



# Web Metrics Report

Aug. 25-29, 2011

## Special Edition: Hurricane Irene

Hurricane Irene affected Fairfax County before, during and after its landfall in the United States. According to the county's Emergency Operations Plan, the Office of Public Affairs coordinates and disseminates all information related to major incidents.

This metrics report provides a snapshot of how our information was published and shared during the preparation, response and recovery timeframe of Aug. 25-29, 2011. The stats paint a picture that confirms the changing way government communicators must think about, distribute and encourage sharing of information in today's world.





## Emergency Information Blog

We launched a new emergency information blog at 3 p.m. on Thursday, Aug. 25, to publish messages quickly and in user-friendly, shareable ways. [www.fairfaxcounty.gov/emergency/blog](http://www.fairfaxcounty.gov/emergency/blog) now serves as our primary way to share emergency information.



### By The Numbers

- **50,668: views** — — — — — → Compare with county web page visits during same time period:
- **77: public comments**
- **61: county posts** |

	Page Titles	Visits
1.	Fairfax County Public Library - Fairfax County, Virginia	37,779
2.	Homepage - Fairfax County, Virginia	36,417
3.	AIMS - Resume Builder - Fairfax County, Virginia	26,059
4.	Car Tax Payments - Department of Tax Administration	19,879
5.	Job Listing Important Information - Fairfax County, Virginia	10,572
6.	Department of Tax Administration - Fairfax County, Virginia	9,382
7.	Current Job Openings - Fairfax County, Virginia	9,282

- |  |  |  |
|--|--|--|
| <ul style="list-style-type: none"> <li>• Dominion Virginia Power Restoration By Tuesday</li> <li>• Use Chainsaws Safely During Storm Cleanup</li> <li>• Virginia Task Force 1 to New Jersey</li> <li>• Government Offices, Schools and Courthouse Open on Monday</li> <li>• Virginia Task Force 1 Returns Home</li> <li>• Do Your Storm Repairs Need a Permit?</li> <li>• Mosquitoes: Eliminate Standing Water</li> <li>• Be Prepared to Avoid Repair Fraud</li> <li>• Debris Removal</li> <li>• Hurricane Irene Update (Sunday 9:45 a.m.)</li> <li>• Mold Tips</li> <li>• Road Closures, Bus Service Update</li> <li>• Cleanup Safety Tips</li> <li>• Cancellations and Delays</li> <li>• What Do You See? Show Us!</li> <li>• Power Outage Update</li> <li>• Tree Removal Information</li> <li>• Hurricane Irene Update (2:30 a.m.)</li> <li>• Only Call 9-1-1 For Emergencies</li> <li>• Virginia Task Force 1 Going to New Jersey</li> <li>• Video: Huntington Flood Monitoring During Hurricane Irene</li> <li>• Do Not Drive Into Flooded Areas</li> </ul> | <ul style="list-style-type: none"> <li>• Our Medical Needs Registry</li> <li>• Power Outage Update</li> <li>• Hurricane Irene Update (10:15 p.m.)</li> <li>• County Executive Declares Local State of Emergency</li> <li>• Keep Emergency Routes Clear of Vehicles</li> <li>• Emergency Operations Center Activated</li> <li>• Power Company Phone Numbers</li> <li>• Hurricane Irene Update (7:30 p.m.)</li> <li>• Huntington Street Flooding</li> <li>• Portion of Rt. 675 Closed</li> <li>• Photo: Working at the 9-1-1 Center</li> <li>• Weather-Related Road Conditions</li> <li>• FEMA Resources</li> <li>• Hurricane Irene's Impact on Fairfax County (Saturday Afternoon Update)</li> <li>• Electric Sunday Event Canceled</li> <li>• FDA Hurricane Preparedness Checklist</li> <li>• Hurricane Irene's Impact on Fairfax County (Saturday Morning Update)</li> <li>• Two Tips: Keeping Food Cold and Water Supply</li> <li>• Important Phone Numbers</li> <li>• Food Safety Tips</li> <li>• Virginia Task Force 1 Deployment Photos</li> <li>• Pet Preparedness Tips</li> </ul> | <ul style="list-style-type: none"> <li>• Hurricane Irene's Impact on Fairfax County</li> <li>• Video: Fairfax County Government Prepares for Hurricane Irene</li> <li>• Digital Preparedness Kit</li> <li>• Video: Emergency Management Coordinator Talks Hurricane Preparedness</li> <li>• Hurricane Irene Online Discussion Transcript</li> <li>• Safety Tips for Construction Sites and Homeowners</li> <li>• Emergency Preparedness Chat</li> <li>• Plan Alternative Power for Medicine, Special Needs</li> <li>• For Belle View/New Alexandria Residents</li> <li>• Virginia Task Force 1 Activated to North Carolina</li> <li>• Tropical Storm Warning</li> <li>• 11 p.m. Hurricane Irene Update from National Hurricane Center</li> <li>• Mobile Information for Hurricane Irene</li> <li>• Four Ways to Prepare For Irene</li> <li>• Hurricane Irene's 2 p.m. 5-Day Cone</li> <li>• Preparing for Hurricane Irene</li> <li>• Submit Questions for Aug. 26 Online Discussion</li> </ul> |
|--|--|--|



