



Hurricane Michael Website Efforts

Public Site

- Create Hurricane Michael page
 - <https://www.citizensfla.com/hurricanes>
 - Post Catastrophe Response Center locations
 - Post hurricane preparation resources
- Create and post Hurricane Michael Storm Tracker banners
- Post binding suspension alert
- Post Hurricane Michael navigation grid
- Post hurricane preparation resources on Brochures page and Strengthen Your Home page

Agent Site

- Post Hurricane Michael Storm Tracker banners
- Post binding suspension alert
- Update binding history

Adjuster Site

- Post Hurricane Michael Storm Tracker banners
- Post binding suspension alert
- Post Hurricane Michael letters
- Post Claims Governance communications
- Post Hurricane Michael storm stats
- Post Hurricane Michael (GIC job aid)

	/monitor	/hurricanes	/hurricane-faqs	/call-citizens-first	/mypolicy	/contactus	/adjusters/storms
10.07.18	26	0	0	9	412	75	0
10.08.18	156	89*	184*	52	998	702	22
10.09.18	254	193	121	63	953	730	59
10.10.18	251	160	21	56	991	632	95
10.11.18	66	216	12	95	990	701	68
10.12.18	13	283	14	112	938	659	223
10.13.18	13	148	36	52	551	230	141
10.14.18	10	133	31	25	518	131	141
10.15.18	26	277	26	79	1,151	720	164
10.16.18	29	283	19	81	907	701	142
10.17.18	14	204	20	90	1,006	681	144
10.18.18	17	207	9	51	940	692	132
10.19.18	20	158	23	77	947	533	137
10.20.18	12	100	2	39	461	119	81
10.21.18	4	49	3	30	532	101	80

*Went live at 5 p.m.

Highest page views during time period

Website traffic on Michael-related pages remained steady from October 7-21

- There were 113,241 visits to the Public website.
- This was the first storm after the launch of online claims reporting via myPolicy
 - The myPolicy page had the highest page views during the time period
 - 12,295 hits, with a high of 1,151 visits on 10/15

Internal Site

- Post binding suspension alert
- Post Citizens Office Status for Hurricane Michael article
- Post Citizens Opens CRCs in Panhandle to Help After Michael article
- Post Citizens Aids Storm Victims 'When We Needed You' article
- Post Hurricane Relief Scams - Give Carefully article
- Post Citizens Joins State, FEMA at 'Insurance Village' article
- Post News Clips
- Post CAT Reporting link under *Quick Links* tab
- Post Polls: What was the wind speed when Hurricane Michael made landfall?
- Create and post banner (Photos from the Field) with slideshow

Hurricane Michael Social Media Efforts Post Event

Facebook

- Posting [Florida Storms](#) content as applicable, including live broadcast notifications
 - FPREN sponsorship includes partner posts with Florida Storms throughout storm season
- Sharing information on Catastrophe Response Center locations, closure announcements, post storm recovery information, clean up tips, fraud and AOB abuse awareness messaging etc.
 - Post engagement (10/14-10/20) increased by 4% over the previous week
 - 10/8-10/14 was 346% increase
 - Post reach (10/14-10/20) increased by 58% over the previous week
 - 10/8-10/14 was 175% increase
 - Page followers (10/14-10/20) increased 82% over the previous week
 - 10/8-10/14 was 275% increase
 - Page likes (10/14-10/20) increased 100% over the previous week
 - 10/8-10/14 was 250% increase
- Specific post-storm recovery messaging and graphics created to announce CRC locations which were easily shared with local law enforcement and government officials to help spread awareness.

Twitter

- Posting [Florida Storms](#) content as applicable, including live broadcast notifications
- Sharing information on Catastrophe Response Center locations, closure announcements, post storm recovery information, clean up tips, fraud and AOB abuse awareness messaging, etc.
- Focused on sharing local information to help amplify the efforts of recovering communities
 - Main Twitter account
 - 180% increase in impressions in the last 28 days
 - 131,000 total impressions
 - 14% increase in mentions in the last 28 days
 - Added 22 new followers in the last 28 days
 - Agent Twitter account
 - 156% increase in impressions in the last 28 days
 - 18,700 total impressions
 - 80% increase in mentions in the last 28 days
 - Added 4 new followers in the last 28 days
 - News Twitter account
 - 255% increase in impressions in the last 28 days

- 6,500 total impressions
 - 300% increase in mentions in the last 28 days
 - Added 10 new followers in the last 28 days
- Specific post-storm messaging and graphics created to announce CRC locations which were easily shared with local law enforcement and government officials to help spread awareness.

