



AWARDS

Magazine wins two international awards

South Fayette Connect is winner of two 2018 international MarCom Awards—a Gold Award for Magazine Writing and an Honorable Mention for Magazine Photography. The international creative competition for marketing and communication professionals recognizes outstanding achievement and work that serves as an industry benchmark.



SOUTH FAYETTE CONNECT

www.SouthFayettePA.com/magazine

Winter issue to be published in January 2019 with nine sponsor advertisements representing \$5,500 in event sponsorships (\$4,500 falls into 2018 calendar year; \$1,000 falls into 2019).

Revenues - Ad Incentive Sponsorship Program (Communications/Recreation partnership)

2018	1st Qtr.	2nd Qtr.	3 rd Qtr.	4 th Qtr.	2018 Total	Historical Year-End
Revenue per quarter	\$2,500	\$8,500	\$18,250	\$4,500		
Cumulative Revenue 2018	\$2,500	\$11,000	\$29,250	\$33,750	\$33,750	+\$7,250 over 2017
<i>Total revenue since program launch</i>	<i>\$34,500</i>	<i>\$45,500</i>	<i>\$74,750</i>	<i>\$79,250</i>		2017 total - \$26,500 2016 total = \$5,500



WEBSITE

www.SouthFayettePA.com

A free website design update is under way as part of the township’s annual contract with CivicPlus. The updated site will launch this spring.

User Access

- Device used
 - 47% - Desktop; 44% - Smartphone
- Access method
 - 57% - Typed-in web address; 39% - Search engine

Website Visits

2018	1st Qtr.	2nd Qtr.	3 rd Qtr.	4 th Qtr.	2018 Total	Historical Year End
Visits per quarter	30,857	29,720	32,406	26,767	119,750	2017 total - 121,138 2016 total - 125,891
<i>Total visits since site launch</i>	<i>399,550</i>	<i>429,270</i>	<i>461,676</i>	<i>488,443</i>		

Average Number of Website Visitors per Day

1st Qtr.	2nd Qtr.	3 rd Qtr.	4 th Qtr.	2018	Historical Year End
343	327	352	291	328	2017 – 332 2016 – 345

Top Web Pages - 4th Quarter

- | | | |
|-----------------------------|----------------------|--------------------------|
| 1. Home | 5. Real Estate Taxes | 9. South Fayette Connect |
| 2. Trash & Recycling | 6. Voting | 10. Government |
| 3. 2019 Collection Schedule | 7. Roads & Traffic | 11. Maps |
| 4. Police | 8. Recycling | 12. Parks & Recreation |

Top Web Pages - 2018

- | | | |
|-----------------------|--------------------------------|------------------------------|
| 1. Home | 5. Police | 9. Planning & Engineering |
| 2. Trash & Recycling | 6. Roads & Traffic | 10. Athletic Associations |
| 3. Real Estate Taxes | 7. Building & Code Enforcement | 11. Government |
| 4. Parks & Recreation | 8. Community Day 2018 | 12. Ordinances & Resolutions |

Top Site Search Terms within Website – 4th Quarter

1,139 total searches

- | | | |
|-----------------------------|--------------|---------------------------|
| 1. Holiday Tree Lighting | 5. Recycling | 9. Dog Park |
| 2. Jobs / Employment | 6. Trash | 10. Newbury |
| 3. Halloween Trick-or-Treat | 7. Bobcat | 11. Residential Occupancy |
| 4. Zoning Map | 8. Hunting | 12. Tax |

Top Site Search Terms within Website – 2018

5,786 total searches

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|------------------------------|--------------------------|-----------------------|
| 1. Jobs / Employment | 5. Fireworks | 9. Egg Drop |
| 2. Zoning / Zoning Map | 6. Tax | 10. Trash & Recycling |
| 3. Door-to-Door Solicitation | 7. Holiday Tree Lighting | 11. Taxes |
| 4. Residential Occupancy | 8. Dye Test | 12. Newbury |

Top Outlinks Clicked from Website - 4th Quarter

- | | |
|--|-----------------------------------|
| 1. Allegheny County | 7. SF Municipal Authority |
| 2. Parks Master Plan Survey | 8. Pennsylvania Resources Council |
| 3. PA Voter Services | 9. Recycle Often, Recycle Right |
| 4. CivicRec (Parks & Rec registration) | 10. Evolution eCycling |
| 5. Facebook | 11. SF School District |
| 6. eCode (township code) | 12. Waste Management |

Top Outlinks Clicked from Website - 2018

- | | |
|---|--------------------------------------|
| 1. CivicRec (Parks & Recreation registration) | 7. Pennsylvania Resources Council |
| 2. eCode (township code) | 8. SF School District |
| 3. Allegheny County | 9. PA Turnpike Construction |
| 4. Google Maps | 10. Evolution eCycling |
| 5. Facebook | 11. Jordan Tax |
| 6. SF Municipal Authority | 12. SF Baseball-Softball Association |

Citizen Request Tracker (includes long-term and short-term issues)

	1 st Qtr.	2 nd Qtr.	3 rd Qtr.	4 th Qtr.	2018 Total	Historical Year-End
Submitted or Entered	115	134	152	115	516	2017 total – 537 2016 total – 733
Closed	105	177	122	144	548	2017 – 533 2016 – 655
Avg. Requests per day	1.3	1.5	1.6	1.3	1.4	2017 – 1.5 2016 – 2
Top submission category	Trash & Recycling	Trash & Recycling	Trash & Recycling	Trash & Recycling	Trash & Recycling	2017 & 2016 – Trash & Recycling



FACEBOOK

www.facebook.com/SouthFayetteTownship

Page Likes

2018	1st Qtr.	2nd Qtr.	3 rd Qtr.	4 th Qtr.	2018 Total	Historical Year End
New Page Likes per quarter	170	127	310	140	747	2017 Total Likes - 670
<i>Total Likes, all quarters to date</i>	2,942	3,069	3,379	3,519		

Most Popular Posts – 4th Quarter

Title/Topic	Users Reached
Bobcat sighting – police say be cautious with pets	14,117
Blaze Pizza offering free lunch to first responders	10,344
Sgt. Leininger recognition video	9,940
Mayview Road flooding alert	5,375
Almanac article on Southern Beltway	4,478



TWITTER

www.twitter.com/SouthFayetteTwp

2018	1st Qtr.	2nd Qtr.	3 rd Qtr.	4 th Qtr.	2018 Total	Historical Year End
Tweet Impressions	27,400	32,000	30,700	28,728	118,828	
New Followers per quarter	69	37	55	50	211	2017– 203 2016 – 392
<i>Total Followers, all quarters to date</i>	664	701	756	806		595

Most Popular Tweets

Title/Topic	Impressions
Holiday celebration flyer	2,709
Planned power outage	1,266
Mayview Road flooding alert	1,193
South Fayette Connect awards & fall issue	1,106
Mayview Road flooding alert	1,063



South Fayette Township maintains official LinkedIn and YouTube social media pages.

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