

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

### Website: [eldoradocountyfire.com](http://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).
  - 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 **6.2% decrease**
- 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](https://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

**El Dorado County Fire Protection District**  
Published by Jason Snyder · February 27 · 🌐

Engine 328, which usually serves the Shingle Springs area, is running out of Station 19 in Pleasant Valley. It's a type 3 engine, four-wheel-drive, and is quite capable in the current snowy conditions. E328 ranged from Outingdale to Clear Creek and everywhere in between today. Placerville is expecting another 16 inches of snow over the next 24 hours. Please watch for icy road conditions and low hanging tree limbs and power lines.

403 likes · 16 comments · 83 shares

Like Comment Share

**Top Facebook Post ←**

Reach 38.3K

Comments 68

Reactions 973

Shares 83

**Top Instagram Post →**

Reach 3.8K

Comments 11

Likes 453

Shares 99K



**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 be cut away from the tree to free the driver.

453 likes · FEBRUARY 6

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