



August 2020 at a glance

Communications and Engagement Deliverables - A Month in Review

<i>Method</i>	<i>Description</i>	<i>Statistics</i>	<i>Purpose</i>	<i>Engagement/Reach</i>
Website	The City's website provides the most up to date information for City-related initiatives.	Pageviews 81,776 Unique Pageviews 68,349	Inform/ Engage	Top 5 pages visited: 1. Main page 2. Rec Guide page 3. Water Quality Page 4. Johnson Bentley page 5. Current job opportunities page
E-updates, News Releases /PSAs and more	Our immediate and effective way to connect with residents through our subscribers list to send our news releases, water quality info and project updates.	15 sent in the month of the August to a total of 41,661 subscribers	Inform	3,692 total subscribers: Top 3 subscription categories: 1. News & Alerts (2,891) 2. BWN/Water Quality (1,639) 3. Fire Hazard & Campfire ban (718)
Facebook	A way for us to share immediate and important information with the community. This can include sharing our news releases, individual posts and sharing important updates from our partners like the RDCO, WildSafeBC etc.	49 posts over the month of August	Inform/ Engage	39,168 accounts reached over the month 2,783 users engaged over the month of February Total page Likes on August 31, 2020: 3,055

Twitter	A way for us to share immediate and important information with the community. This can include sharing our news releases, individual posts and sharing important updates from our partners.	52 tweets sent over the month	Inform/ Engage	18,600 total tweet impressions 513 profile visits 14 new followers
Instagram	A way for us to share immediate and important information with the community. This can include sharing our news releases, individual posts and sharing important updates from our partners.	Posts during a one-week period in Sep.: 9	Inform/ Engage	Followers: 2,395 Impressions in a one-week period: 5,217 Accounts reached in a one week period: 963
YouTube/ Videos	Videos allow us to share our message in an informative and engaging manner. These videos can be share on the website, on social media and internally.	4 total videos created	Inform/ Engage	1,066 views on YouTube 7,685 views on Facebook Instagram Story video analytics not available
Direct Mail	This method allows us to target project updates to residents impacted by initiatives.	1 Direct Mailer sent to 8,267 residents		Subject to Petition Against package and explainer document
Surveys	A method of connecting with the community digitally that allows us to educate on projects and hear back from the community on what matters most to them.	One main OurWK survey and mini surveys shared	Inform/ Engage	1,409 Community Questionnaires received 469 Mini weekly surveys received 5,290 distinct inputs received



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Website	The City's website provides the most up to date information for City-related initiatives.	Pageviews 84,227 Unique Pageviews 69,795	Inform/ Engage	Top 5 pages visited: 1. Main page 2. Rec Guide page 3. Johnson Bentley page 4. Current job opportunities 5. News Release page
E-updates, News Releases /PSAs and more	Our immediate and effective way to regularly connect with residents through our subscribers list to send City news releases, water quality info and project updates based on their preferences.	17 sent in the month of Sep. to a total of 52,000 subscribers	Inform	3,710 total subscribers: Top 3 subscription categories: 1. News & Alerts (2,891) 2. BWN/Water Quality (1,639) 3. Fire Hazards & Campfire Bans (723)
Facebook	A way for us to share immediate and important information with the community. This can include sharing our news releases, individual posts and sharing important updates from our partners like the RDCO, WildSafeBC etc.	54 posts over the month	Inform/ Engage	39,217 accounts reached over the month 2,616 users engaged over the month of February Total page Likes on September 30, 2020: 3,074

Twitter	A way for us to share immediate and important information with the community. This can include sharing our news releases, individual posts and sharing important updates from our partners.	46 tweets sent over the month of August	Inform/ Engage	20,700 total tweet impressions 306 profile visits 23 new followers
Instagram	A way for us to share immediate and important information with the community. This can include sharing our news releases, individual posts and sharing important updates from our partners.	Posts in a one-week period in August : 8	Inform/ Engage	Followers: 2,325 Impressions in a one-week period: 5,678 Accounts reached in a one week period: 972
YouTube/ Videos	Videos allow us to share our message in an informative and engaging manner. These videos can be share on the website, on social media and internally.	5 total videos created	Inform/ Engage	1,250 views on YouTube 1,946 views on Facebook Cannot easily pull past views on Instagram
Direct Mail	This method allows us to give specific regional-focused project updates to impacted residents.	2 direct mailers sent to a total of 8,267 residents	Inform	1. RWVTP: What's in your package explainer document 2. Glenrosa: Stage 2 Residential mailer
Surveys	A method of connecting with the community digitally that allows us to educate on projects and hear back from the community on what matters most to them.	One main OurWK survey and several mini surveys shared throughout August and September	Inform/ Engage	1,409 Community Questionnaires received 469 mini weekly surveys received 5,290 distinct inputs received