

# Outreach Report

PUBLIC EDUCATION  
April 2026



ACCT VIEWS

**25,273**

Compared to Last Month

**-40%**

ACCT ENGAGEMENT

**1,918**

Compared to Last Month

**-43.9%**

ACCT FOLLOWERS

**12,749**

Compared to Last Month

**+1%**

**TOTAL  
CONTENT  
INTERACTIONS**

REACTIONS

**321**

COMMENTS

**11**

SHARES

**12**

**FOLLOWERS VS.  
NON-FOLLOWERS**

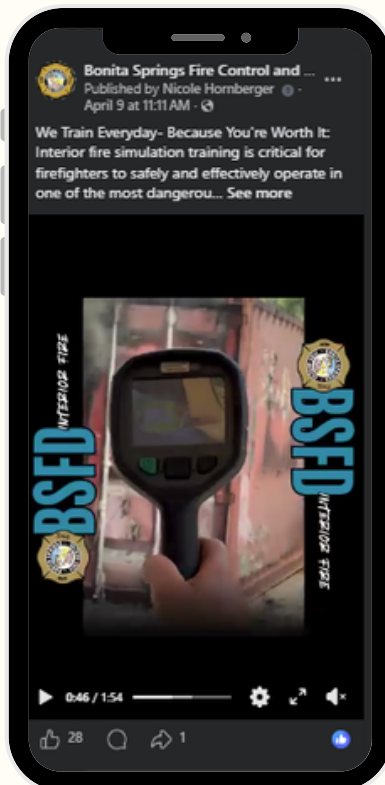
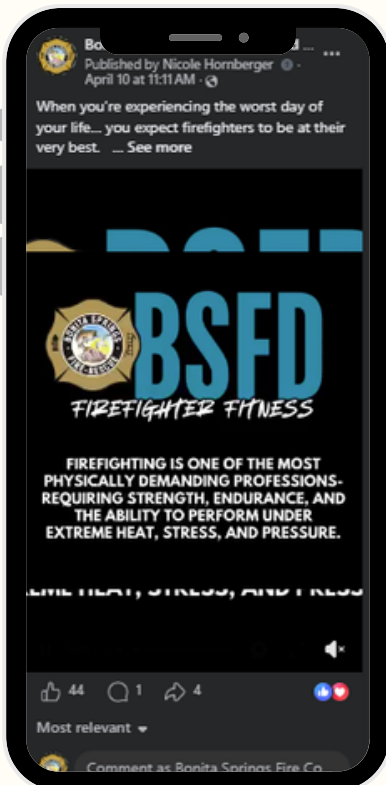
FOLLOWERS

**54.4%**

NON-FOLLOWERS

**45.6%**

## TOP CONTENT












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## CONTENT BREAKDOWN

	VIEWS	VIEWERS	ENGAGEMENT	IMPRESSIONS
 <p><b>Our Bonita Springs firefighter...</b> Published + Apr 23 at 11:11 AM</p>	1733	1333	100	1743
 <p><b>#TwoSeasonsOnePlan, is a re...</b> Published + Apr 20 at 11:12 AM</p>	389	292	6	355
 <p><b>Two Seasons. One Plan. ...</b> Published + Apr 18 at 7:00 PM</p>	322	249	4	343
 <p><b>Two Seasons. One Plan 🔥 I...</b> Published + Apr 17 at 11:11 AM</p>	905	609	16	687
 <p><b>#TwoSeasonsOnePlan, is a re...</b> Published + Apr 16 at 7:01 PM</p>	339	270	3	334
 <p><b>When you're experiencing the...</b> Published + Apr 10 at 11:11 AM</p>	2408	1875	232	2436
 <p><b>We Train Everyday- Because Y...</b> Published + Apr 9 at 11:11 AM</p>	1398	1127	103	1432
 <p><b>No text content</b> Published + Apr 8 at 4:51 PM</p>	1546	864	305	929
 <p><b>Our firefighters had an egg-ce...</b> Published + Apr 8 at 11:11 AM</p>	1216	939	75	1210
 <p><b>No text content</b> Published + Apr 5 at 9:01 AM</p>	2105	1131	363	1381




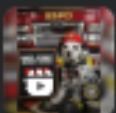
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## CONTENT BREAKDOWN

