

**COMMUNICATION 130195**

Received From: Amanda Charania, Communications Coordinator  
Addressed To: Committee of the Whole  
Date: October 22, 2019  
Topic: 3rd Quarterly Digital Communications Report 2019

**SUMMARY**

The attached report outlines highlights of the Town's digital communication activity (website and social media) from July 1, 2019 – September 30, 2019.

**COMMENTS:**

Highlights from the 2019 3rd Quarterly Report include:

- Waste Collection (6.39%), Pool (5.81%) and Employment Opportunities (5.77%) were the most viewed pages.
- CP Scoop had 125 new sign ups
- Water & Sewer and Property Tax e-billings are picking up with 328 sign ups in total.
- The most engaging posts on Facebook were Central Bridge Funding Announcement (18,099), Pump Track Opening Day (15,751), Hotel Ground-breaking (12,863) and Pride Square Rocks (12,235)

**STAFF RECOMMENDATION**

THAT the 2019 3rd Quarterly Digital Communications Report be received as information.