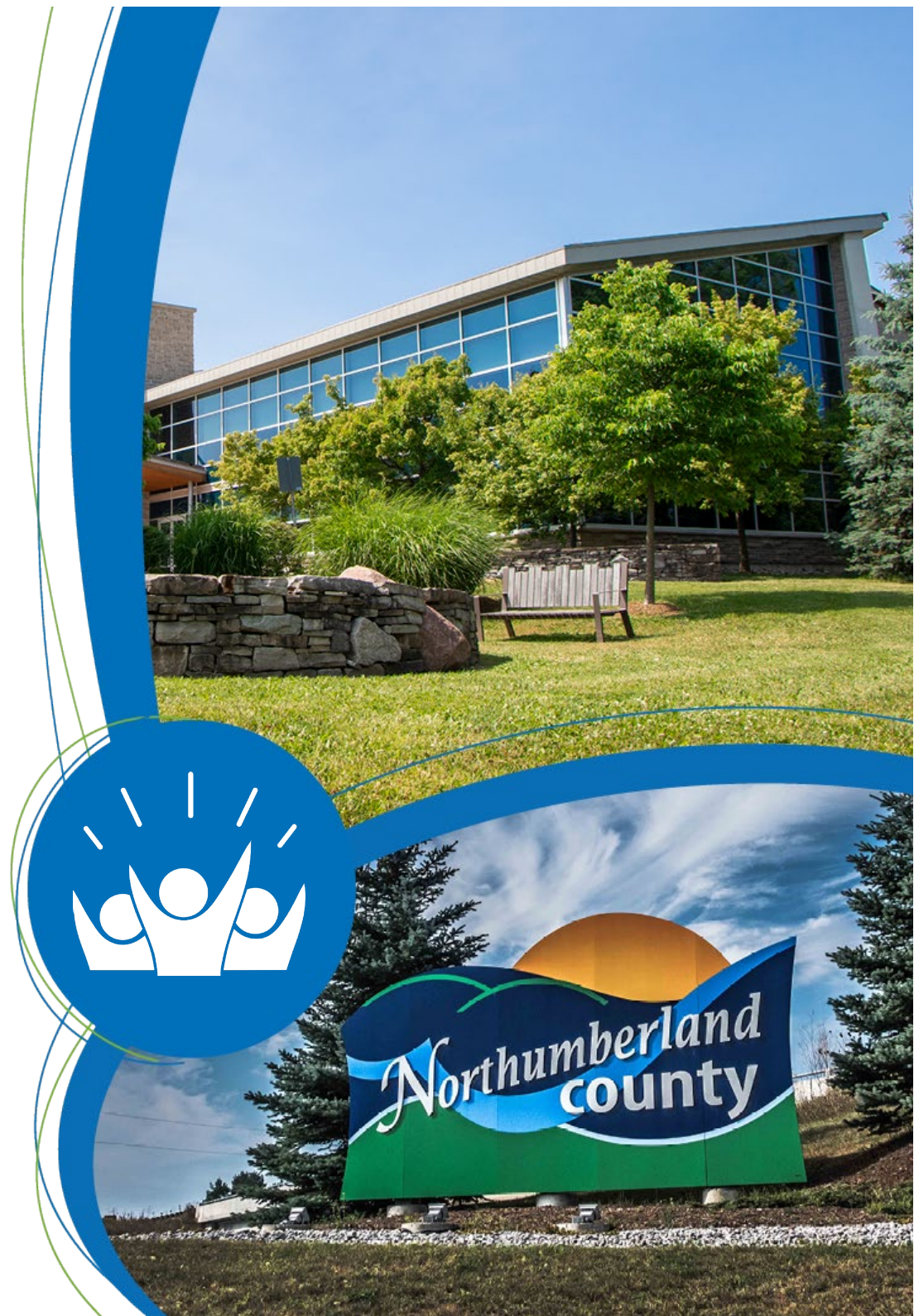




# Communications Department 2024 Q4 Update



### Inputs



22

Communications  
plans developed



23

Active  
campaigns



9

Consultations via  
Join In Nthld



807/15

Social media  
posts/Meta



31

Media  
releases



9

Spokesperson prep  
for media interviews



21

Official  
remarks



2

Accessible content  
training sessions



173

Staff intranet/  
signage posts



20

e-Newsletters  
sent



101

Graphic design  
projects



9

Grant applications  
submitted

### Outputs/Outtakes

#### Social Media



7.9k Followers  
3.6% Increase  
1.3M Total impressions  
4.36% Av. engagement  
vs. 1.54% industry av.



2.3k Followers  
-1.0% Decrease  
21k Total impressions  
2.00% Av. engagement  
vs. 1.48% industry av.



