# Website and Social Media Annual Analytics 1<sup>st</sup> Quarter 2023 (Jan-Mar)

#### Website: eldoradocountyfire.com

- New Users 10K
- Total page visits 24,265
- Referrals 7K from search; 3.5K from social media; 2.6K from direct; 740 from links
- Visits to the website are most often to visit the homepage (4.8K), followed by: News (3.6K), careers (1.6K), and Burn Permit info (1K).
  - o Most popular news: Approaching Storm Raises Concerns About Snow Loading

All above info is combined from Google Analytics and Microsoft Clarity. It does not necessarily account for all website traffic.

### Facebook: El Dorado County Fire Protection District / @eldofire

• Followers – 10,222

New Followers – 3,72
16.6% increase (increases are compared to last quarter)

Page Visits – 15,638
Page Reach – 139,595
34.2% increase

#### Instagram: @eldofire

• Followers – 5,723

New Followers – 659
84.6% increase

• Profile Visits – 3,316 **3.1% decrease** 

• Instagram Reach – 151,988 **783.2% increase** 

#### Tikok: @eldofire

• Followers – 1,291

• Video Views – 1,674

#### YouTube: @eldofire, youtube.com/eldofire

• Subscribers – 233

• Video Views – 48.2K

#### Twitter: @eldo co fire

- Followers 1,323
- New Followers 4
- Profile Visits 253
- Tweet Impressions 919

## **Top Social Media Posts**



Comment Comment

Top Facebook Post ←

Reach 38.3K

Comments 68

Reactions 973

Shares 83

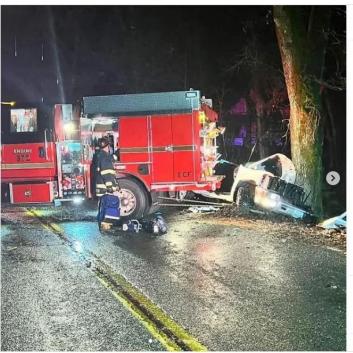
Top Instagram Post →

Reach 3.8K

Comments 11

Likes 453

Shares 99K



A Share



eldofire • Follow

eldofire At approximately 6:20 PM, February 5th, units from El Dorado County Fire and Diamond Springs-El Dorado Fire responded to a solo vehicle accident on Bucks Bar Road near Pleasant Valley Road. The pickup truck slammed into a large oak tree, impacting squarely on the driver's door, wrapping the vehicle securely around the tree. Three engines, two ground ambulances, a division chief, multiple CHP units, and nearly every rescue tool, including six Jaws-of-Life tools, were brought to bear during the nearly two hour extrication process. The male passenger was freed in only 20 minutes and was transported by ground to a Sacramento trauma center. The driver's entrapment was substantially more complicated, ultimately requiring that the vehicle









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