

ADDENDUM

REFERENCE MATERIALS | ADDITIONAL INFORMATION

COMMUNICATIONS - PIE BRANCH

COVID-19 SOCIAL MEDIA & WEBSITE METRICS, 2020 YTD

Facebook – 2,688 Likes

Jan – Aug

- 5,992 Followers
- 359 Posts
- 2,580 Shares
- 728 Comments
- Post Reach 50,2210

facebook.com/MKEHealth

Twitter – 2,815 Followers

Feb - Aug

- 344 Tweets
- 563,387 Tweet Impressions
- 11,166 Engagements
- 820 Likes

twitter.com/MKEhealth

Instagram –

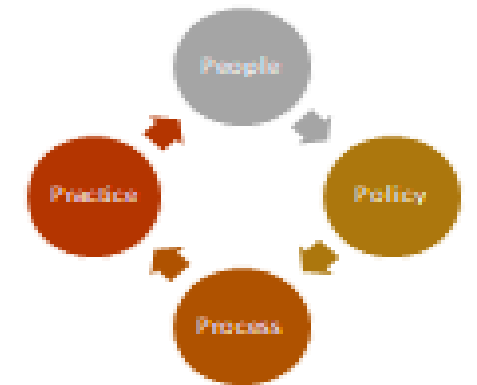
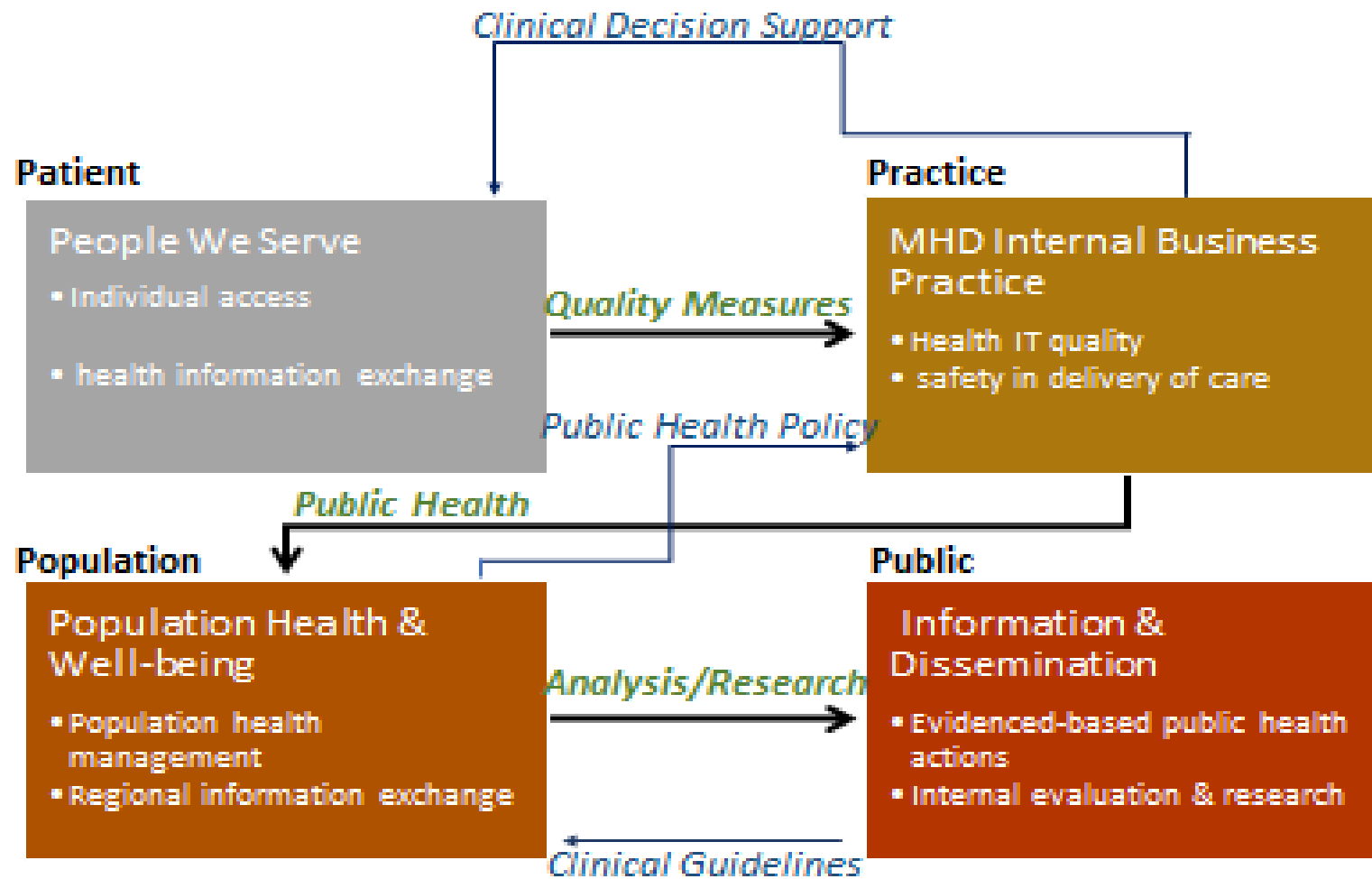
- Inaugural post April 29
- 412 followers, 79 posts
- Creating more engaging “Stories” on Instagram and Facebook

instagram.com/mkehealth

Websites (1/1/2020-9/30/2020)	Pageviews YTD	Unique Pageviews YTD
milwaukee.gov/Coronavirus (Launched May 2020) Translated in Spanish & Hmong	240,924	193,843
milwaukee.gov/health/....	291,832	241,530

Policy, Innovation, & Engagement Branch: Draft Framework

MHD IT Ecosystem Vision



- Technical standards & services
- Interoperability
- Privacy
- Security protections

- Supporting business and clinical environments
- Regulatory environments
- Rules of engagements
- Partnerships
- Governance