

Digital Communications 4th Quarterly Report 2019



Most Viewed Pages (Aside from Landings)



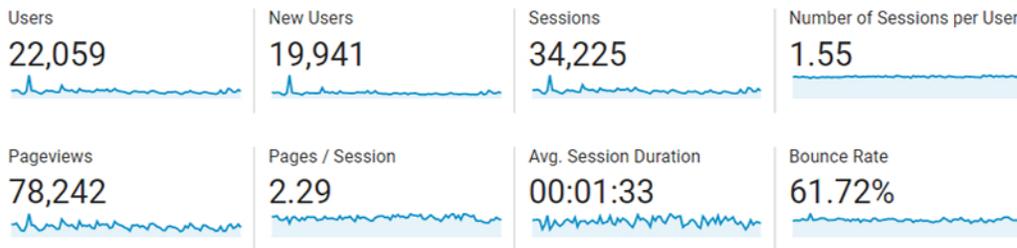
Waste Collection
4,993 views
6.38%



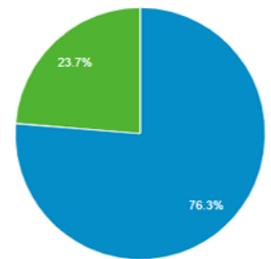
Town
3,695 views
4.72%



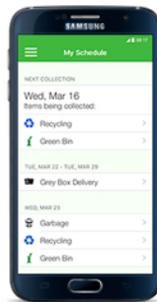
Employment
3,504 views
4.48%



■ 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