2.2 k Followers  
14% Increase  
44k Total impressions  
9% Av. engagement  
vs. 2.27% industry av.



933 Followers  
571% Increase  
228k Total impressions  
4% Av. engagement  
vs. 4.2% industry av.



Join In  
Northumberland

Visits

3.4k

Informed Visitors

671

#### Website



73.7k Unique visits  
187k Total visits  
1m Av. Time spent

#### Grants



\$471K Secured YTD  
11 Apps with funder  
5 Under development

#### Performance Dashboard



422 Site visits  
34 Total KPIs tracked  
14 Total CHIs tracked

#### Media Relations (print/online stories)



214 Media stories/  
mentions  
87% Direct key message  
pick-up  
66% Spokesperson quotes

17% Positive  
67% Neutral  
16% Negative

## Outcomes

- **310 Division Street:** Supported the successful opening of 24/7 shelter services at 310 Division Street, Cobourg, including promoting recruitment for the Community Liaison Committee, promoting – and hosting over 200 community members at – a public walk-through, and achieving over 8,000 views on social media of a video introducing the new space.
- **OAFVC Campaign:** Increased profile and awareness of Ontario Agri-Food Venture Centre services through a multi-channel campaign that drove an 81% increase in web traffic, strengthening its connection to potential clients and partners.
- **Burnley Bridge:** Fostered informed decision-making and strengthened community trust by engaging 35 residents in a local public information session and helping inform 173 visitors via the interactive project website.
- **Therapy Dog Fundraising Calendar:** Raised over \$1,000 to deliver over 50 holiday meals for seniors and community members in need this winter, through development and promotion of the first ever 'Northumberland Paramedic Therapy Dog Calendar' featuring Ivy Joules.
- **EarlyON Discovery Passport:** Launched a new and engaging competition to encourage families to visit new EarlyON locations and programs in the community. Generated a 37% increase in website visits, and participation of 54 families in the competition – and a significant amount of positive feedback from participants!



## Highlights

### **Community Paramedicine Virtual Wellness Library:**

Supported the launch of a paramedic virtual wellness resource empowering seniors to stay active and improve their health from home.

**Municipal Communications Conference:** Shared expertise with peers across Canada through presentations on strategic communications and marketing.

**Outcomes Measurement Workshops:** Empowered County staff to achieve greater success with funding applications, with 100% of participants reporting improved confidence in developing impactful, outcomes-focused applications.



## Q1 Objectives

**Broadband Expansion:** Secure municipal staff support for permit approvals and raise public awareness of broadband network installation and process for sign-up.

**Website Redesign:** Kick off the process to redesign the County's website, enhancing user experience and accessibility based on research.

**Promote BECN Services:** Launch the 2025 campaign to increase awareness and engagement with Business & Entrepreneurship Centre Northumberland services, programs, and events.



# Social Media Campaign

## December 13-31, 2024: Dashboard Report

### Background

Northumberland County recently expanded our social media presence with the launch of a corporate Instagram page in June 2024. To help grow our audience on this new channel, we ran a brief but impactful digital campaign. The purpose was to promote this channel, as well as grow our existing presence on Facebook, and increase our e-newsletter subscriber base. These efforts would help us better reach residents with County news and information.



### Goal - Visibility

- Increase overall awareness of County news, programs & information
- Inform/remind residents of channels to access County communications



### Objectives

- Increase number of followers on Facebook and Instagram by 25% each by the end of December 2024.
- Generate 100 new e-newsletter subscribers by end December 2024.



### Audience

- Meta users located in Northumberland, especially those not yet following County account(s)

### Budget

\$1,000 total for Meta ads:

- \$500 promoting Instagram
- \$250 promoting Facebook
- \$250 promoting newsletters

### Inputs



#### Videos

- **1** two-minute instructional video on how to subscribe to County newsletters
- **3** 25-second videos promoting social channels



#### Advertising

- **5** ads on Facebook & Instagram

### Outputs/Outtakes



#### Videos

- **48K** views of instructional video on Facebook and Instagram
- **96.4K** views of promotional videos on Facebook and Instagram



#### Advertising

- **248K** impressions from Meta ad campaigns on Facebook & Instagram

### Outcomes from ads

- **67.4K** user accounts reached
- **248K** ad impressions
- **1K** Instagram profile visits
- **822** views of subscribe webpage
- **516** link clicks to subscribe page



### Objectives: Results

- **177%** increase in Instagram followers (+618 followers)
- **25.5%** increase in Facebook followers (+123 followers)
- **146** new e-newsletter subscribers



### Key Successes

- **69%** increase in Facebook page reach (73% of which were non-followers)
- **74.3K** views on Instagram (65% of which came from ads)
- **941%** increase in Instagram profile visits vs prior month
- **823%** increase in subscribe page views vs prior month