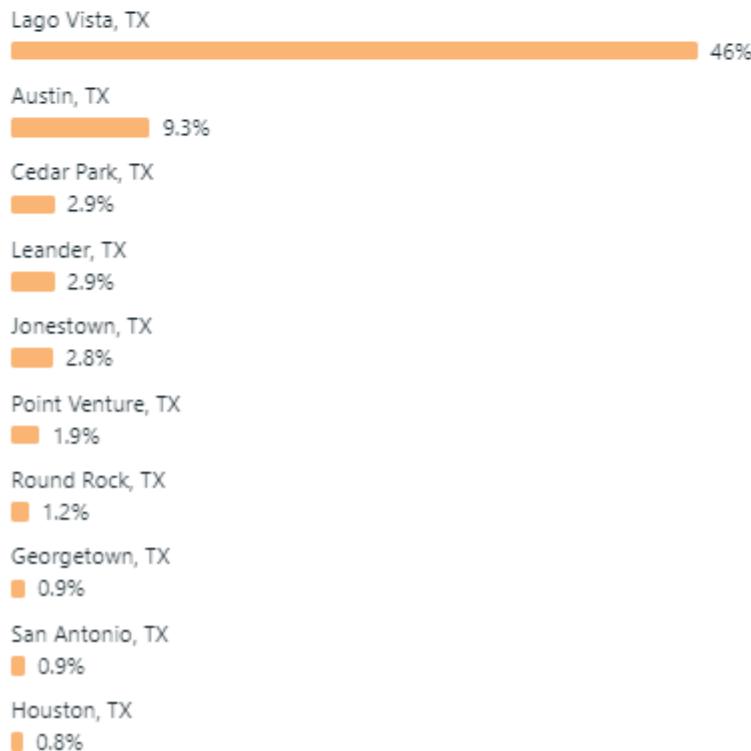
Facebook Page followers ⓘ

4,344

Age & gender ⓘ



Top cities



APPENDIX: Social Media Insights – Last 28 days (July 5, 2022 – August 1, 2022)

Top-performing organic posts

Here are posts that have performed well over the last 90 days. Understanding what's working can help you decide what to create and share next, so you can keep up the great work.

Highest reach on a post ⓘ



Facebook post

Things are happening out at
Sunset Park! The new restroom...

Jul 7, 2022, 8:16 AM

This post reached **203%** more people (3,873
people) than your median post (1,279 people) on
Facebook.

Highest reactions on a post ⓘ



Facebook post

Things are happening out at
Sunset Park! The new restroom...

Jul 7, 2022, 8:16 AM

This post received **1,900%** more reactions (220
reactions) than your median post (11 reactions)
on Facebook.

Highest comments on a post ⓘ



Facebook post

Today we are showing
appreciation to our Public wor...

Jul 28, 2022, 7:23 AM

This post received **3,400%** more comments (35
comments) than your median post (1 comment)
on Facebook.

Current audience**Potential audience**

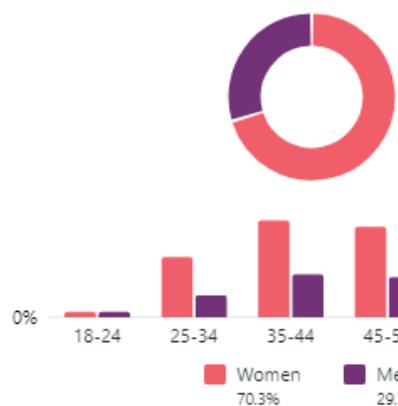
Facebook Page followers ⓘ

4,312

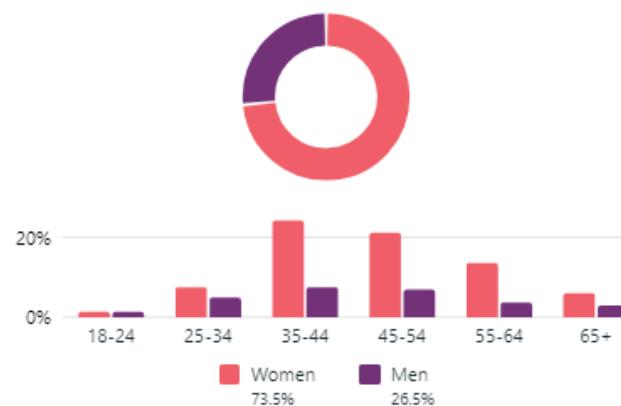
Instagram followers ⓘ

457

Age & gender ⓘ



Age & gender ⓘ



Top cities

Lago Vista, TX

46.3%

Austin, TX
9.6%Cedar Park, TX
2.9%Jonestown, TX
2.7%Leander, TX
2.7%Point Venture, TX
2.1%Round Rock, TX
1.3%Houston, TX
0.9%San Antonio, TX
0.9%Georgetown, TX
0.8%

Top cities

Lago Vista, TX
42.7%Austin, TX
8.5%Leander, TX
5.5%Cedar Park, TX
3.7%Jonestown, TX
3.5%

Top countries

United States

94.9%

Mexico
0.3%Canada
0.1%Germany
0.1%Nigeria
0.1%United Kingdom
0.1%

Top countries

United States
89.1%Canada
0.7%Nigeria
0.7%Hong Kong
0.2%United Arab Emirates
0.2%