



Digital Communications Report

Jan. 1-Dec. 31, 2023

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Charlotte County Website

www.CharlotteCountyFL.gov

Reporting on Jan. 1, 2023 to Dec. 30, 2023 unless otherwise noted.

Webpages with the Most Visits

619,052 Home
276,185 Building Services
258,042 Permits
131,191 Utilities
85,950 Employment

Most Popular Day

Friday, Nov. 23, 2023
11,330 Sessions
142 Website Admins
1118 Webpages
1463 Calendar Events
282 News Releases
110 Projects

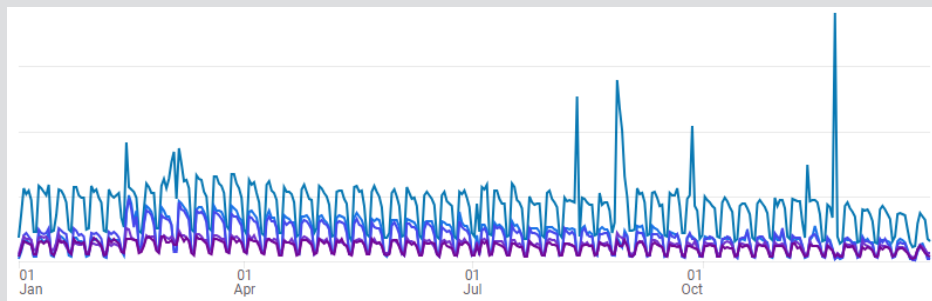
PDF Downloads

Total Downloads:

234,245

Top PDF Documents:

Flood Insurance Rate Map
Evacuation Zones
Park Hours
Park Rules
Curbside Collection Holiday Schedule
Owner Builder Statement
Residential Curbside Service
CAP Account Registration Guide
Re-roof Affidavit
Utilities Availability Form



5,040,193

Total Visits

1,945,212

Sessions from the U.S.

963,425

Unique Users

1 min 55 sec

Average time on a page

22,429,508

Total times a Google search included our site in the results

1,063,353

Total clicks to our site from a Google search

Top Google Queries & Clicks

43,604 charlotte county utilities
33,240 charlotte county permit search
29,456 charlotte county
28,602 charlotte county building department
9,349 charlotte county jobs
9,185 charlotte county florida
4,699 charlotte county waste management
4,698 charlotte county gis
3,442 charlotte county water

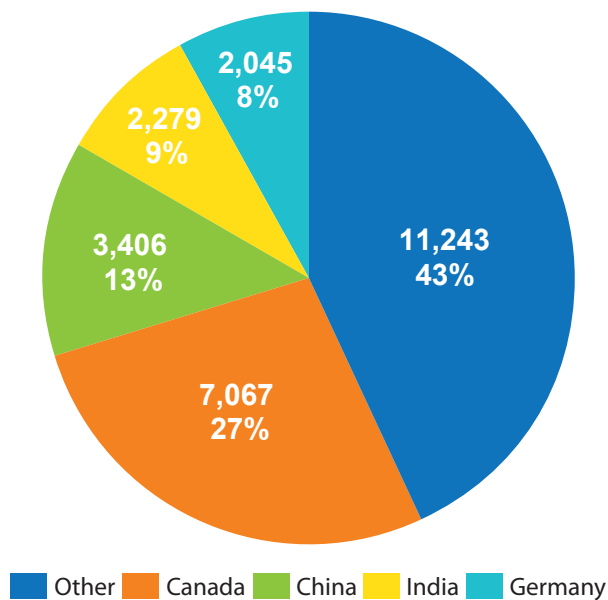
PDF Downloads: clicks on PDF documents from a web page.

Visit: each time a webpage is loaded in a browser.

Session: a single visit to a webpage in which the user spends time browsing content on a page.

Website continued...

Visits from Other Countries

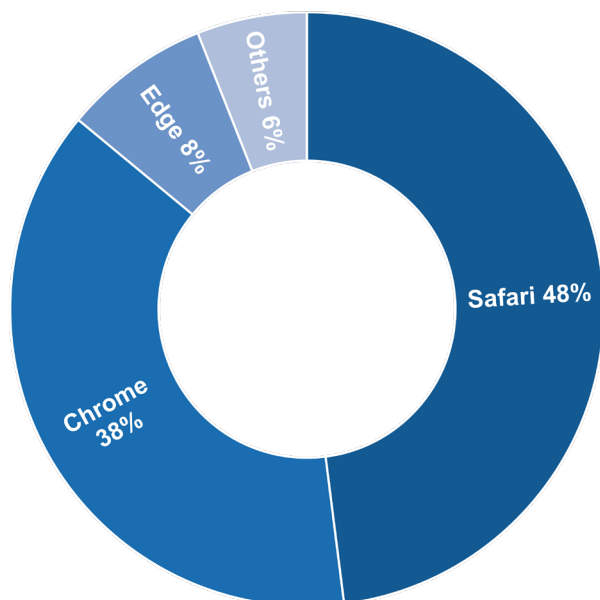


Total: 28,040

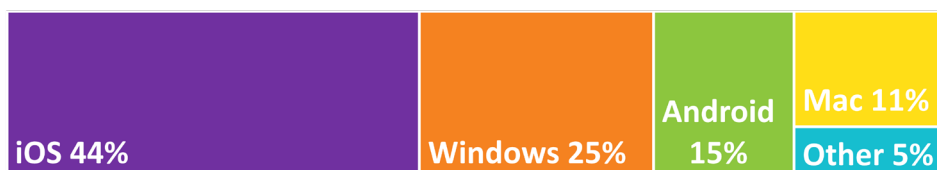
Top Visits from U.S. States

823,403	Florida
85,932	Georgia
28,301	Virginia
28,196	Ohio
27,743	New York
26,782	Michigan
25,533	North Carolina
19,737	Indiana
18,397	Pennsylvania
12,439	South Carolina
132,052	Other States

Browsers Used to Access the Website



Operating Systems Used to Access the Website



Traffic Sources

(page views)

158,627

Search Engine

76,523

Direct Visit

8,594

Referrals (links from other websites)

5,355

Social Media

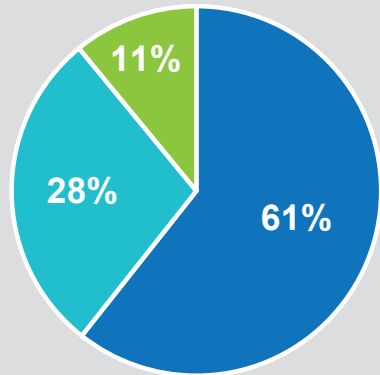
Communication & CC-TV

Charlotte County, FL App

Top Submitted Requests

- 1,111 Road and Drainage
- 807 Mosquito & Aquatic Weed Control
- 531 Permitting
- 481 Signs & Lights
- 466 Illegal Dumping
- 375 Residential Curbside Service Issue
- 257 Code Enforcement
- 191 Carts (Garbage & Recycling)
- 110 Utilities Department Service
- 98 Parks
- 96 Utilities Billing
- 82 Zoning
- 78 Other/General Question

Sources of Requests



- Contact Us webpage
- iOS
- Android

Constant Contact Monthly Reports

240,145

Emails Sent

53% open rate, 10% click rate

23,785

Clicks

120,504

Emails Opened

12,428

Bounces

Compare 2023 to 2022:

169% increase
in emails sent

247% increase
in clicks

260% increase
in emails opened

158% increase
in bounces

Open rate is 9% higher than industry average (was 3% higher)

Click rate is 7% higher than industry average (was 6% higher)

CC-TV Granicus Overview

88

Board Meetings

63

Original Videos

6:13:32

of Original Programming

73%

Used PCs to view videos

27%

Used Mobile Devices to View Videos

CharCoCares

53,813

Unique Opt-Ins

132

New Subscribers

8

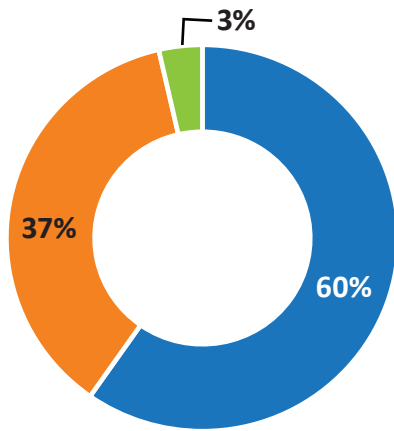
Messages sent in 2023

Unique Opt-Ins indicates the number of subscribers of all time, and does not include opt-outs. SMS and Email stats best reflect current subscriber levels.

