



April 1, 2013

IT Activity Report

By: Jerry Beaugez

As of January 9, 2013 the City's Facebook page and website has been turned over to Jerry Beaugez for maintenance and upkeep.

**FACEBOOK:**

At that time the Facebook page had not been updated since November 2012 and had a total of 690 "Likes" or followers. Since that time there has been updates on a daily basis. Many photographs and history of the City has been added which has gained a strong following. During the month of March there were 185 new "Likes" added bringing our total to 1237 in less than 3 months.

Between March 11 – March 17 this site reached 16,891 people and for the entire month of March it reached 56,572 people directly, giving them history and up to date information of events and activities taking place within the City of Bay St. Louis. A total of 70.1% of our fans are females and 29.1% are males. Out of that, the greatest percentages come from females between the age of 35-44 with 16.3% and males between the same ages, with 6.7%.

**WEBSITE:**

The website is being maintained daily with new information and updates added as they occur.

During the month of March the top five selections for people checking out the information are as follows:

- |                         |          |
|-------------------------|----------|
| 1. Contact Us           | 596 hits |
| 2. Community Hall       | 592 hits |
| 3. Planning Commission  | 584 hits |
| 4. Mayor Les Fillingame | 525 hits |
| 5. Commissions & Boards | 495 hits |

**GOVERNMENT 2.0**

In late January 2013 the City subscribed to an interactive incident reporting application for iPhone and Android devices. Since that time we have received 16 notifications of incidents with 3 of those in the month of March. When the reports are received, they are then forwarded to the appropriate department for their attention and correction. All reports received have been completed at this time.

**GIS**

Several maps were created for various departments and for various reasons and projects. A Flood Zone verification map with aerial imagery was produced for a local insurance agency who was inquiring about a flood designation for a customer. Inquiries were also made by two different land surveyors in regards to GIS data and overlays.