

## Public Information Office, Ann Shea

### Fall 2018 Summary

Madison Parks' messages are communicated through numerous platforms and methods throughout the year – both incoming and outgoing.

#### INCOMING COMMUNICATIONS

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- Parks general emails
- Media inquiries
- Social media direct messages and comments
- Phone inquiries

#### Media

Inquiries from the local media during the 4<sup>th</sup> quarter included some the following topics:

- Breese Stevens Field
- James Madison Park
- Confederate Monument
- Golf
- Urban Forestry Task Force

#### OUTGOING COMMUNICATIONS

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- Website
- Social media
- Press Releases
- Brochures
- E-newsletter
- Posters, Flyers, Signage
- Blog posts
- Quarterly Newsletter
- Annual Calendar

#### Website

Most popular pages by month and number of external views

Webpage	September 1 - 30, 2018	September 1 - 30, 2017
Total traffic	70,932	82,146
/parks/golf/odanahills	3,529	3,184
/parks	2,887	2,394
/parks/golf/yaharahills	3,274	3,599
/parks/find-a-park	2,954	3,944

Webpage	October 1 – 31, 2018	October 1 – 31, 2017
Total traffic	44,729	52,374
/parks	1,833	2,148
/parks/find-a-park	1,972	2,581
/parks/golf/odanahills	1,341	1,455
/parks/golf/yaharahills		1,791

Webpage	November 1 - 30, 2018	November 1 – 30, 2017
Total traffic	41,217	41,716
/parks	1,594	1,683
/parks/find-a-park	1,569	1,580
/parks/wpcrc	1,354	--
/parks/permits	1,153	--
/parks/events/artsandcraftsfairs	1,057	1,523

## Social Media

Thru December 26, 2018

Main Social Media Platforms	Followers	Post Total Reach Oct. 1 – Dec. 26, 2018	Audience Demographics
Facebook (January 2012) cityofmadisonparks	6,032	100,130	Location: Madison Gender: Women (76%) Age Range: 25-44 (48%)
Twitter (est. June 2010) playmadison	4,934	76,700	Location: Wisconsin (72%) Gender: Women (57%) Top Interest: Dogs
Instagram (est. August 2018) madisonparkswi	997	1,932	Location: Madison (71%) Gender: Women (75%) Age Range: 25-44 (71%)

## E-Newsletter

Typically distributed weekly and promotes events, golf, projects and public input meetings

Top Subscription Lists	Number of Subscribers
Madison Parks News	4,772
Golf Madison Parks	3,766
WPCRC	4,708
Parks Winter Activities	3,954
Goodman Pool	3,238

## Madison Parks Annual Calendar

Photos Received	123
Calendars Printed	200

## Newsletter

Out & About: Madison Parks Quarterly Newsletter

Edition	Pages	Printed
Fall (September – November)	12	850

Distribution

- Parks Downtown Office
- All Parks events
- WPCRC
- Golf Courses (4)
- All Madison Public Libraries (9)
- Public Meetings
- Greater Madison Convention & Visitors Bureau

## Brochures/ Rack Cards

Winter Fun  
Permit Insert