# **TOP**FACEBOOK POSTS 0F 2023

## 01

#### **CENTRAL BRIDGE CANADA DAY LIGHTS**

3127 - Reactions330 - Comments212 - SharesOverall Engagement Tone - Positive



## 02 CPFD BRAVERY AWARDS

1924 – Reactions 279 - Comments 78 - Shares Overall Engagement Tone - Positive

## 04

## **HWY 7/TOWNLINE LIGHTS**

691 – Reactions 148 - Comments 90 - Shares Overall Engagement Tone - Positive

## 06

#### **ICE STORM CHARGING STATION**

269 - Reactions 68 - Comments 157 - Shares Overall Engagement Tone - Positive

## Overall Engagement Tone - Positive

03

**O5 CENTRAL BRIDGE RAINBOW LIGHTS** 770 - Reactions 82 - Comments 45 - Shares Overall Engagement Tone - Positive

**SPARTAN RIBBON CUTTING** 

906 - Reactions

83 - Comments

30 - Shares

## 07

**BRIDGE ST REOPENING EVENT** 414 - Reactions 24 - Comments 29 - Shares Overall Engagement Tone - Positive

## 09

SANTA CLAUS PARADE PHOTOS 293 - Reactions 29 - Comments 18 - Shares Overall Engagement Tone - Positive

## **08** SMOKE EVENT POWER OUTAGE

127 – Reactions 115 – Comments 187 – Shares Overall Engagement Tone – Neutral

Carleton PLACE

## 2023 DIGITAL COMMUNICATIONS



highlights

## **3050 SUBSCRIBERS**

CP Scoop is seeing a consistent increase in the number of unique subscribers. We are up 500 subscribers since 2022.



## CARLETONPLACE.CA

128K Users visited the site in 2023 - down slightly from 134K in 2022.

463,187 Pages were viewed in 2023

Pool & Waste Collection are still the most viewed pages



## CANADA DAY

Canada Day saw a noticeable spike in website visits with 1,856 users that day alone. Visits spiked between 8am and 11am and again between 4pm and 8pm.



## **ONLINE REGISTRATION**

Monday, March 20th also saw a spike with 2,716 users – Of that, 1027 visited the Pool page which happened to be the first test of the online swim registration system.

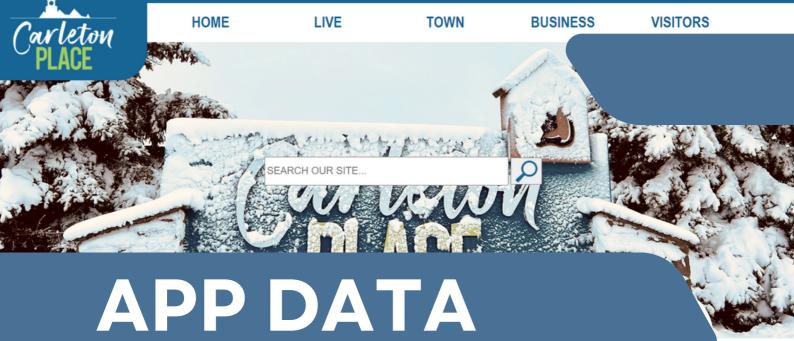
## **REPORT AN ISSUE**

109 Report An Issue Forms were submitted in 2023. The majority of issues reported were typically property standards and Bylaw related with the occasional report of snow-related concerns.



## SITE SEARCH

There were 441,257 searches done in 2023 using the search bar on the website.



#### VIRTUAL TOWN HALL

In May of 2022, the Town launched the Virtual Town Hall website which enables residents to view tax and utility accounts online, register pets or renew pet licenses, and set up pre-authorized payments.

- 858 people have signed up and created an account for their property(s).
- 555 people have either added or made a change to a pre-authorized payment method.
- 6,057 tax bills are issued twice annually, and of those, there are approximately 2,779 people (46%) who receive their billing electronically. Residents can sign up for e-billing on the Town's website or through Virtual Town Hall
- 5,404 water bills are issued quarterly, and out of those, 2,203 people (41%) receive their billing electronically. Residents can sign up for e-billing on the Town's website or through Virtual Town Hall

#### RECOLLECT

- 717 Mobile App downloads in 2023 3,990 Total.
- 4.8 Star App Review (155 ratings).
- 11,121 Materials searches in 2023.
- 788 Reminders created in 2023, 4,405 total the majority are via mobile app
  - of total reminders: Wednesday route has the most with 1,337, followed by Monday route with 1,068, Thursday has 889 and Friday has 565.
- 863 Calendars were printed in 2023.
- 115,089 schedules were looked up.
- The Waste Wizard on our website is outperforming mobile app searches 53.5% to 46.5%.
- Materials searched the most are styrofoam, flower/plant markers & tags, leaves, furniture, paint, motor oil, corrugated cardboard, mattress.