Social Media Summary

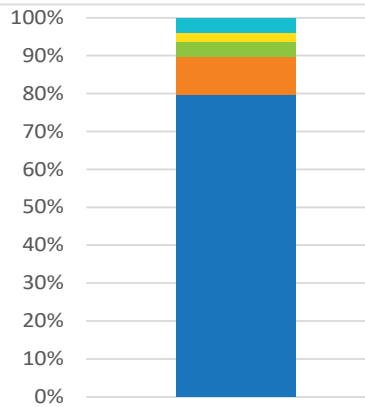
Messaging metrics fluctuated due to comparisons with 2022, which featured Hurricane Ian messaging. Charlotte County received the Nextdoor Neighborly Award at the Government Social Media Conference and partnered with Nextdoor for a nationwide webinar. The CC-TV YouTube Channel is now Charlotte County, FL, broadening its use. Additionally, a new YouTube channel for Public Safety was introduced to boost the ARFF prop promotion. On Jan. 20, Charlotte County IT banned TikTok traffic and applications on the county network, leading to the discontinuation of TikTok.

Video Views by Platform



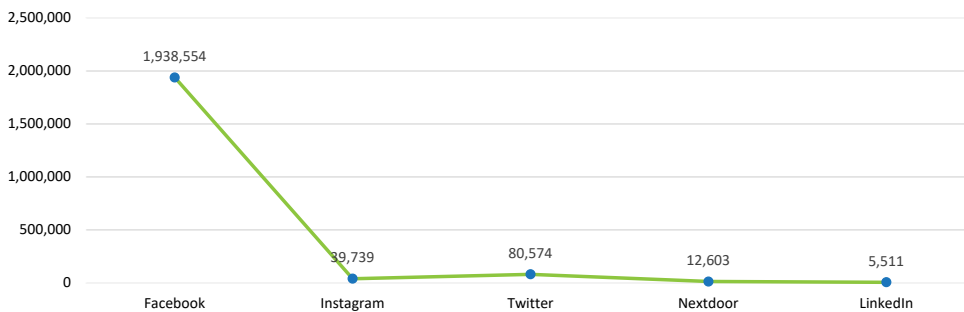
Facebook Instagram YouTube

New Followers by Platform

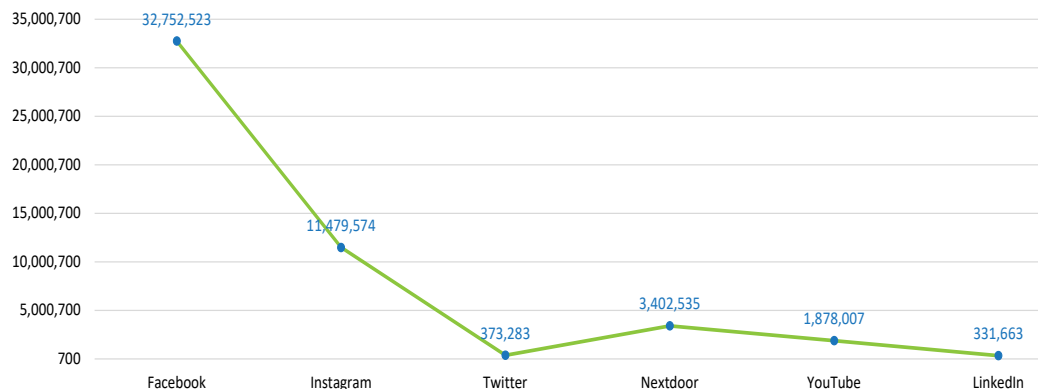


Facebook Instagram Twitter
YouTube LinkedIn

Engagements by Platform



Impressions by Platform



Note: TikTok is not reflected in the graphs, but is reflected in the overall analytics.

Glossary of Terms

Impressions: The number of times content was displayed/delivered to someone's feed.

Engagements: The number of times someone interacted with the content (likes, shares, comments, saves etc.)

Analytics Across All Platforms

7,290 Posts

50,217,585 Impressions

2,077,653 Engagements

3,931,137 Video Views

20,435 New Followers

Note: one person may follow multiple accounts. Does not include Nextdoor.

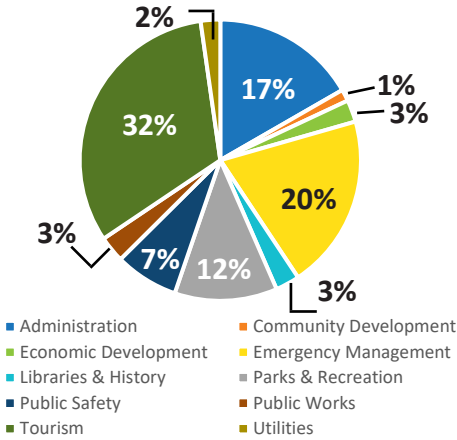
180,388 Total Followers

Note: one person may follow multiple accounts. Does not include Nextdoor.

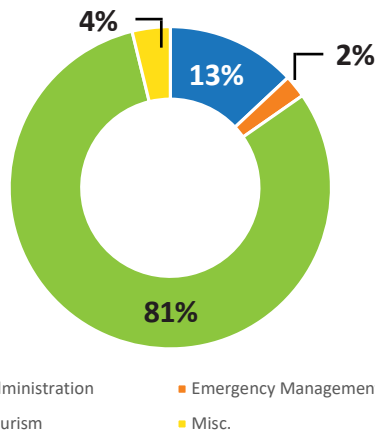
Facebook Summary

After Hurricane Ian in September 2022, our Facebook pages witnessed considerable fluctuations in engagement, with variations evident across different departments. Notably, the Tourism Bureau observed significant increases as they resumed marketing efforts to promote our area as a vacation destination. It's important to highlight that Facebook remains our most impactful account in terms of impressions and engagements. Video views have increased as we maintain our focus on prioritizing short-form video content.

