

# Digital Communications 4th Quarterly Report 2019



## Most Viewed Pages (Aside from Landings)



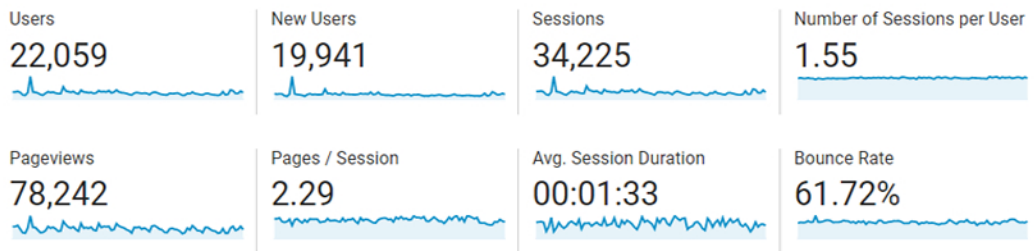
**Waste Collection**  
4,993 views  
6.38%



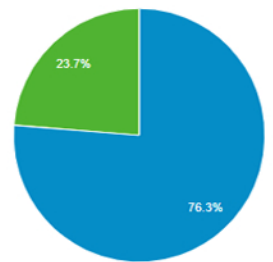
**Town**  
3,695 views  
4.72%



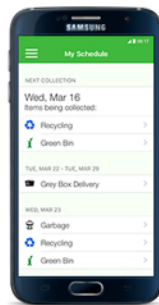
**Employment**  
3,504 views  
4.48%



■ New Visitor ■ Returning Visitor



## Newsletter & App Sign Ups



**Recollect**  
2,543 Addresses Searched  
1,111 Reminders  
1,030 Downloads



402 Signed Up

## Facebook: Most Engaging Posts



**Winter Parking Changes**  
October 25, 2019  
Impressions: 53,220  
Likes: 312  
Shares: 212  
Comments: 603



**Santa Town Hall**  
December 18, 2019  
Impressions: 12,373  
Likes: 951  
Shares: 131  
Comments: 96



**Interim Control Bylaw**  
November 22, 2019  
Impressions: 8,710  
Likes: 45  
Shares: 34  
Comments: 38



**Pumpkinfest**  
October 18, 2019  
Impressions: 7,292  
Likes: 116  
Shares: 24  
Comments: 11