

COMMUNICATION 131024

Received From: Amanda Charania, Communications Coordinator
Addressed To: Committee of the Whole
Date: January 28, 2020
Topic: 4th Quarterly Digital Communications Report

SUMMARY

The Communications Coordinator has prepared the attached report outlining highlights of digital communication activity (website and social media) from October 1, 2019 – December 31, 2019. Also included in the report is a summary of website analytics and search bar data for 2019.

COMMENTS:

Highlights from the 2018 4th Quarterly Report include:

- Waste Collection (6.38%), Town Hall Landing Page (4.72%) and Employment (4.48%) were the most viewed pages.
- The CP Waste Solutions App saw an increase in downloads likely due to the holiday waste collection schedule. There are now over 1000 app downloads.
- The most engaging posts (by impressions) on Facebook for the 4th quarter were the Changes to Overnight Winter Parking (53,220 – please note: some of these impressions were due to a paid boost to this post), a photo of Santa looking at Town Hall sent to us by Louise Devenney (12,373), Notice of the Interim Control By-law Open House (8,710), and Pumpkinfest (7,292)

Highlights from 2019 include:

- Over the course of 2019 there were 140,485 individual sessions on the carletonplace.ca site (slightly down from 153,936 in 2018. The high figure for 2018 was likely due to increase in traffic due to the election)
- 331,820 pages were viewed over the course of the year
- 9,940 searches were made using the search bar feature (down 3,130 searches from 2018)
- The most searched topics were pool and aquatics, waste collection, employment, taxes and water

STAFF RECOMMENDATION

THAT the 2019 4th Quarterly Digital Communications Report and the 2019 Website Analytics Report be received as information.