



Staff Report

MEMO DATE:	August 20, 2020
TO:	Village Board of Trustees Matt Giese, Village Administrator
FROM:	Lisa Kalata, Village Clerk
RE:	Social Media/Website

OVERVIEW/BACKGROUND

The Village Board in 2018 made “increase citizen engagement” as a priority, and since that time we have increased and tracked the social media data each year. There are two reports attached with this memo. The first is a spreadsheet that shows the Facebook data from 2018 to present. The other report (PIWIK) is generated each month from CivicPlus based on the activity the website generates in that month. The PIWIK report is helpful data as it shows the number of visits and the areas, they visit on the Village Website.

We continue to use the “News Flash” to get information out to the residents. We currently have 179 subscribers to receive various notifications generated through the website. We will continue to do community outreach and education to get more citizen engagement.