## Facebook

The county's main Facebook page at [www.facebook.com/fairfaxcounty](http://www.facebook.com/fairfaxcounty) continued to serve as a primary way for people to get information about Hurricane Irene. When the E-Government Steering Committee approved the county's use of Facebook in 2008, it was for this very purpose -- emergency situations. Once again, as we've seen with previous incidents such as snowstorms and H1N1, Facebook proved its value to county government and to the public.

### By The Numbers

- **335,000: post views**
- **380: new fans**  
(1018% ↑ compared to 8/20-8/24)
- **366: # of times someone shared a county post**
- **318: likes**
- **91: comments** — — — — — →  
(135% ↑ compared to 8/20-8/24)
- **48: county posts** |



#### Fairfax County Government

Four ways to prepare tonight/tomorrow for Hurricane Irene:  
<http://fairfaxcountyemergency.wordpress.com/2011/08/25/four-ways-to-prepare-for-irene/>



#### Four Ways to Prepare For Irene « Fairfax County Emergency Information

[fairfaxcountyemergency.wordpress.com](http://fairfaxcountyemergency.wordpress.com)

Dead limbs, securing outdoor furniture, supply kits and weather forecasts.



**Natalie Valenzuela** Love how Fairfax County keeps us up to date via Facebook! Thanks to all who worked through the night!  
August 28 at 8:11am · Like



**Debbie Craig** Thanks for your UPDATES.. This is truly keeping us all UPDATED at my job (Transportation)  
August 27 at 10:28pm · Like · 🗨️ 2 people



**Varda Amir-Orrel** Thank you! Saw the number five minutes before our transformer gave in. Called Dominion and reported it.  
August 27 at 9:35pm · Like



**Di la Verdad** Thank you for the information because we live in Huntington area,so now we know what is going on so we can be prepare for anything but for now we know we safe,God first and thanks..  
August 25 at 7:45pm · Like



#### Fairfax County Government

any damages, downed trees, or flooded streets to report?

7,218 Impressions · 0.42% Feedback

August 27 at 11:31pm · Like · Comment

👍 Kelly Murdock Spencer and 3 others like this.



**Saara Abawi** No. None. Just a lot of rain. lol  
August 27 at 11:36pm · Like



**Erik Mason** not yet but if the wind picks up anymore i wouldnt be surprised to see many down on my road  
August 27 at 11:40pm · Like



**Lesly-Claire Greenberg** Nothing yet.  
August 27 at 11:41pm · Like



**Amy Lynn Scott** Lee Chapel Road between 123 and the Ffx Co Pwy  
August 27 at 11:42pm · Like



**Lesly-Claire Greenberg** But what is the loud train like sound out west toward Dulles?  
August 27 at 11:42pm · Like



**Alyssa Feole** Yes, down tree in Belle View on both of my vehicles. Think we're the only casualty in the neighborhood so far.  
August 27 at 11:42pm · Like