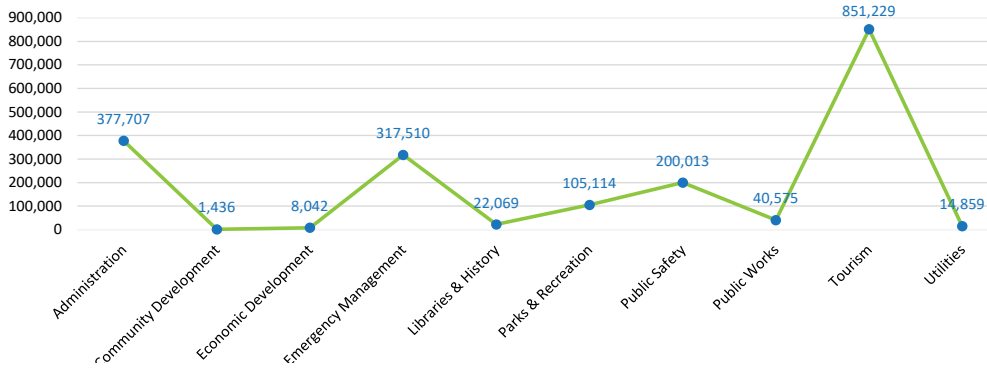
New Followers by Account



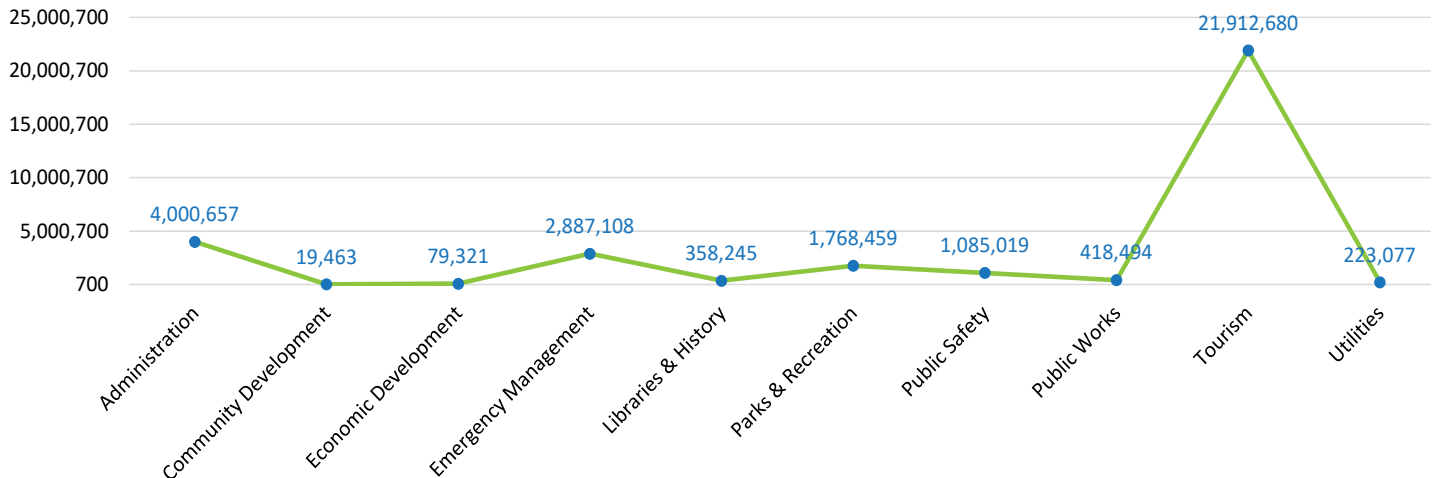
Video Views by Account



Engagements by Account



Impressions by Account



3,613

Posts
-27%

32,752,523

Impressions
+2%

1,938,554

Engagements
-24%

249,823

Post Link Clicks
+27%

2,345,217

Video Views
+42%

16,226

New Followers

Note: one person may follow multiple accounts.

143,951

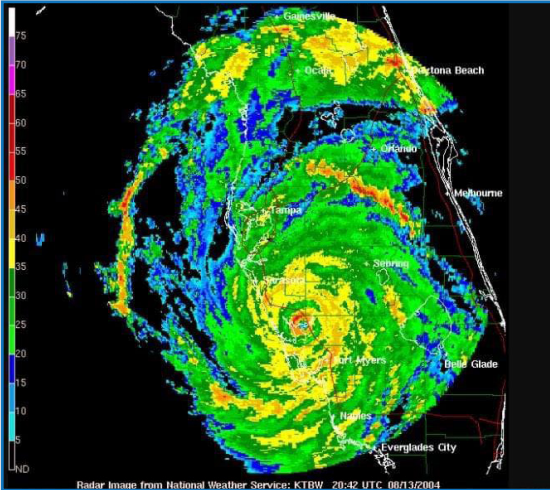
Total Followers

Note: one person may follow multiple accounts.

Charlotte County, FL Government Facebook

The metrics for this page dropped compared to 2022 due to the impact of Hurricane Ian messaging. Short-form videos have proven exceptionally effective this year, with the top-performing content being in this format.

Posts with Most Impressions



19 years ago today, Hurricane Charley made landfall in Charlotte County.

123,106 Impressions
42,056 Engagements



Attention boaters !! The Tom Adams Bridge is closed to marine traffic for necessary repairs through May 2. This applies to openings.

70,876 Impressions
5,410 Engagements

Most Viewed Videos



FL sweata weatha looks a little different

21,580 Impressions
2,444 Engagements
57,740 Video Views



Hurricane Idalia left its mark on our parks, but Charlotte County Parks are still open!

11,047 Impressions
744 Engagements
30,515 Video Views

838
Posts
-19%

4,000,657
Impressions
-32%

377,707
Engagements
-37%

7,047
Post Link Clicks
-67%

305,403
Video Views
-30%

2,708
New Followers

24,538
Total Followers

“The Cultural Center was the heart of our community! It need to be repaired. You will need an energetic young professional to manage it. Thank you for give me an opportunity to respond to your survey.”

Community Development Facebook

The majority of these posts were hiring graphics. To enhance performance, increasing the frequency of posts regarding frequently asked questions, permit updates, and other department-related information would be beneficial. This approach has proven effective, as the top two posts are related to that type of content.

Posts with Most Impressions



Per Florida Statute 489.127(2)(c): "Any unlicensed person who commits a violation of subsection (1) during the existence of a State of Emergency declared by executive order of the Governor commits a felony of the third degree."

This applies to all types of construction – not just that which is associated with repairs due to a tropical storm or hurricane, and is in addition to the regular.

2,639 Impressions
68 Engagements



For Permitting Questions, Visit County Website

Due to heavy call volume at the Community Development Department, please use the online Accela Citizen Access portal for permitting questions.

1,097 Impressions
58 Engagements

Most Viewed Videos



Check out these job opportunities, NEW OPENINGS!

391 Impressions
10 Engagements
101 Video Views

31
Posts
-54%

19,463
Impressions
-24%

1,436
Engagements
-29%

464
Post Link Clicks
-30%

329
Video Views
-69%

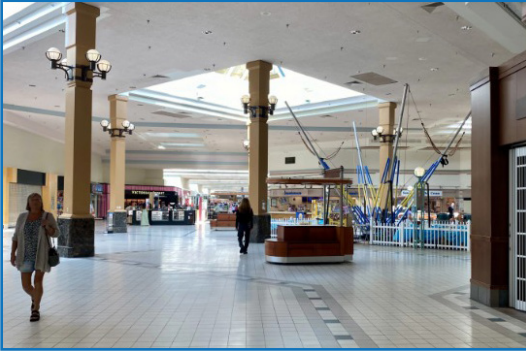
218
New Followers

1,166
Total Followers

Economic Development Facebook

In 2022, Economic Development played a crucial role in supporting and facilitating business owner recovery efforts, as well as providing essential resources. As we transitioned back to a state of normalcy, there has been a decrease in metrics attributed to the absence of critical hurricane recovery messages last year.

Posts with Most Impressions



Exciting news for Port Charlotte! Retailers are hoping for a mall transformation that will breathe new life into the Port Charlotte Town Center.

31,704 Impressions
5,152 Engagements

6. PUNTA GORDA

FL MSA

Punta Gorda, Florida, rejoins Tier 1 top-performing small cities after dropping to Tier 2 in last year's rankings. The city continues to demonstrate strong wage growth, ranking third and eighth in one- and five-year wage growth, respectively. Punta Gorda's wages have been boosted by the strong performance of the professional and business services sector, which makes up more than 10 percent of the city's employment. Strong wage growth also reflects a rebound in the financial activities sector, which represents more than a quarter of Punta Gorda's economy in terms of real GDP.

Gained 14 ranks

Exciting News Alert! We are thrilled to announce that the Milken Institute has recognized the Punta Gorda MSA (all of Charlotte County) as the #6 top-performing small city in the nation

5,109 Impressions
458 Engagements

Business Hurricane Season Preparedness Webinar

May 24, 2023 Live Webinar at 12:00 PM

Join us for a FREE webinar with guests from the SBA, CareerSource SWFL, FSBDC at FGCU, Charlotte County Emergency Management, and more to talk about hurricane season preparedness for businesses.

[REGISTER NOW](#)

EM

SBA

CHARLOTTE COUNTY
ECONOMIC DEVELOPMENT
Your Business. Cleared for Takeoff!

CareerSource
SOUTHWEST FLORIDA

United Way
United Way of Charlotte County

CHARLOTTE COUNTY
Chamber of Commerce

Punta Gorda
Chamber of Commerce

ENGLEWOOD FLORIDA
CHAMBER OF COMMERCE

Hurricane season is fast approaching! Is your business ready? Join us Wednesday, May 24th at noon for a FREE Hurricane Season Preparedness webinar.

4,270 Impressions
51 Engagements

171
Posts
-53%

79,321
Impressions
-75%

8,042
Engagements
-38%

606
Post Link Clicks
-78%

54
Video Views
-68%

411
New Followers
1,720
Total Followers

“ We are an aviation family and get it! What an awesome offering for our local teens. ”

Emergency Management Facebook

Despite various declines on this page, they can be attributed to our response to Hurricane Ian in 2022. In 2023, our response to Hurricane Idalia resulted in over one million impressions on Facebook.