Hurricane Michael Policyholder Emails

Name	Sent	Opened	Total Clicks	Bounced
Policyholder Email: <i>Hurricane Michael: Citizens is Ready to Help</i>	6799	2541	344	188
Policyholder Email: <i>Citizens Is Ready to Help: New Claims Information for our Policyholders</i>	690	181	8	20
Policyholder Email: <i>Citizens Is Ready to Help: New Claims Information for our Policyholders</i>	7682	2395	184	214
Policyholder Email: <i>Citizens is Ready to Help: New Claims Information for our Policyholders Near Port St. Joe</i>	169	51	4	3
Policyholder Email: <i>Citizens is Ready to Help: New Claims Information for our North Florida Policyholders</i>	7260	1842	77	157
	22600	7010	617	582

Hurricane Michael Agent Emails

Name	Sent	Opened	Total Clicks	Bounced
Agent Updates Bulletin: <i>Preparation for Hurricane Michael</i>	960	287	30	1
Agent Updates Bulletin: <i>Post-Michael Information and Webinars</i>	960	282	34	0
Agent Updates Bulletin: <i>More Post-Michael Information: Catastrophe Response Centers and Webinars/Conference Calls</i>	219	63	8	0
Agent Updates Bulletin: <i>More Post-Michael Information: Catastrophe Response Centers and Webinars/Conference Calls</i>	872	275	9	0
Agent Updates Bulletin: <i>More Post-Michael Information: Catastrophe Response Centers and Webinars Updates</i>	869	237	1	0
Agent Updates Bulletin: <i>Post-Michael Information: More Webinars and Catastrophe Response Centers to Discontinue on October 21 and 23</i>	1541	443	37	2
Agent Updates Bulletin: <i>Hurricane Michael Emergency Order</i>	10452	2957	34	65
	15873	4544	153	68

Hurricane Michael Radio Advertising and Announcements

Florida Public Radio Emergency Network

- Messaging on Florida Public Radio was changed in the Pensacola and Tallahassee markets for broadcast post Hurricane Michael landfall to encourage customers to Call Citizens First through the toll-free number or online via myPolicy.
 - This messaging change was included in the sponsorship agreement which started in May 2018 and runs through May 2019.
- Spots run throughout the day with guaranteed drive time runs.

Contract Emergency Advertising

- A meeting was held with our vendor, C-Com, on October 9 to develop a radio messaging strategy that would go on air as soon as possible.
 - Markets included in this media buy focused on areas served in Leon County west to the Florida/Alabama state line.
 - Messaging was trafficked in the Pensacola, Tallahassee, Fort Walton Beach and Panama City markets. Spots were scheduled for an eight times per day rotation for a week (October 12-18).
 - As CRC locations were announced and opened, messaging was modified to include targeted spots for the Panama City market. Spots were extended for an additional week with an eight times per day rotation (October 18-25).
- Live announcements were made on heavy rotation on both Oyster Radio (WOYS - Franklin / Gulf / Wakulla County) and 92.5 WPAP (Panama City) for the CRC locations in the Panhandle all day Thursday, October 18.

External Communications

Press Releases

- 10.07.18 – [Quick Developing TS Michael threatens Panhandle. Are you Ready?](#)
 10.13.18 – [Citizens Opens Catastrophe Response Centers to Handle Michael Claims](#)
 10.16.18 – [Citizens Opens Catastrophe Response Centers in Port St. Joe, Apalachicola](#)

Customer Brochures

- [Mobile Home Claims after a Hurricane](#) – 2,000 sent to the field and with Agency Managers
[Hurricane Coverage: What You Need to Know](#) – 1,500 sent to the field and with Agency Managers
[Assignment of Benefits: What You Need to Know](#) – 500 sent to the field
[Reporting a Claim in Four Easy Steps](#) – 200 sent to the field
[You've Reported Your Claim to Citizens – What happens now?](#) – 200 sent to the field

Yard Signs

- Yard signs were set up in Mexico Beach and surrounding areas advertising for the Port St. Joe CRC location to help direct customers to the site.
- Additional signs were produced with *Call Citizens First* messaging to help inform customers of available claims reporting avenues and help curb potential fraud. These signs have been placed in neighborhoods and surrounding communities where the CRCs are located.

Informational Flyers

Leveraging the same design language that is being used for CRC location announcements, flyers were developed to help increase awareness in communities and shared with local businesses, legislative offices and community relief organizations.

Door Hangers

Door hangers were developed as an additional communications touchpoint for field staff to make contact with customers in affected areas. Policy data was used to locate properties near the CRC sites and leave information if the resident was not available.

Legislative and Cabinet Affairs

- Established CRC site locations
 - Leveraged relationship with Walmart/Sams Club to secure Panama City CRC site which evolved into staging site for the CFO Patronis' Insurance Village.
- Lead contact with EOC in Franklin and Jackson counties
- Made contact with and visited local officials
 - Representative Halsey Beshears
 - Representative Brad Drake
 - Representative Clay Ingram
 - City Manager Ron Nalley (Apalachicola)
 - Sheriff A.J. Smith (Franklin County)
 - Tax Collector Rick Watson (Franklin County)
- Worked in conjunction with GIS team to produce heat maps illustrating policy count and claims volumes in Senate/House districts in the impacted area.
- Participated in daily situation calls produced by the State Emergency Operations Center.