	VIEWS	VIEWERS	ENGAGEMENT	IMPRESSIONS
 <p><b>Happy Easter Day, Bonita Springs</b> Published • Apr 5 at 8:01 AM</p>	326	247	20	321
 <p><b>Hope you and your peeps have a happy Easter</b> Published • Apr 3 at 7:01 AM</p>	370	258	12	334
 <p><b>Not only will the Easter Bunny bring you candy, but also a fire truck</b> Published • Apr 2 at 5:55 PM</p>	539	408	12	538
 <p><b>BSFD Firehouse Puppy Academy</b> Cross posted • Apr 1 at 11:18 AM</p>	1240	829	39	1106

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ACCT VIEWS

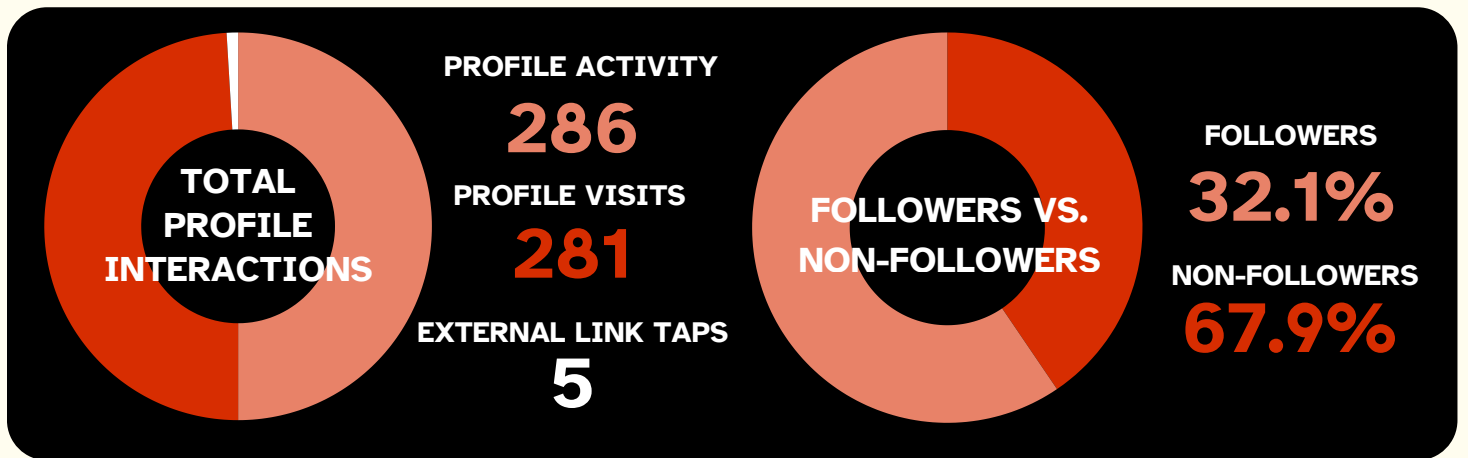
**5,560**

ACCT INTERACTIONS

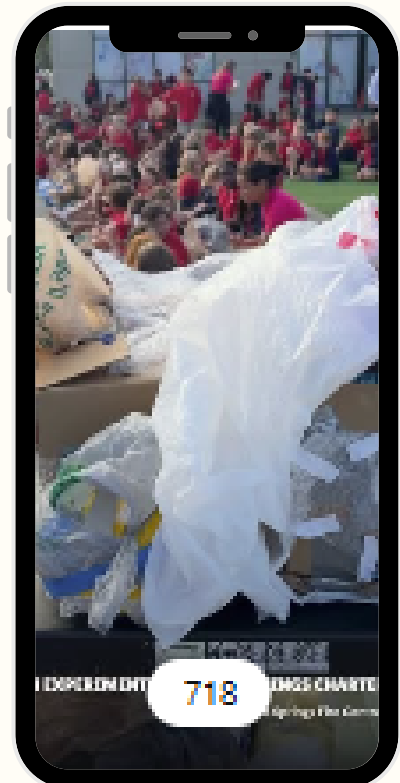
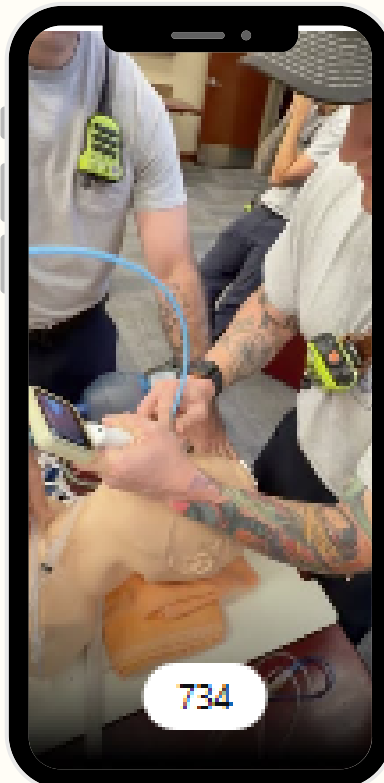
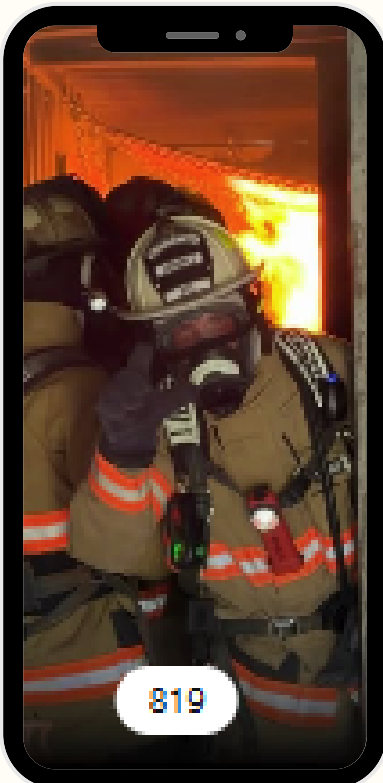
**205**