Posts with Most Impressions



Heavy flooding alert in Charlotte County! If you can avoid traveling, please do so. The flooding situation is no joke.

142,357 Impressions
64,731 Engagements



Aug. 28 Evening Update | Idalia is gaining strength, currently a robust tropical storm at 70mph. It's gearing up to reach hurricane status in the next few advisories.

63,825 Impressions
23,336 Engagements

Most Viewed Video



Aug. 28 Hurricane Idalia briefing.

14,754 Impressions
235 Engagements
8,676 Video Views



Hurricane Idalia is making its presence known.

7,504 Impressions
103 Engagements
5,802 Video Views

364
Posts
-48%

2,887,108
Impressions
-70%

317,510
Engagements
-72%

2,553
Post Link Clicks
-93%

53,552
Video Views
-88%

3,264
New Followers

35,516
Total Followers

“ Thank you for keeping us updated. Fabulous job. Stay safe



Libraries & History Facebook

The incorporation of program photos featuring people has proven to be successful across all our accounts. To further boost engagement, Libraries & History should maximize the utilization of these program photos already available, both in their newsletters and good news emails. The decrease in video views on this page can be attributed to the ongoing transition of the account towards prioritizing video content on YouTube.

Posts with Most Impressions



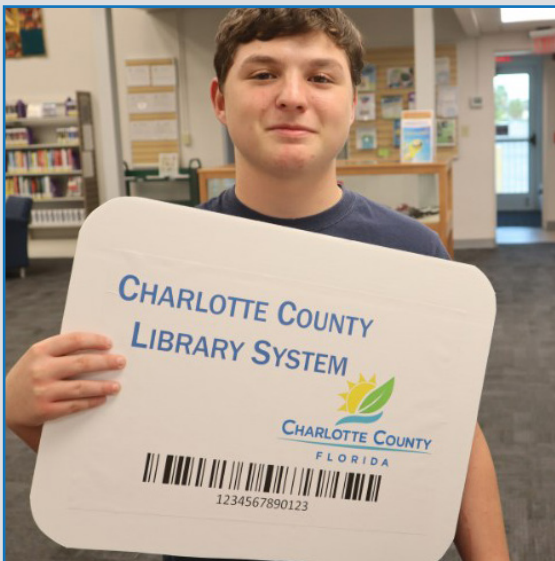
Next week is Banned Books Week. Join in the fun with the Between the Lines Reading Challenge.

18,272 Impressions
3,457 Engagements



You're invited to visit the historic Cookie House, built in 1931 as part of the Bass Biological Laboratory, the first full time marine station on the Florida mainland.

12,035 Impressions
446 Engagements



September is National Library Card Sign-Up Month! Don't have a library card? Join us! It's free, and you'll get a free sunset cruise when you sign up during September.

12,230 Impressions
572 Engagements

418
Posts
-19%

358,245
Impressions
-24%

22,069
Engagements
-9%

1,996
Post Link Clicks
+6%

1,527
Video Views
-78%

449
New Followers

5,052
Total Followers

“
Yay! Looking forward to when I have an open Tuesday & can do the drop in sewing.
”

Parks & Recreation Facebook

In the aftermath of Hurricane Ian, this page experienced an uptick in impressions and engagements as it began disseminating information about programs and facility reopenings. Notably, posts showcasing pictures of events and programs, rather than flyers, have had a significant impact, emerging as the top two posts for this page.

Posts with Most Impressions



South County Regional Park Pool will be hosting its annual moonlight movie soon! Come watch a movie under the stars while enjoying the pool

82,837 Impressions
4,247 Engagements



****UPDATE**** The El Jobean Fishing Pier is open. The hive has been relocated. Patrons should proceed with caution as there may be some bees remaining in the area.

52,551 Impressions
2,983 Engagements

Most Viewed Video



Tiny steps, mighty journey! Witnessing the incredible resilience of a sea turtle hatchling!

19,658 Impressions
176 Engagements
15,873 Video Views



Alligator mating season is almost here, and they're on the move! Remember to keep your distance from alligators and **DO NOT FEED THEM.**

3,624 Impressions
136 Engagements
2,052 Video Views

537
Posts
-14%

1,768,459
Impressions
+15%

105,114
Engagements
-5%

4,798
Post Link Clicks
+24%

29,698
Video Views
-55%

1,916
New Followers

15,828
Total Followers

“

It's about time that the county extended the hours during the summer time I've been waiting for this for years

”

Public Safety Facebook

An Animal Cruelty case garnered substantial attention and engagement from residents, who actively contributed by providing tips to aid in its resolution. Additionally, highlighting fires and incidents within our community has emerged as a successful strategy, yielding positive outcomes for our page.

Posts with Most Impressions



6/11/2023 UPDATE: Charlotte County super sleuths! We have located the vehicle and driver thanks to all of your help!

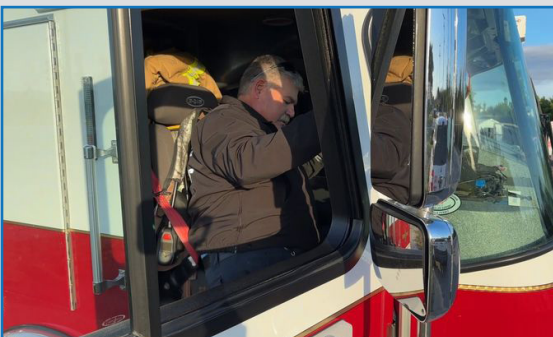
109,640 Impressions
39,541 Engagements



Please be careful with any open flames or heat sources. It is officially dry, and fire will quickly spread. Friday afternoon, we had five brush fires working simultaneously across the county. For a little while, crews would be cleared from one fire and head directly to the next.

22,133 Impressions
4,805 Engagements

Most Viewed Video



On Nov. 30, 2023, Firemedic John Hagerty took his final ride as a Charlotte County Fire & EMS employee.

5,423 Impressions
383 Engagements
2,568 Video Views



Join our dive team at the 2nd Annual First Responder Dive Team Challenge on the campus of Florida Southwestern State College, 26300 Airport Rd.

4,374 Impressions
96 Engagements
2,117 Video Views

268
Posts
-21%

1,085,019
Impressions
-41%

200,013
Engagements
-37%

372
Post Link Clicks
-73%

28,681
Video Views
%

1,186
New Followers

14,504
Total Followers

“ Thank you
Charlotte County
Fire Fighter’s for
the hard work
and dedication
for saving our
homes in Calusa
Creek. ”

Public Works Facebook

Metrics have experienced a slight decline this year, mainly because the focus in 2022 was heavily on Hurricane Ian debris messaging, which inflated metrics for that year. However, our strategies of showcasing project progress, spotlighting staff in the field, and making a positive impact on our community have proven to be highly effective.

Posts with Most Impressions



We are thrilled to announce that Bill Hurcomb has been honored with our Exceptional Service Award.

23,102 Impressions
1,345 Engagements



Living that lavish Public Works life: Front Loader Edition! Our Public Works team turns Bentley vibes into construction chic.

20,178 Impressions
234 Engagements

Most Viewed Video



Living that lavish Public Works life: Front Loader Edition!

20,178 Impressions
234 Engagements
9,172 Video Views



Santa has declared that there will not be any residential curbside collection on Christmas Day, Monday, Dec 25. But do not worry, it's not a Grinchy move! Your regular curbside collection will just be pushed back by one day, so Monday will be serviced on Tuesday, Dec. 26 instead, and so on...

4,607 Impressions
94 Engagements
2,385 Video Views

459
Posts
-27%

418,494
Impressions
-9%

40,575
Engagements
-12%

506
Post Link Clicks
-70%

25,222
Video Views
+277%

489
New Followers

3,629
Total Followers

“ We have needed to do that for a long time! Thanks so much to Public Works for getting that done! ”

Tourism Facebook

Unlike some of our other pages, the tourism page saw a surge in activity. With our destination bouncing back and reopening, the Tourism Bureau has successfully promoted our location, enticing residents to explore our slice of paradise. Of the total impressions on this page, 17,862,333 were paid impressions, while 4,023,442 were organic impressions.

