

# LEE COUNTY COMMUNITY ENGAGEMENT APRIL 2024 RECAP



## Trending Topics

- Traffic/Transportation Improvements
- FEMA
- Domestic Animal Services



## Social Stats

- 269,889 Impressions
- 10,940 Engagements
- 277 New Followers



## Website Stats

- 486,226 Total Web Visits
- Tolls was the top-visited landing page (51,719)
- 10,734 website visits driven from social media



## Media Outreach

- 132 Total Media Inquiries
- 32 Press Releases
- Top Media Topics
  - FEMA CRS Rating
  - Hurricane Season
  - Material Recycling Facility



## Priorities

- 29 Agenda items included in communication efforts
- Videos - Beach Progress, North Fort Myers, DOT Updates



## Upcoming Plans

- DOT Video Series
- Tolls - Spring Cleaning Campaign
- Prep for Hurricane Season