ACCT FOLLOWERS

**624**



## TOP CONTENT



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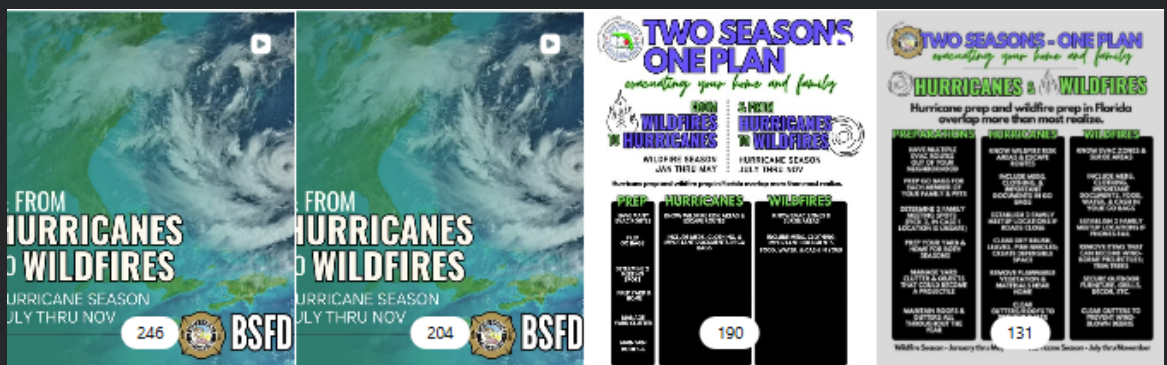
April 2026



## CONTENT BREAKDOWN



ACCTS REACHED	569	557	507	401
INTERACTIONS	36	55	33	31
SHARES	3	7	3	2
VIEWS	819	734	718	583



ACCTS REACHED	246	204	190	131
INTERACTIONS	10	2	3	7
SHARES	0	0	0	0
VIEWS	277	262	237	234

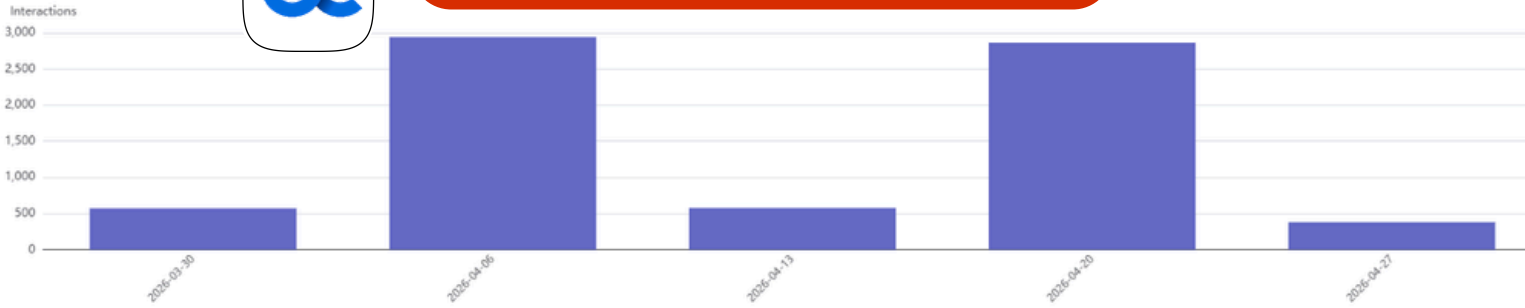
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## MONTHLY INTERACTION COUNT