Posts with Most Impressions



Englewood Beach, seen from the clouds.
Pure coastal bliss

795,090 Impressions
28,548 Engagements



Sip, savor, and soak in the view at
Village Brewhouse

594,556 Impressions
15,782 Engagements

Most Viewed Video



Sunset dreams in every shade.
TT's Tiki Bar

41,526 Impressions
941 Engagements
36,123 Video Views



Capturing moments of pure wonder in
Punta Gorda

44,362 Impressions
1,028 Engagements
38,368 Video Views

165
Posts
-21%

21,912,680
Impressions
+86%

851,229
Engagements
+190%

231,481
Post Link Clicks
+82%

1,896,665
Video Views
+392%

5,220
New Followers

39,404
Total Followers

“
We stay right
on the beach
when in
Englewood!!
Beautiful
down there.
”

Utilities Facebook

Highlighting projects and our staff in action, while also contributing to a positive impact on the community, has demonstrated its effectiveness. Utilities is now taking the lead in initiating this effort, with the goal of boosting visibility for our endeavors and fostering transparency with our residents regarding ongoing projects. We have started to emphasize messaging about the proper disposal of flushable wipes and fats, oils, and grease.

Posts with Most Impressions

Utilities Department High School Summer Internship Program

Charlotte County Utilities is seeking applicants for its six-week summer internship program. Applicants must be current high school students. The paid internship program will give students hands-on experience while learning about water distribution, treatment facilities, and wastewater collection.

The program starts on Monday, June 12, and ends on Friday, July 21.
Hours are from 7 a.m. to 3:30 p.m.
\$13.00 hourly

For information, contact Rebecca Milhoan at 941-764-4508 or

Are you or someone you know interested in participating in our summer internship program?

20,154 Impressions
1,052 Engagements



Think twice before you flush! Flushable wipes may say “flushable,” but they can cause major plumbing issues.

Last week we removed mounds of wipes and rags that accumulated at our East Port Water Reclamation Facility.

19,387 Impressions
2,442 Engagements

Most Viewed Video



Breaking news: Santa has been spotted at Charlotte County Utilities!

2,225 Impressions
145 Engagements
1,074 Video Views

WHEN CAN YOU WATER YOUR LAWN IN CHARLOTTE COUNTY?

LAST EVEN # IN ADDRESS: THURSDAY & SATURDAY BEFORE 10 A.M. OR AFTER 4 P.M.

LAST ODD # IN ADDRESS: WEDNESDAY & SUNDAY BEFORE 10 A.M. OR AFTER 4 P.M.

WITHOUT AN ADDRESS: TUESDAY & FRIDAY BEFORE 10 A.M. OR AFTER 4 P.M.

The Southwest Florida Water Management District has declared a Modified Phase I Water Shortage Order, which includes Charlotte County.

1,147 Impressions
24 Engagements
425 Video Views

362 Posts
+9%

223,077 Impressions
+9%

14,859 Engagements
+2%

182 Post Link Clicks
-31%

4,086 Video Views
+401%

365 New Followers

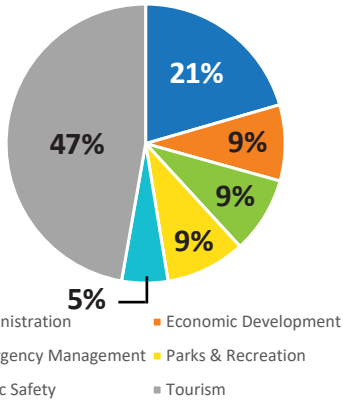
2,594 Total Followers

“Can I get that notice to put out. Can you send them with the water bills? Wipes are not flushable.”

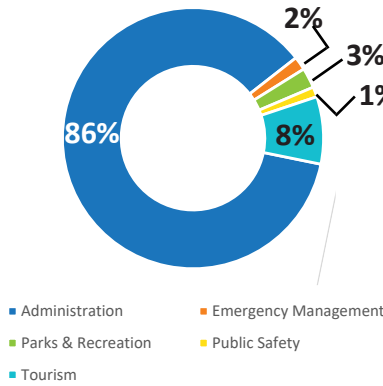
Instagram Summary

To connect with the younger demographic in our community, we have recognized the importance of growing our presence on Instagram. With the platform's increasing focus on short-form video (reels) to rival TikTok, we have embraced this evolution and begun creating Reels to showcase our vibrant community through engaging short-form content. Additionally, our most viewed Instagram Reels aligned with the posts that received the highest number of impressions.

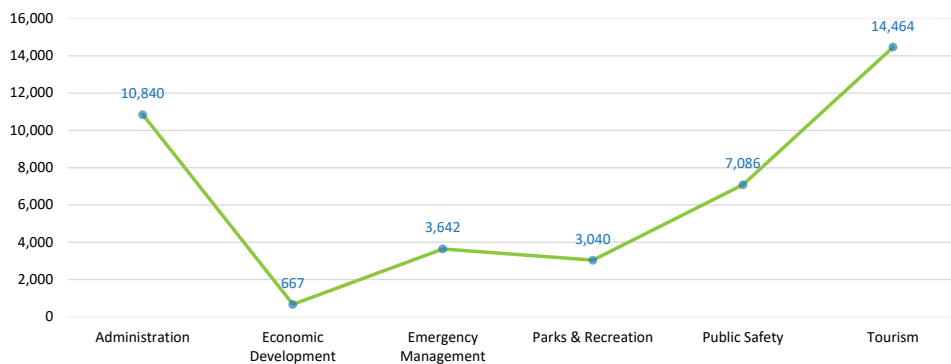
New Followers by Account



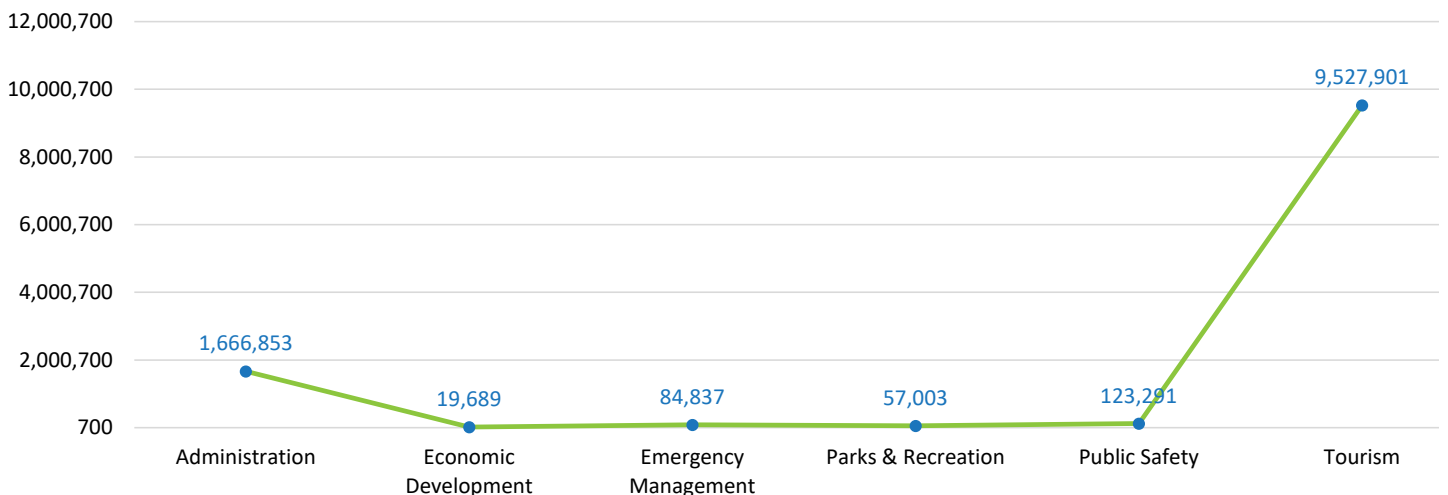
Video Views by Account



Engagements by Account



Impressions by Account



1,101
Posts
-21%

11,479,574
Impressions
+45%

39,739
Engagements
-68%

1,441,536
Video Views

2,077
New Followers
+29%

Note: one person may follow multiple accounts.

