Public Information Office, Ann Shea December 2018 – February 2019 Summary

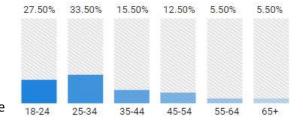
## **WEBSITE TRENDS**

Most popular pages by month and number of external views

		259,460 % of Total: 100.00% (259,460)
1.	Ice Skating - Parks - City of Madison, Wisconsin	29,802 (11.49%)
2.	Tenney Park - Ice Skating - Ice Skating - Madison Parks - City of Madison, Wisconsin	19,459 (7.50%)
3.	Cross-Country Skiing - Parks - City of Madison, Wisconsin	15,912 (6.13%)
4.	Elver - Skiing - Cross Country Skiing - Madison Parks - City of Madison, Wisconsin	11,285 (4.35%)
5.	Madison Parks - City of Madison, Wisconsin	9,908 (3.82%)
6.	Elver Park - Madison Parks - City of Madison, Wisconsin	7,135 (2.75%)
7.	Vilas Park - Ice Skating - Ice Skating - Madison Parks - City of Madison, Wisconsin	6,682 (2.58%)
8.	Find a Park - Madison Parks - City of Madison, Wisconsin	6,593 (2.54%)
9.	Elver Park - Ice Skating - Ice Skating - Madison Parks - City of Madison, Wisconsin	6,013 (2.32%)
10.	Odana Hills - Skiing - Cross Country Skiing - Madison Parks - City of Madison, Wisconsin	<b>4,591</b> (1.77%)

### WHO IS OUR AUDIENCE

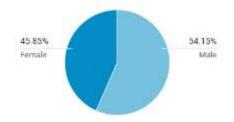
- New to the website
- Finding us through an organic search\*
- Located in Madison
- Male aged 25 and under
- Spending 10 seconds or less on a page
- Using an Apple product and browsing with Chrome



# **Organic Search - Google**

"ice skating Madison wi"
"city of Madison parks"
"Madison ice rinks"

"Tenney park ice skating"



#### **E-NEWSLETTER**

In prepping for the upcoming implementation of the new email program, the City's IT Department performed a maintenance cleanup of subscriber email lists dating back to 2008. Subsequently, the number of subscribers decreased and now reflect a true number.

Top Subscription Lists	Number of Subscribers (as of 3/26/19)	Number of Subscribers (as of 12/26/18)
Madison Parks News	3,193	4,772
Golf Madison Parks	2,364	3,766
WPCRC	3,293	4,708
Parks Winter Activities	2,832	3,954
Goodman Pool	3,068	3,238

### **SOCIAL MEDIA**

Social Media Platforms	Total Followers (as of 3/26/19)
Facebook (January 2012)	6,695
cityofmadisonparks	
Twitter (est. June 2010)	5,040
playmadison	
Instagram (est. August 2018)	1,145
madisonparkswi	



## Most engaging post

If you see something, say something.

3,230 people reached925 engaged73 people reacted17 shares5 comments



If you see something, say something. Over the weekend, a concerned resident noticed the remains and destruction caused by painthalls in James Madison Park and the takeshore. This is more than disappointing, the use of painthall guns it is also a violation of park rules. It is also nearly impossible to fully remove the remnants or repair the destruction of this activity, especially given the weather conditions, in general, paintballs are considered non-toxic to humans, bowever, there is evidence if the pairt is ingested in significant amounts by dogs it can be hazardous. Dog walkers please use caution in this area. Madison Parks appreciates the concerned resident reporting this if you see something, say something. Please contact a park ranger at 608-235-0448.



#### **NEWSLETTER**

Out & About: Madison Parks Quarterly Newsletter

Edition	Pages	Printed
Spring (March - May) 2019	8	850

## Printed & Distributed February (through May) 2019

- Downtown Parks Office
- All Parks events
- WPCRC
- Golf Courses (4)
- All Madison Public Libraries (9)
- Public Meetings
- Destination Madison

### **BROCHURES & RACK CARDS**

- Summer Fun
- Goodman Pool
- Madison Parks Foundation Tributes & Memorials







## **MEDIA**

Snow removal around the square: WKOW Park overview story: Madison Magazine

James Madison Master Plan: WSJ, WISC, Isthmus

**Breese Stevens: WISC** 



INTERNATION AND ADDRESS.