**Lauren DeFife Gregory** I hear the same noise. Sounds like an airplane constantly humming. Guess it's the wind.  
August 27 at 11:44pm · Like



**Dawn Hyatt** Hmm, I'm right in Herndon near the airport and don't hear the sound.  
August 27 at 11:49pm · Like · 🗨️ 1 person



**Liz Nalle** storm's a bust in Annandale  
August 27 at 11:50pm · Like



**Jeffrey F Katz** One large Weeping Willow down from the ground being so saturated. Besides that, all is quiet but wet here in Burke.  
August 27 at 11:52pm · Like



**Fairfax County Government** @ Alyssa Feole:

<http://www.fairfaxcounty.gov/emergency/recover/tree-removal.htm>

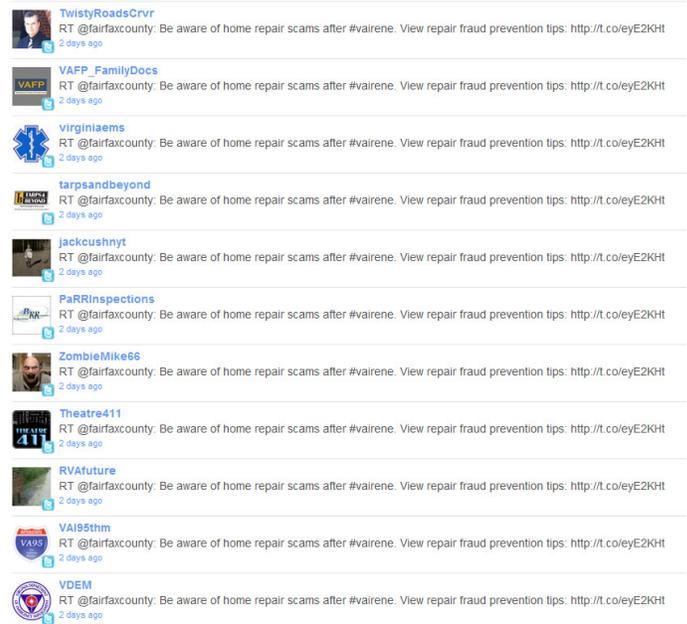


## Twitter

The county's main Twitter account at [www.twitter.com/fairfaxcounty](http://www.twitter.com/fairfaxcounty) also continued to serve as a primary way for people to get information about Hurricane #Irene. Facebook and Twitter have different audiences, purposes and cultures, so we utilized the platform in many effective ways to share our messages -- and people also became our information ambassadors, too.

### By The Numbers

- **333: retweets of county updates**
- **292: new followers**
- **60: county updates**



## CEAN: Community Emergency Alert Network

We have long encouraged our residents to stay informed for critical updates through our text and email alert system. CEAN was used during Hurricane Irene, especially to inform residents in the more flood-prone areas of the county.

### By The Numbers

- **3,000: approximate # of new subscribers**

From: alert9318@cean.fairfaxcounty.gov Sent: Sat 8/27/2011  
 To: rsan@cean.fairfaxcounty.gov  
 Cc:  
 Subject: Huntington Area Street Flooding

Street flooding is expected around 7:30 p.m. in the Huntington area of Fairfax County. This coincides with high tide. County stormwater staff is on site. There are no reports of house flooding at this time. If you haven't already, you should move cars to higher ground.

Sent by Fairfax County OPA to voice dialer, e-mail accounts, cell phones & pagers through the Fairfax County CEAN



## County Website

Government websites, which many consider a “traditional” form of communications now, saw definite spikes in attention for Hurricane Irene information.