15,311
Total Followers

Note: one person may follow multiple accounts.

240
Posts
-14%

1,666,853
Impressions
+427%

10,840
Engagements
-88%

1,243,372
Video Views

426
New Followers
+66%

2,813
Total Followers

Charlotte County, FL Instagram

Post with Most Impressions



Turning up the heat this Thanksgiving with a turkey fry fiesta!

962,924 Impressions
2,169 Engagements

Most Viewed Instagram Reel



Turning up the heat this Thanksgiving with a turkey fry fiesta!

962,924 Impressions
2,169 Engagements
978,722 Video Views

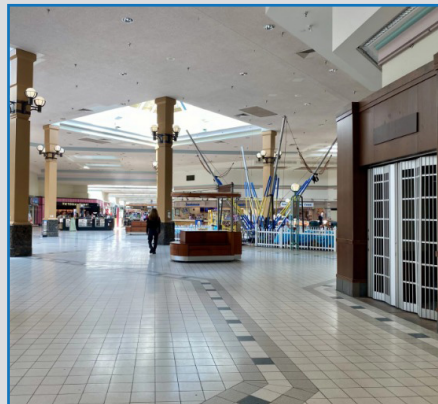
Economic Development Instagram

Post with Most Impressions



Exciting news, everyone! Check out this amazing Wink News story on the progress of the Sunseeker Resort construction!

888 Impressions
49 Engagements



Exciting news for Port Charlotte! Retailers are hoping for a mall transformation that will breathe new life into the Port Charlotte Town Center.

672 Impressions
79 Engagements

129
Posts
-47%

19,689
Impressions
-46%

667
Engagements
-50%

3
Video Views
-98%

183
New Followers
-18%

1,216
Total Followers

Emergency Management Instagram

118

Posts
+7%

84,837

Impressions
-38%

3,642

Engagements
-40%

24,126

Video Views

184

New Followers
+68%

1,730

Total Followers

Post with Most Impressions



Celebrating Earth Day and Emergency Management! Today, we recognize the importance of protecting our planet and preparing for potential natural disasters.

8,238 Impressions
688 Engagements

Most Viewed Instagram Reel



Just call him Patrick 'Maverick' Fuller!

52,099 Impressions
4,682 Engagements
52,625 Video Views

Note: analytics not reflected in this page total since it was a collab with the main account.

Parks & Recreation Instagram

Post with Most Impressions



Life is always good when you're outside enjoying our parks

21,345 Impressions
1,615 Engagements

Most Viewed Instagram Reel



Life is always good when you're outside enjoying our parks

21,345 Impressions
1,615 Engagements
21,033 Video Views

164

Posts
-54%

57,003

Impressions
-66%

3,040

Engagements
-44.8%

35,966

Video Views

192

New Followers
-13%

2,075
Total Followers

139Posts
+12%**123,291**Impressions
+4%**7,086**Engagements
-8%**17,961**Video Views
-31%**111**New Followers
-14%**2,337**

Total Followers

Public Safety Instagram

Post with Most Impressions



Turning up the heat this Thanksgiving with a turkey fry fiesta!

962,924 Impressions
2,169 Engagements

Note: analytics not reflected in this page total since it was a collab with the main account.

Most Viewed Instagram Reel



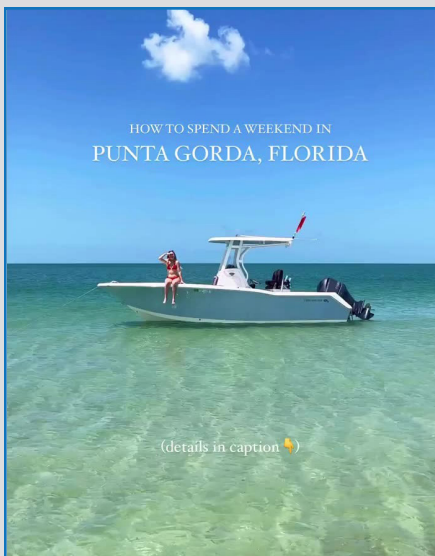
Turning up the heat this Thanksgiving with a turkey fry fiesta!

962,924 Impressions
2,169 Engagements
978,722 Video Views

Note: analytics not reflected in this page total since it was a collab with the main account.

Tourism Instagram

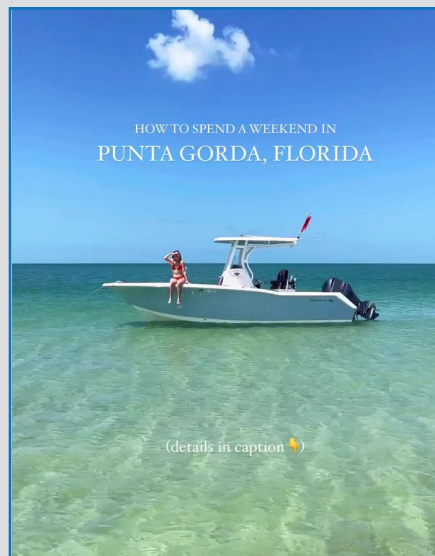
Post with Most Impressions



POV: you spend a weekend in Punta Gorda!

5,390 Impressions
530 Engagements

Most Viewed Instagram Reel



POV: you spend a weekend in Punta Gorda!

5,390 Impressions
530 Engagements
5,390 Video Views

311Posts
+14%**9,527,901**Impressions
+34%**14,464**Engagements
+84%**120,111**Video Views
+166%**981**New Followers
-21%**5,140**

Total Followers

Twitter Summary

In 2022, Twitter rolled out its new verification process. All of our accounts successfully obtained the grey verification checkmark, except for the Tourism account, which opted not to pursue it. This checkmark serves as validation that the accounts belong to government or multilateral organizations.

Additionally, Twitter rebranded itself as "X." Twitter continues to demonstrate its effectiveness as a valuable platform for reaching the media, specifically.

1,205
Tweets

373,283
Impressions

80,574
Engagements

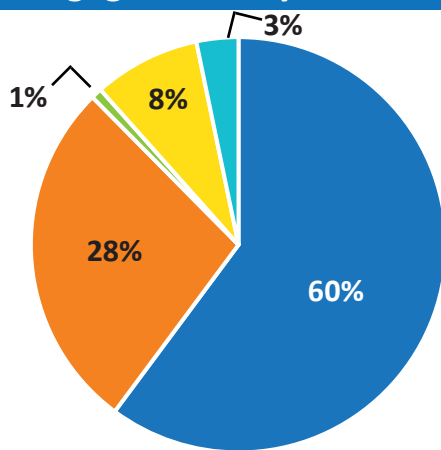
777
New Followers

Note: one person may follow multiple accounts.

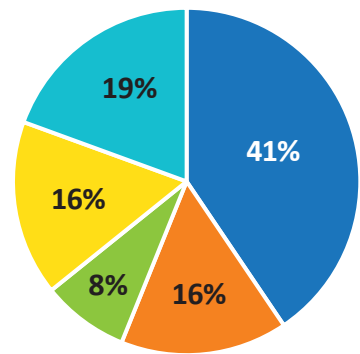
15,813
Total Followers

Note: one person may follow multiple accounts.

