

LEE COUNTY COMMUNITY ENGAGEMENT NOV. 2024 RECAP

Trending Topics



- Hurricane Milton Recovery
- Sand/Debris Collection
- FEMA NFIP Rating
- DCD Permitting
- Fall Events
- Seasonal Traffic

Social Stats



- 377,571 Impressions
- 1,813 Engagements
- 127 New Followers

Website Stats



- 454,134 Total Web Visits
- Top Visited Page - LeeWay Tolls Page (52,576 Visits)
- 7,029 Visits Driven from Social Media

Media Outreach



- 115 Total Media Inquiries
- 50 Press Releases/Notes to Media
- Top Media Topics
 - NFIP/FEMA
 - LCSO
 - Hurricane Debris
 - Animal Services

Priorities



- Continued Transparency and Proactive Communications about FEMA CRS / NFIP
- Highlighted Milton Recovery Efforts
- Launched Flooding Facts Website

Upcoming Plans



- Continue to Feature Transportation Projects, Focus on Lehigh and East County
- Launching Lee County Instagram Account
- Kicking Off 12 Days of Giving Campaign to Drive Newsletter Signups