- PUSH HISTORY VIEWS  
**693**
- BOARD MEETING TAB VIEWS  
**74**
- CHIEFS DESK TAB VIEWS  
**65**
- STATION LOCATIONS TAB VIEWS  
**29**
- FIRE PREVENTION  
**30**
- INSPECTION REQUEST FORM  
**30**
- FIRE & LIFE SAFETY TAB VIEWS  
**29**
- CPR STEP-BY-STEP  
**18**
- COMENDATION/COMPLAINT  
**20**

### OUTREACH EVENTS

#### **4/2 HEARTSAVER CPR FOR THE GENERAL PUBLIC:**

The American Heart Association (AHA) curriculum prepares the public to perform CPR and use an AED on adults, children, and infants. The course emphasizes effective compressions, airway management, and breathing. It also covers treatment for choking victims. Participants receive a completion card, valid for two years.

#### **4/4 EASTER BUNNY DELIVERY:**

As part of our Friendly Firefighter's curriculum, a Santa or Easter Bunny, provided by the requesting agency or by the BSFD, can be delivered to any holiday event via fire engine. To preschools, fire safety and water safety information can also be provided by the seasonal character.

#### **4/7 EGG DROP- STEM PROJECT DROP AT BONITA SPRINGS CHARTER:**

To show support and engagement within our community, the BSFD participates in numerous events. Supporting local businesses, non-profit causes, and collaborating agencies shows yet another type of commitment to our community and is another way the BSFD can serve our residents while bolstering the hometown feeling we all enjoy in Bonita Springs.

#### **4/16 CAR SEAT INSTALLATION/SAFETY TRAINING- MOM'S GROUP:**

Certified Car Seat Technicians provide education to caregivers and assist in the installation of car seats for infants, toddlers and young children. We ask the public to make appointments for their car seat installation assistance on Wednesday mornings. The District does have a self-funded car seat donation account to purchase car seats for those that may not otherwise be able to afford one

#### **4/18 TRUCK TOURS - K-3RD CARNIVAL AT BONITA SPRINGS CHARTER:**

As part of our friendly firefighter's curriculum, equipment and apparatus tours are presented to an audience at events, schools, or fire stations throughout the District. Children have a chance to become acquainted with the apparatus, fire hose, medicine, and tools through kinesthetic learning. Becoming familiar with these fascinating objects, allows children to recall a positive experience with firefighters, creating a sense of calmness if ever involved in an emergency of their own.

#### **4/29 HURRICANE PREP SEMINAR AT SOUTHERN PINES:**

A severe weather preparation presentation specific to hurricanes presented via PowerPoint. Information on how residents can prepare, and actions before, during, and after the storm are offered to the audience. Additional information on the South Lee EOC, FD Operations, evacuation plans, sheltering in place, and emergency kits is discussed and encouraged.

#### **4/30 BONITA SPRINGS ELEMENTARY FIRST GRADE FIRE STATION FIELD TRIP AT ST.21:**

Interactive safety information presented to a first-grade audience. Curriculum consists of 911 education, matches and lighters education, exit drills in the home, and safe meeting place education. A firefighter in gear is presented to show children what a firefighter will look like during a structure fire. The objective is to allow children to encounter firefighters in a positive setting, with the hope that they'll not hide during a fire. The presentation wraps-up with a tour of the fire station and fire engine, and firefighter relay race always a crowd favorite.

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## OUTREACH EVENTS

<b>QUARTER 1: JANUARY 1 - MARCH 31</b>	<b>JAN</b>	<b>FEB</b>	<b>MAR</b>
<b>CAR SEAT ASSISTANCE</b>	12	22	28
<b>SMOKE ALARM ASSISTANCE</b>	65	0	3
<b>QUARTER 2: APRIL 1 - JUNE 30</b>	<b>APR</b>	<b>MAY</b>	<b>JUN</b>
<b>CAR SEAT ASSISTANCE</b>	14		
<b>SMOKE ALARM ASSISTANCE</b>	2		
<b>QUARTER 3: JULY 1 - SEPT 30</b>	<b>JUL</b>	<b>AUG</b>	<b>SEP</b>
<b>Car Seat Assistance</b>			
<b>Smoke Alarm Assistance</b>			
<b>QUARTER 4: OCT 1 - DEC 31</b>	<b>OCT</b>	<b>NOV</b>	<b>DEC</b>
<b>Car Seat Assistance</b>			
<b>Smoke Alarm Assistance</b>			