

TRANSPORTATION OUTREACH REPORT



KIPDA
Kentuckiana Regional Planning
& Development Agency

SOCIAL MEDIA



February 2024

March 2024

11 Posts
31,954 Impressions
4,322 Engagements

8 Posts
840 Impressions
62 Engagements



February 2024

March 2024

12 Tweets
944 Impressions
81 Engagements

7 Tweets
488 Impressions
62 Engagements



February 2024

March 2024

13 Posts
586 Impressions
52 Engagements

7 Posts
401 Impressions
59 Engagements

*12 New Followers Gained Feb/Mar

WEBSITE UNIQUE VISITS

February 2024

March 2024

Transportation

Transportation

Main Page

Main Page

241

225

TIP Page

TIP Page

164

138

MTP Page

MTP Page

116

92

EVENTS & OTHER OUTREACH

- Louisville Metro Health and Wellness Fair
- Middletown Chamber of Commerce Meeting
- Kentucky Association of Government Communicators Meeting

2.7K

Avg. Total
Engagements per
Month

17.6K

Avg. Total Impressions
per Month