Engagements by Account

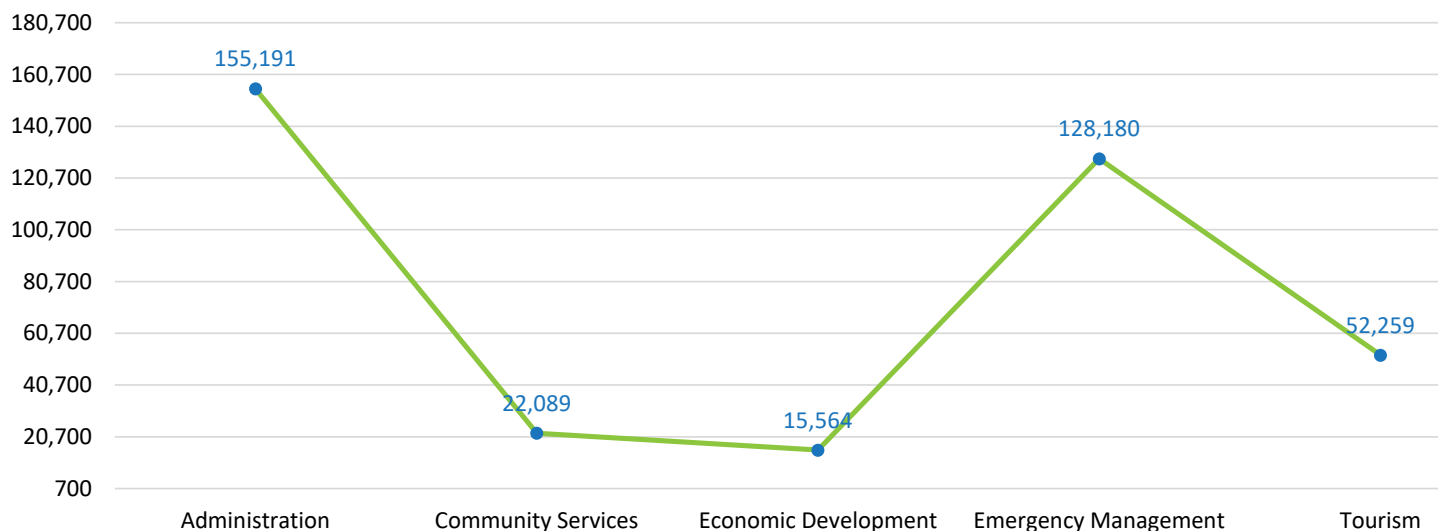


New Followers by Account



- Administration
- Community Services
- Economic Development
- Emergency Management
- Tourism
- Administration
- Community Services
- Economic Development
- Emergency Management
- Tourism

Impressions by Account



Charlotte County, FL Twitter

Tweets with Most Impressions

RAYS		24 Spring Training ARIZONA-FLORIDA				
FEBRUARY - MARCH						
SUN	MON	TUE	WED	THU	FRI	SAT
18	19	20	21	22	23	24 ATL
25 DET	26 BAL	27 NYY	28 TOR	29 ATL	1 PIT	2 BOS
3 MIN	4 PIT	5 BOS	6 NYY	7 PHI	8	9 BOS
10 BOS	11 TOR	12 BAL	13 MIN	14 ATL	15 BAL	16 MIN
17 PIT	18 ATL	19 BOS	20	21 PHI	22 MIN	23 SS BAL
24 DET	25 PHI	26 DET				

HOME GAME AWAY GAME SPLIT SQUAD
 DOMINICAN REPUBLIC TROPICANA FIELD

* Split squad: 3/23 at ATL
 (Schedule subject to change)

The rumors are true, the Rays will return to the Charlotte Sports Park for the 2024 spring season!

3,930 Impressions
88 Engagements



Charlotte County Super Sleuths, we need your help! Can you identify this truck or individual?

2,872 Impressions
1,310 Engagements

611
Tweets

155,191
Impressions

48,477
Engagements

315
New Followers

3,574
Total Followers

Charlotte County Community Services Twitter

Tweets with Most Impressions

109
Tweets

22,089
Impressions

441
Engagements

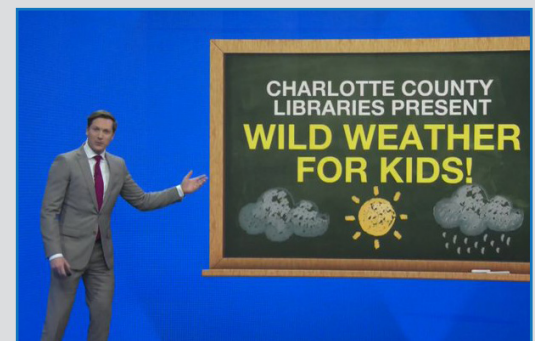
121
New Followers

884
Total Followers



All of us on our way to hunt for the Easter eggs that are hidden in Charlotte County parks.

1,098 Impressions
15 Engagements



We're looking forward to having Rob Duns in Charlotte County!

701 Impressions
12 Engagements

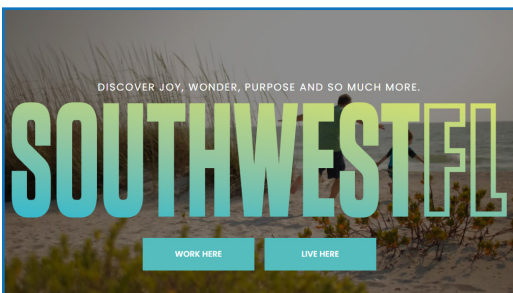
Charlotte County, Florida Economic Development Twitter

Tweets with Most Impressions



Economic Development Director, Dave Gammon, recently gave a presentation on the housing opportunities that the recently passed Live Local Act will bring.

391 Impressions
18 Engagements



We're thrilled to announce our partnership with FPL's Powering Florida to create the SWFL page for the WonderFL campaign.

384 Impressions
12 Engagements

139
Tweets

15,564
Impressions

681
Engagements

63
New Followers

596
Total Followers

236
Tweets

128,180
Impressions

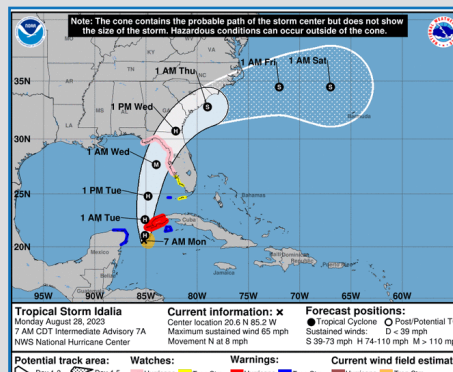
6,698
Engagements

127
New Followers

4,513
Total Followers

Charlotte County Emergency Management Twitter

Tweets with Most Impressions



Heads up, everyone! Tropical Storm Idalia is on track to intensify and make landfall as a powerful Category 3 hurricane.

4,367 Impressions
125 Engagements

Storm Refuge Opens Aug. 29 at Centennial Park Recreation Center



A refuge center will open at 8 a.m. at Centennial Park Recreation Center. The refuge center is intended for people who feel unsafe or need a place to go because of their current living conditions, for example an RV, trailer, or storm-compromised home. The refuge is pet friendly.

4,242 Impressions
97 Engagements

Charlotte County Tourism Twitter

Tweets with Most Impressions



Capturing moments of pure wonder in Punta Gorda

3,197 Impressions
116 Engagements



Englewood Beach, seen from the clouds. Pure coastal bliss.

1,779 Impressions
75 Engagements

110
Tweets

52,259
Impressions

2,629
Engagements

151
New Followers

6,246
Total Followers



Nextdoor Summary

Nextdoor has become an invaluable platform for presenting our CC-TV YouTube videos to the local residents. In acknowledgment of its exceptional community engagement endeavors, Charlotte County was honored with the Nextdoor Neighborly Award at the 2023 Government Social Media Conference. Concurrently, we collaborated with Nextdoor to organize a nationwide webinar titled, "Hurricane Ian: Lessons Learned from Charlotte County, FL." This webinar drew participation from more than 280 government communications professionals keen on deriving insights from Charlotte County's experiences.

754
Posts

12,603
Engagements

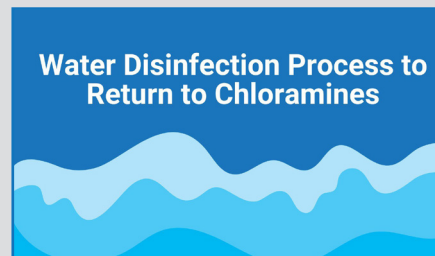
3,402,535
Impressions

571
Posts

1,993,998
Impressions

8,479
Engagements

Charlotte County Nextdoor Posts with Most Impressions



Charlotte County Utilities, in conjunction with the Peace River Manasota Regional Water Supply Authority, will revert to the normal disinfection process.

