

LEE COUNTY COMMUNITY ENGAGEMENT SEPT. 2024 RECAP

Trending Topics



- Hurricane Helene
- FEMA / NFIP / CRS Rating
- Solid Waste/Illegal Dumping
- Status of Parks Projects

Social Stats



- 912,061 Impressions
- 45,677 Engagements
- 1,803 New Followers

Website Stats



- 588,793 Total Web Visits
- Top Visited Page - LeeWay Tolls Page 81,415 Visits)
- 21,945 Visits Driven from Social Media

Media Outreach



- 118 Total Media Inquiries*
- 39 Press Releases/Notes to Media
- Top Media Topics
 - Hurricane Helene
 - Lee County DAS
 - Lee County DOT Projects
 - Ian Anniversary

*Due to Helene, this number is low because the volume of responses was not all tracked.

Priorities



- Proactive Communications for Hurricane Helene
- Launched Illegal Dumping Video Series and Social Ads
- Launched Social Ads for Permitting Resources

Upcoming Plans



- Continue Highlighting Employees and Feel Good News
- Continue Transparency and Proactive Communications about FEMA CRS / NFIP
- Launch a Monthly "By the Numbers" Series