

To: Regional and Corporate Services Committee

Date: 2018-02-15

From: Jennifer Kinneman
Manager of Corporate Affairs

File No: 1320-60

Subject: 2017 Web Site, Media & Social Media Results

INTENT

This report is intended to advise the Regional and Corporate Services Committee of information pertaining to the corporate web site, media presence, and social media channels. Staff is not looking for a recommendation and has forwarded this information should members want more clarification to discuss the item further.

STRATEGIC AREA(S) OF FOCUS

Provide Responsive & Effective Public Services

BACKGROUND

This report provides an overview of how the FVRD met its communications objectives via web site and social media channels in 2017.

DISCUSSION

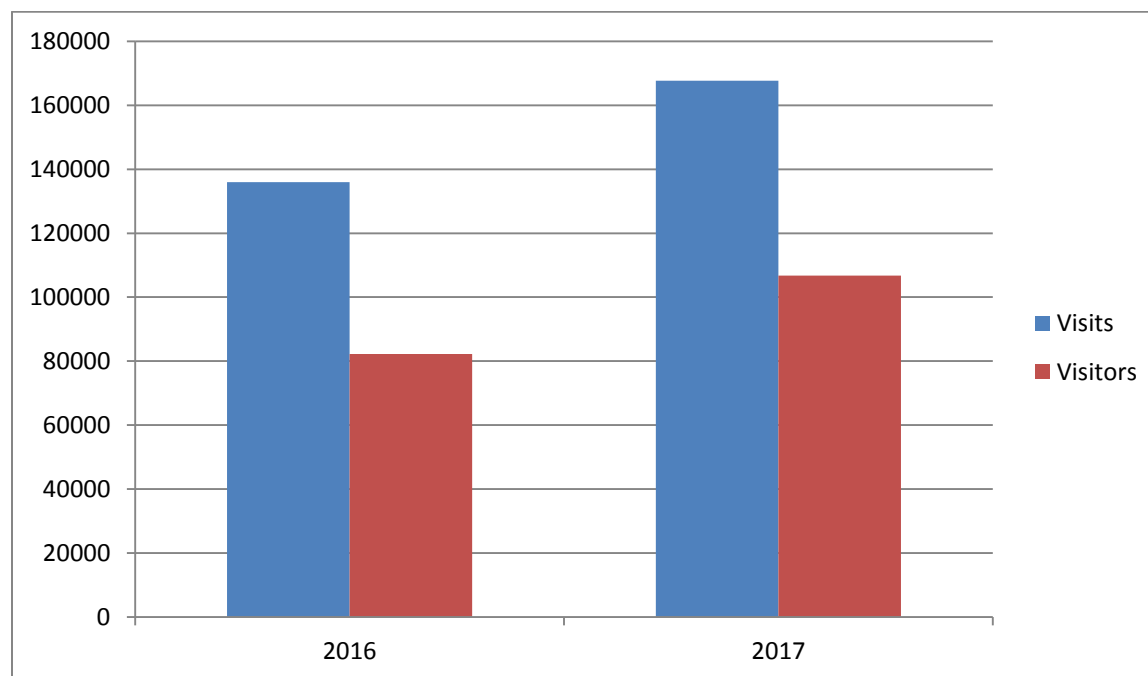
Media Analysis

There were 653 news stories captured in print for 2017. The issues which garnered broader attention included: the six rescued puppies; flood protection and risk; homelessness; Sumas Mountain gravel extraction; director remuneration; new gun regulations in the electoral areas; the debris flow incident on Hwy. 1; and a number of dog bite incidents.

Online/Social Media

Web Site

The FVRD web site was launched in June, 2015 and therefore there is only partial data available for that year. The following table compares web site traffic between 2016 and 2017. From 2016 to 2017, there was a 23.3% increase in visits to the FVRD web site and a 29.7% increase in the number of visitors.



In 2017, the site generated 395,984 page views, a 15.7% increase over the previous year, with each visitor averaging 2.36 pages per session, a 6.1% decrease. After the home page, the most frequently visited pages included the CARE Centre, dog licences, regional information map, and careers.

Twitter

1,836 Followers, an increase of 11.4% over 2016.

2,061 Engagements, a decrease of 49.7% over 2016.

The tweets with the greatest reach related to the closure of Sumas Mountain Interregional Park due to wildfire risk, followed by the post about the Columbia Valley Volunteer Fire Departments new fire truck.

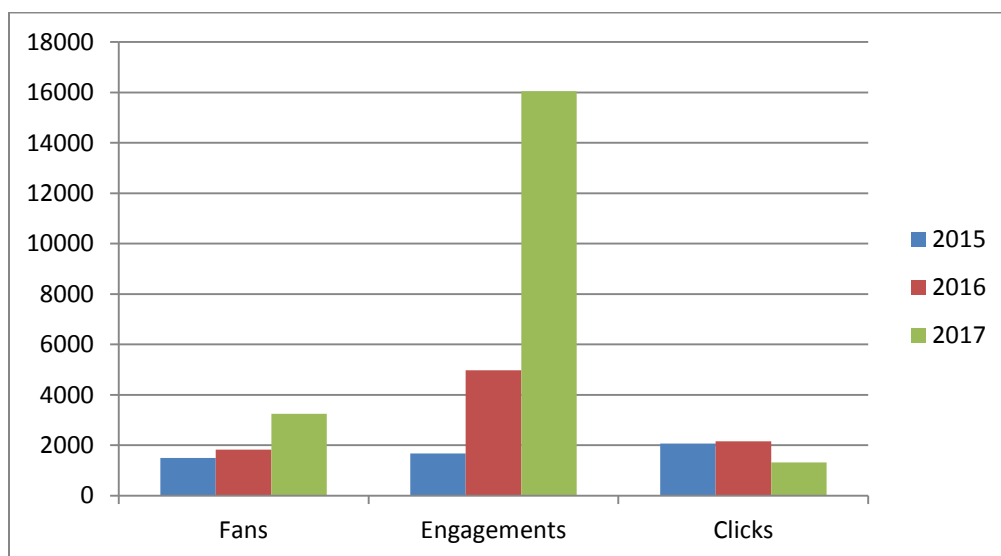
Facebook

In 2017, the FVRD created several new Facebook pages to better serve particular audiences. The Recreation Centre in Hope and the CARE Centre now have distinct Facebook profiles which have proven to be very successful for overall social media engagement.

2017 Facebook Statistics by Page

	Fans	Impressions	Clicks	Engagements
FVRD	1,974	250,489	850	2,465
CARE Centre	989	566,987	393	12,373
Rec Centre	286	146,922	81	1,207

2016 vs. 2017



Instagram

598 Followers, an increase of 35.6% over 2016.

935 Total Engagements (Likes and Comments), a 201.6% increase over 2016.

YouTube

2,459 Views

45 Shares

Top Watched Video: It Takes a Region to Raise a Litter (86o Views)

COST

There are no costs associated with this report.

CONCLUSION

The FVRD will continue to use a variety of communications strategies to support the organization's goals and objectives. Both traditional and digital media will be used to foster continuous improvement in outreach and engagement.

COMMENTS BY:

Mike Veenbaas, Director of Financial Services No further financial comments.

Paul Gipps, Chief Administrative Officer

Reviewed and supported