Juvenile Welfare Board
Investing in children. Strengthening our community.

Board of Directors Meeting

November 19, 2026

Communications and Media Report

Item VI.H.

Recommended Action: Information Only

Strategic Plan Alignment: Administration

The Strategic Communications Team presents the Communications and Media Report that includes website and social media dashboards, as well as media mentions that occurred from September 16 through October 15, 2026.

Staff Resources: April Putzulu
Morgan Wood

Communications and Media Report

September 16, 2026 to October 15, 2026

Website Dashboard

JWBPinellas.org

Website Traffic

Page Views
12,202 +510

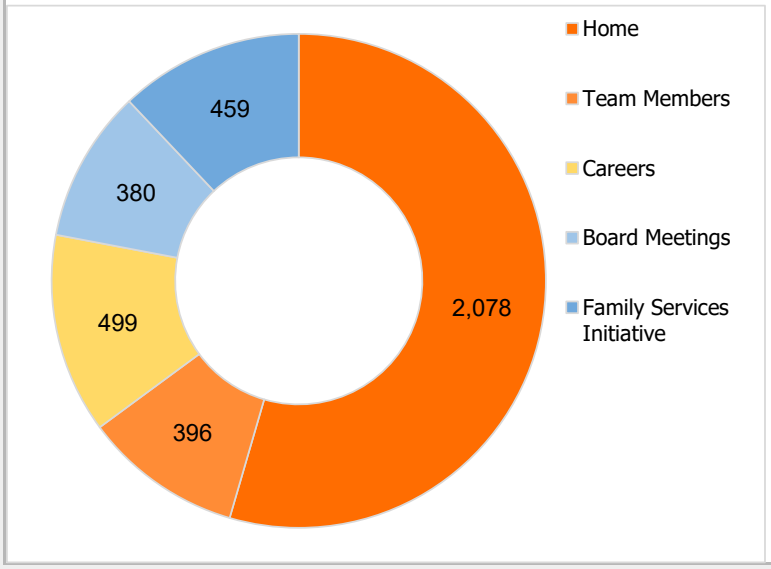
Sessions Per User
0.19 -1.00

Unique Visitors/Users
7,365 +2066

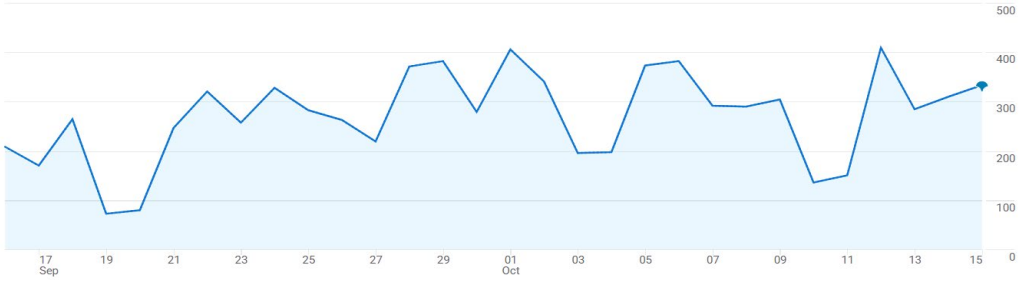
New Visitors/Users
4,009 -915

Average pages viewed during a visit
1.66 -0.06

Top Webpages Viewed



Pageviews



Social Media Dashboard: 9/16/26 - 10/15/26

@JWBPinellas

Followers

5,307
+46
Followers

2,250
+24
Followers

1,520
+16
Followers

700
+4
Subscribers

Impressions

Facebook
38.6K -61%

LinkedIn
5.67 -13%

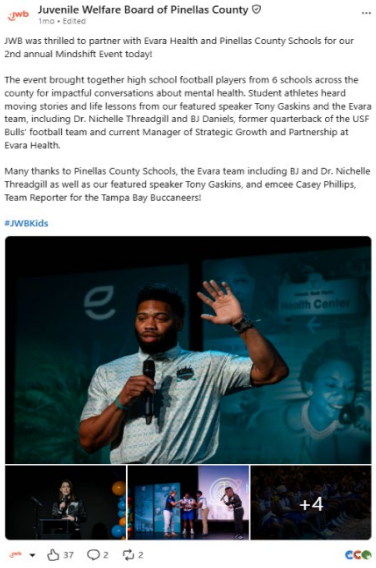
Engagement

Facebook
2.11K -54%

LinkedIn
1.31k +65%

Top Performing Post | LinkedIn

Impressions: 825 **Engagement: 367**



Top Performing Post | Facebook

Impressions: 1723 **Engagement: 41**



JWB In The News: 9/16/26 - 10/15/26

JWBPinellas.com/Newsroom

Media Outlet	Date	Description
News Channel 8	10/9/2026	Former NFL Quarterback Helps Pinellas County Student Athletes Battle Mental Health | JWB was featured