22,028 Impressions
38 Engagements

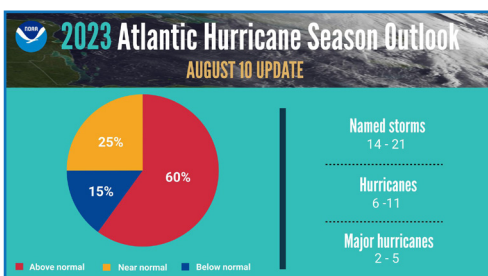


Intro to Sports starts up again on Dec. 6 at Harold Avenue Regional Park Recreation Center!

20,187 Impressions
32 Engagements

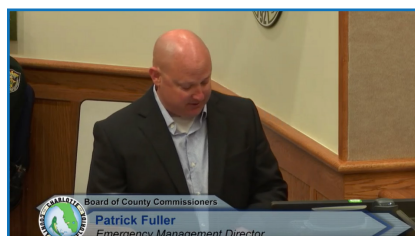
Emergency Management Nextdoor

Posts with Most Impressions



Hold onto your hats! This hurricane seasons forecast just got stormier as NOAA forecasters have risen the stakes for this year's Atlantic hurricane season.

22,451 Impressions
111 Engagements



Hurricane Ian Update: Feb. 28, 2023

19,531 Impressions
32 Engagements

183
Posts

1,408,537
Impressions

4,124
Engagements

YouTube Summary

The CC-TV YouTube Channel has been renamed as Charlotte County, FL, enabling us to expand its use for videos created by others particularly for YouTube Shorts. Additionally, we have introduced a new YouTube channel dedicated to Public Safety to enhance the promotion of the ARFF prop. Notably, the top-performing videos on two out of our three channels are YouTube Shorts, showcasing a style reminiscent of TikTok or Instagram Reel videos.

273
Videos

1,878,007
Impressions
+405%

140,652
Video Views
+151%

537
New Subscribers
+179%

Note: one person may follow multiple accounts.

2,039
Total Subscribers

Note: one person may follow multiple accounts.

80
Videos

621,038
Impressions
+142%

76,629
Video Views
+150%

259
New Subscribers
+80%

Charlotte County YouTube Channel

Most Viewed Videos



Crispy Thanksgiving Delight: Mastering the Art of Turkey Frying Safely (YouTube Short)

825 Impressions
13,238 Video Views
42.5 Hours of Watch Time



Charlotte County Fire & EMS ARFF Prop Highlight video

107,323 Impressions
9,421 Video Views
146 Hours of Watch Time

Community Services YouTube Channel

Most Viewed Videos



Photography in the 1920s with Clyde Butcher

268,760 Impressions
12,620 Video Views
1,011.5 Hours of Watch Time



Boogie Break: Spider Body

332,058 Impressions
6,411 Video Views
42.8 Hours of Watch Time

179
Videos

1,255,958
Impressions
+263%

60,954
Video Views
+1%

277
New Subscribers
+99%

14
Videos

1,011
Impressions

3,069
Video Views

1
New Subscribers

Public Safety YouTube Channel

Most Viewed Videos



Dive team at 2nd Annual First Responder Dive Team Challenge

223 Impressions
2,773 Video Views
7 Hours of Watch Time



Hose Deployment Training

0 Impressions
200 Video Views
23.5 Hours of Watch Time

LinkedIn Summary

LinkedIn has consistently proven to be a successful platform for highlighting the professional achievements of our staff and our collaborations with local, regional, and national businesses. Consequently, we are currently exploring creative strategies to leverage LinkedIn as a platform for posting and promoting current job openings within the county.

343
Posts

5,511
Engagements

331,663
Impressions

774
New Followers

Note: one person may follow multiple accounts.

3,224
Total Followers

Note: one person may follow multiple accounts.

168
Posts

82,534
Impressions

3,513
Engagements

364
New Followers

1,546
Total Followers

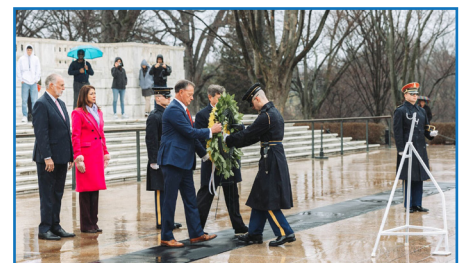
Charlotte County LinkedIn

Posts with Most Impressions



Patrick Fuller: Taking 'Thunderstruck' to a Whole New Level! From Hometown Hero to Supersonic Speedster, he's now a Delta Force to be reckoned with in the 9G Club!

1,780 Impressions
88 Engagements



This weekend, Commission Chairman Bill Truex had the honor to present a wreath at the Tomb of the Unknown Soldier.

1,696 Impressions
95 Engagements

Economic Development LinkedIn

Posts with Most Impressions



Thinking of relocating or expanding your company? Consider the advantages of Charlotte County

197,343 Impressions
0 Engagements



Join us in celebrating the grand opening of Sunseeker Resorts! We are thrilled to welcome this incredible establishment to our vibrant community.

4,673 Impressions
175 Engagements

152
Posts

237,949
Impressions

1,481
Engagements

303
New Followers

1,501
Total Followers

Tourism LinkedIn

Posts with Most Impressions

23
Posts

11,180
Impressions

517
Engagements

107
New Followers

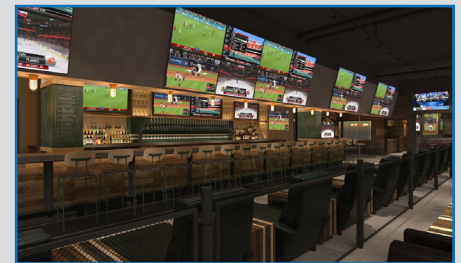
177
Total Followers



Opening day is finally here! Today we welcomed the 785-room world-class resort to our community with a ribbon cutting prior to welcoming the first guests. The Allegiant fly-over was a big surprise! Even more beautiful than imagined, this resort will deliver an exceptional experience for our visitors

Congratulations to the Sunseeker team!

6,241 Impressions
196 Engagements



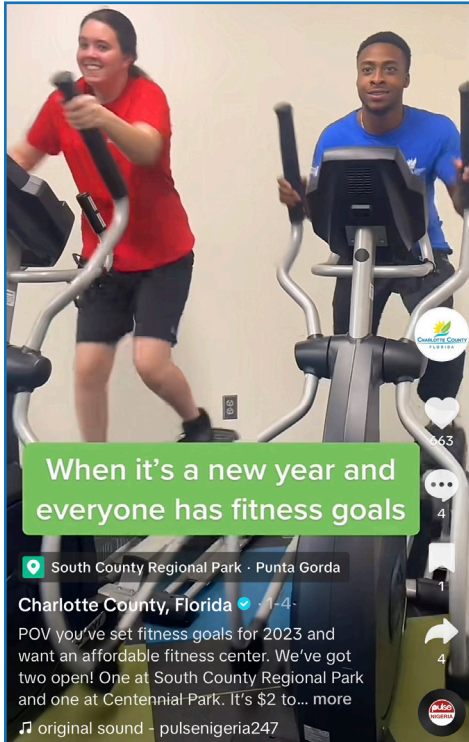
One of the region's most anticipated Fall openings is of the Sunseeker Resort along Charlotte Harbor. The brand new Sunseeker Resort will feature over 60,000 sq. ft. of event space with world-class catering and up to 20 food establishments for guests to imbibe during their stay. Unparalleled options await in this brand new resort scheduled to open in October 2023.

1,447 Impressions
86 Engagements

TikTok

Our only video in 2023 was a promotional video highlighting our fitness centers in conjunction with New Year’s resolutions. The video generated over 3,000 video views, showcasing the enthusiasm of our staff. However, on Jan. 20, Charlotte County IT implemented a ban on all TikTok traffic and applications within the county network. As a result, we discontinued using TikTok as a means of communication with our residents.

Most Viewed Videos



POV you’ve set fitness goals for 2023 and want an affordable fitness center. We’ve got two open! One at South County Regional Park and one at Centennial Park. It’s \$2 to drop-in and use the fitness center or we offer inexpensive six month and annual passes!

3,732 Video Views
672 Engagements

Watch Time
4 hr., 22 min., 58 sec.

1
Video

672
Engagements

3,732
Video Views

4
New Followers

“

Em
you really
busted a
move for
the video

”

