



Information Technology  
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**VIA FIRST CLASS MAIL**

July 16, 2012

Caitlin Doermer  
NBC 5 Chicago  
454 N. Columbus Drive  
Chicago, IL 60611-5555

RE: Response letter to Freedom of Information Act Request

Dear Ms. Doermer:

On July 12, 2012, the City of Evanston (the "City") received your written request for copies of certain City public records (the "Request") pursuant to the Freedom of Information Act ("FOIA"). Your Request was for the following public records: copies of documents sufficient to show how many employees (or computer "users") accessed each of the following websites from January 1, 2012 until the present day: Facebook, YouTube and Twitter.

Your Request is granted; enclosed you will find a report issued by the Information Technology Division. The report is a total of the usage data for the computer users of the City of Evanston for the social media websites of Facebook, YouTube and Twitter.

Please note that over the last three years the City of Evanston has worked to expand its communications tool kit to better communicate with its residents, workforce and visitors in the desired manner in which they prefer to receive their news and information. We have multiple social media assets that we use including eight Facebook pages covering city news (4,096 members), fire, police, library, teens, cultural arts and economic development. Evanston also maintains three Twitter feeds for news, urgent notifications and daily beach status. Finally, the City has a government YouTube channel that allows residents the ability to watch council and committee meetings along with other PSA materials the city produces. Employees review City Council meetings and committee meeting proceedings as part of their regular job duties. All of these social media assets require staff throughout the organization to maintain and monitor them on a daily basis. These assets have become an integral part of how we communicate with residents and how they can communicate with us.

The City Manager also reviews internet usage reports every six months, and has initiated investigations into improper use in the past.

The amount owed for the copies is: \$0.00

Sincerely,  
CITY OF EVANSTON

By: \_\_\_\_\_  
Jose Calderon  
Information Technology Division Manager

<b>Website</b>	<b>YouTube</b>	<b>Facebook</b>	<b>Twitter</b>
Total Time H:M:S	1517:39:38	4105:59:07	638:13:59
Total Users	825	807	246