### By The Numbers

- **43.5%:** # of clicks to hurricane info from homepage — — — →
- **3,000%:** increase in # of views to select emergency web pages



Hurricane Irene	Link	1731	13.2%
Slide Show Image	Image	1395	10.6%
Emergency Information Blog	Link	1150	8.7%
q	Form	916	7.0%
Slide Show Image	Image	801	6.1%
Jobs	Link	678	5.2%
emergency information blog	Link	642	4.9%
Library Catalog & Account	Link	413	3.2%
Real Estate Assessments	Link	367	2.8%
Departments & Agencies	Link	296	2.3%
Libraries	Link	228	1.7%

	Directory and Pages	Visits
	/emergency	9,413
1.	prepare	
	8/18/2011-8/22/2011	115
	8/25/2011-8/29/2011	3,727
	% Change	3,140.87% ↑
2.	recover	
	8/18/2011-8/22/2011	39
	8/25/2011-8/29/2011	1,441
	% Change	3,594.87% ↑



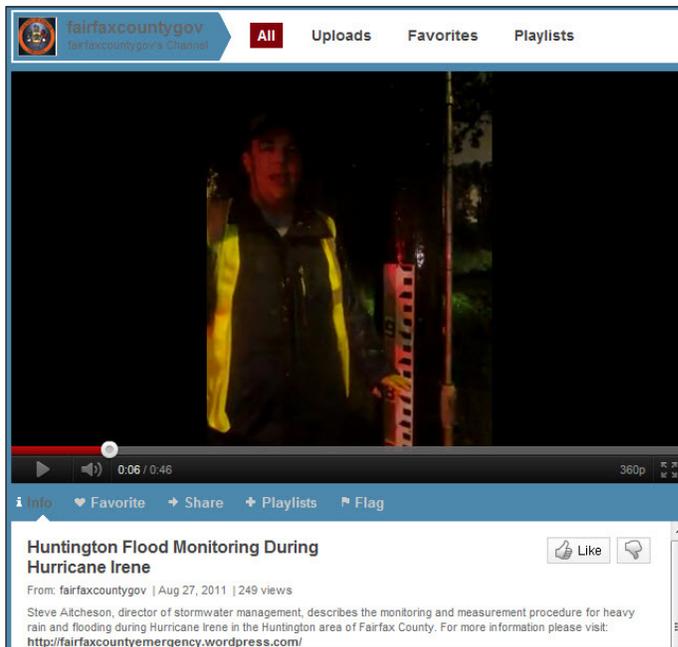
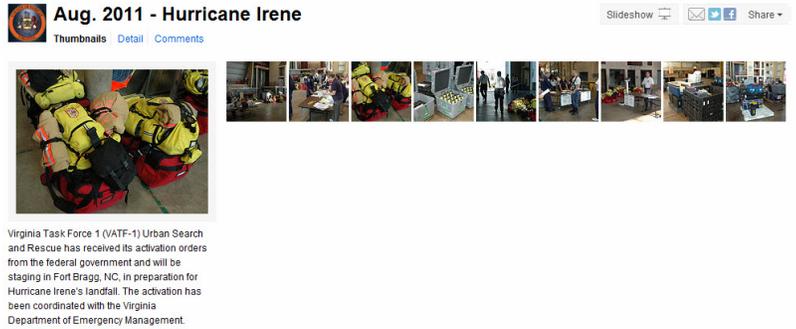
## YouTube and Flickr



YouTube for videos and Flickr for images are key parts of our social media platforms. We often publish videos and photos to share on the county website, emergency information blog, Facebook, Twitter and elsewhere. The public then takes these videos and photos and shares them in many ways.

### By The Numbers

- **5,766: photo views on Flickr** — — — — →
- **1,863: video views on YouTube** |



Media outlets often publish our videos to their sites, thus repeating our message:





## Ask Fairfax!

For nearly a year, Ask Fairfax! has been one of our key engagement tools to connect our residents with county experts. On Friday, Aug. 26, we hosted an online discussion with the county's emergency management coordinator.

### By The Numbers

- **121: questions from the public, second-most # of submitted questions for Ask Fairfax!**



This discussion is one of many examples of how we use multiple tools to communicate the same message:

**Fairfax County Emergency Information**  
Official Fairfax County Government Emergency Preparedness, Response and Recovery Information

Digital Preparedness

August 26, 2011

Earthquake, Hurricane Irene, Hurricanes, Prepare  
Leave a Comment  
( Edit )

### Emergency Preparedness Chat

Dave McKernan, coordinator of Emergency Management, is online now answering your questions about the earthquake, Hurricane Irene, and emergency preparedness tips.



