

COMMUNICATION 136012

Received from Amanda Charania, Communications Coordinator
Addressed to Committee of the Whole
Date February 18, 2025
Topic 2024 Communications Year in Review

SUMMARY

The Communications Coordinator has reviewed the 2024 digital communication analytics for the Town's website and social media channels and has summarized the key findings. It is worth noting that the Town moved its website rebuild and hosting in-house in 2024. The new site was launched in June so data collection for 2024 will only be a partial collection.

COMMENTS

- There are currently 3,370 CP Scoop subscribers. Up 320 unique emails from 2023; a 10.5% increase over 2023.
- The average open rate for CP Scoop is 69.9%, which by marketing standards is quite good.
- The top three (3) Facebook posts were related to a movie filming downtown, site clearing for the McNeely Landing subdivision, and installation of the summer baskets by Recreation and Culture staff member Connor Edwards.
- The Recreation and Culture Department had a Facebook post with staff member Bob White flooding Rink 1 in August in preparation for the season which received very significant viewing numbers. Total reach was 483,181, with over 800 likes and 600K plays.
- 66K users visited carletonplace.ca since it launched in June 2024. This metric will be off from previous years as it is only a partial accounting.
- Aside from the home page, pool/beach, waste collection and employment opportunities remain the top three (3) most visited pages. The event calendar saw an increase in traffic this year and has moved up in the most visited pages ranking as has the Arena page.
- Event days continue to provide noticeable spikes in traffic to the Town's website with Canada Day, Pumpkinfest and the Santa Claus parade being the most obvious.
- The Report an Issue form on the Town's website is well used with 54 submissions since the website's launch in June.
- There was a push for residents to sign up for e-billing and now 48% of residents are signed up to receive their bills electronically.
- Virtual Town Hall is steadily increasing in the number of accounts created. There are currently 1,291, up 433 new accounts over 2023; an increase of 50.5%.
- The Town soft-launched the new online.carletonplace.ca portal in 2024. Two (2) events were added in 2024.

STAFF RECOMMENDATION

THAT the 2024 Communications Year in Review Report from the Communications Coordinator dated February 18th, 2025 be received as information.

CarletonPLACE

2024 Annual Communications Report

69.9%

CP SCOOP OPEN RATE

3,370

CP SCOOP SUBSCRIBERS

Top Three Town Hall Facebook Posts



MOVIE FILMING
Reach: 55,998
Likes: 85
Comments: 36
Shares: 161



SITE CLEARING
Reach: 32,948
Likes: 111
Comments: 145
Shares: 48



SUMMER BASKETS
Reach: 32,293
Likes: 203
Comments: 13
Shares: 10

48%

RESIDENTS SIGNED UP
FOR E-BILLING FOR
UTILITIES (WATER/SEWER)
AND TAXES

66K

VISITS TO TOWN'S WEBSITE
SINCE LAUNCH OF NEW SITE IN
JUNE 2024

54

REPORT AN ISSUE
FORMS SUBMITTED
SINCE LAUNCH IN JUNE

TOP PAGES

TOP FIVE PAGES ON TOWN WEBSITE:

1. POOL - 19K
2. WASTE COLLECTION - 15K
3. EMPLOYMENT - 11K
4. EVENTS CALENDAR - 7K
5. ARENA - 6.5K



483,181

REACH ON REC & CULTURE
FACEBOOK VIDEO

819 Likes
34 Comments
600K Plays
64 Shares

online.carletonplace.ca

Built in-house and launched in October 2024. Two (2) events were added allowing for online ticket sales. The site Conversion Rate sits at 23.3%. Market average is 3%

1,291

TOTAL VIRTUAL TOWN
HALL ACCOUNTS. UP 433
OVER 2023