Follow the chat and submit questions here: <http://go.usa.gov/kGA>



### Fairfax County Government

Dave McKernan, coordinator of Emergency Management, is online now answering your questions about the earthquake, Hurricane Irene, and emergency preparedness tips.

Follow the chat and submit questions here: <http://go.usa.gov/kGA>



Wall Photos



**fairfaxcounty** Fairfax County

Transcript from today's online discussion w/ our emergency management coordinator about Hurricane #Irene: [1.usa.gov/ndY47D](http://1.usa.gov/ndY47D)  
26 Aug

**Fairfax County VIRGINIA**

Home Living Here Doing Business Visiting Departments & Agencies

Search Site:  Go

### Archive

#### Hurricanes and Earthquakes

Do you have questions about hurricane or earthquake preparedness/response? Join Dave McKernan, Office of Emergency Management coordinator, as he takes your questions about Hurricane Irene and Tuesday's earthquake.

David McKernan : Good Morning,

What a week! As we recover from the earthquake, we prepare for Hurricane Irene. It is important that every individual be prepared to sustain themselves for up to three days. I look forward to answering your questions!

David McKernan

Lisa King : Should the people of Fairfax County prepare for Hurricane Irene? Also, should my family evacuate or stay?

David McKernan : Yes, although the storm is not expected to have significant impact on Fairfax County, we should always remain prepared. Ensure that you have food and water, medications, and special needs considerations for up to 72 hours, or 3 days. Be prepared for power outages and stay informed. Two ways to stay informed are through the Community Emergency Alert Network (CEAN) at [www.fairfaxcounty.gov/cean](http://www.fairfaxcounty.gov/cean) or through our new emergency blog at [www.fairfaxcounty.gov/emergency/blog](http://www.fairfaxcounty.gov/emergency/blog).

At this point there is no need to evacuate from anywhere in Fairfax County.

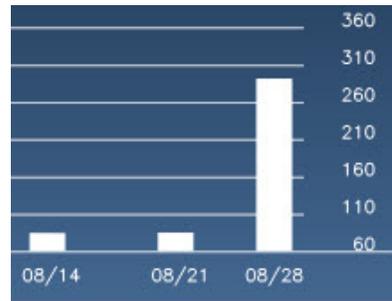


## Mobile

Mobile devices are fast becoming the tool of choice to share and consume information. Most of the information we publish can be viewed on smartphones, while all of our messages can be published to any type of cellphone through text alerts. To address this shift in consumer behavior, Fairfax County has begun implementing a modest mobile strategy to ensure our information is compatible and usable for our residents. The county's website is now mobile-friendly and we've included a special mobile emergency home page so people can access our information easily. We also have iPhone and Android apps.

### By The Numbers

- **289: # of county iPhone app downloads**  
(compared to 75 from 8/20-8/24)



**Fairfax County VIRGINIA**

**Mobile Emergency Home Page**

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**Stay Informed**

- Emergency Information Blog >
- Subscribe to Text & Email Alerts >
- Facebook Updates >
- //
- Twitter Updates >

**Phone Numbers**

@fairfaxcounty: Flooding or standing water may be an issue on roads into Sunday. If you must travel follow these tips: <http://t.co/Gxazw0a> #VAirene

Aug 28, 2011 12:38 AM

@fairfaxcounty: Explaining Huntington flood monitoring during Hurricane Irene. Blog: <http://t.co/DOGLU6f> Video: <http://t.co/ST7qiuF> #VAirene



### Fairfax County Government

Be prepared! Download our Android or iPhone apps today for emergency information, news, transportation, contact directory, locations and more: <http://1.usa.gov/ffxapps>



**Mobile, Apps and Texts - Fairfax County, Virginia**  
[www.fairfaxcounty.gov](http://www.fairfaxcounty.gov)

Questions? Contact [greg.licamele@fairfaxcounty.gov](mailto:greg.licamele@fairfaxcounty.gov) in the Office of Public Affairs

View Previous Web Metrics Reports at <http://fairfaxnet.fairfaxcounty.gov/Dept/OPA/Pages/Metrics.aspx>