

## Report to Council

**Report Title:** 2022 Year End Municipal Website Progress

**Prepared By:** Sarah Johnson, Deputy Clerk, and Dalton Stone, Legislative Support Assistant

**Department:** Clerk's

**Date:** December 13, 2022

**Report Number:** CLK2022-31                      **File Number:** C11CL

**Attachments:**

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**Recommendation:**

That the Council of the Municipality of Brockton hereby receives Report Number CLK2022-31 – 2022 Year End Municipal Website Progress, prepared by Sarah Johnson, Deputy Clerk, and Dalton Stone, Legislative Support Assistant, for information purposes.

**Report:**

**Background:**

The Clerk's Department is responsible for the management of the Municipality of Brockton's website [www.Brockton.ca](http://www.Brockton.ca) and the Municipality's social media accounts on [Facebook](#), [Twitter](#), [Instagram](#), [YouTube](#), and [LinkedIn](#). The Clerk's Department also manages the Municipality's Community Engagement Website, [Build Your Brockton](#), which receives assistance from relevant Departments on particular projects.

Reports compiling 2018-2021 annual website statistics have also been brought forward to Council in prior years. Staff brought forward a report on July 12, 2022 which provided Council with website statistics for the first half of 2022.

**Analysis:**

The Municipality has once again seen growth in the use and engagement of our website and social media accounts. Staff provide consistent updates through all of our social media accounts through the use of visual graphics, and a call to action linking our posts back to the Municipal website for more information.

The Municipality continues to receive compliments for the positive increase in communications on our website and social media, from members of the public, business owners, service clubs, organizations, and neighbouring municipalities.

The Clerk's Department continues to review the entire Municipal website in order to keep content refreshed, and provide updated information to the public. Staff continue to update webpages, and make changes to ensure our website is accurate, especially since 2022 was an Election year.

Staff have prepared the Municipal website's bi-annual analytics from July 1 to December 8, 2022 in order to review the number of visits to the website, top search results, top page views, website user demographics, and website traffic.

During 2022 the Municipal website has received **66,993 users** (81% of which are new users to the website), and a total of **301,909 page views**. 45% of users access our website from a desktop computer, 51% access our website from a mobile device/smartphone, and 4% access our website from a tablet/iPad (all consistent with 2021 data).

For comparison, in 2021, the Municipal website had **59,697 users** (82% of which were new users), and a total of **286,324 page views**. 49% of users accessed our website from a desktop computer, 47% accessed our website from a mobile device/smartphone, and 4% accessed our website from a tablet/iPad.

The highest demographic accessing our website are **ages 35-44**, followed by ages 25-34, 45-54, 55-64, 18-24, respectively. Approximately 11% of users are aged 65+.

The top pages for 2022 differ slightly with the 2021 top pages:

2022 Top Pages	2021 Top Pages
<ul style="list-style-type: none"><li>• <b>Career opportunities</b></li><li>• <b>Election</b></li><li>• <b>Council Agenda</b></li><li>• <b>Lobbies Campground</b></li><li>• <b>Unofficial List of Candidates (Election)</b></li><li>• <b>Landfill Sites</b></li><li>• <b>Contact Us</b></li><li>• <b>Recycling</b></li></ul>	<ul style="list-style-type: none"><li>• Career opportunities</li><li>• Lobbies Campground</li><li>• Council Meeting Agenda</li><li>• COVID-19 Updates</li><li>• Landfill sites</li><li>• Staff contact information</li></ul>

The top searches for the first half of 2022 differ slightly from the 2021 top searches:

2022 Top Searches	2021 Top Searches
<ul style="list-style-type: none"><li>• <b>Swimming Lessons</b></li><li>• <b>Recycling Calendar</b></li><li>• <b>Committee of Adjustment</b></li><li>• <b>Garbage Pickup</b></li><li>• <b>Building Permit Application</b></li><li>• <b>Election</b></li><li>• <b>Summer Camp</b></li><li>• <b>Lobbies Campground</b></li></ul>	<ul style="list-style-type: none"><li>• Skating oval</li><li>• Swimming lessons</li><li>• Lobbies Campground</li><li>• Recycling Calendar</li><li>• Landfill hours</li><li>• Recycling</li><li>• Garbage pickup</li><li>• By-laws</li></ul>

Our website traffic also shows the increased engagement from our social media accounts.

Social Media Platform Used to Access Municipal Website	2022 Traffic	2021 Traffic
Facebook	<b>5,117 users (88%)</b>	4,079 users (91%)
Twitter	<b>368 users (6%)</b>	220 users (5%)
LinkedIn	<b>258 users (4%)</b>	154 users (4%)
Instagram	<b>55 users (1%)</b>	31 users
Instagram Stories	<b>17</b>	N/A
YouTube	<b>1</b>	N/A

As shown in the analytics, staff continue to strategically use our top three social media platforms, Facebook, Twitter, and Instagram to increase public engagement in municipal decisions. However, we have also seen a slight increase in engagement from LinkedIn and YouTube.

Social Media Platform	2022	2021
Facebook	<b>3,130 followers</b>	2,752 followers
Twitter	<b>1,051 followers</b>	1,005 followers
Instagram	<b>1,326 followers</b>	1,224 followers
LinkedIn	<b>310 followers</b>	233 followers
YouTube	<b>108 subscribers</b>	91 subscribers

Staff are pleased to inform Council of the success of the Municipality's website and social media accounts, and will continue to actively promote Brockton. Staff will continue to use the website and social media to promote upcoming projects for all of our departments, and sharing information with the public. These analytics and engagement feedback further assist all staff in making strategic decisions.

As Council, staff, and focus groups identified in the Municipality's Strategic Action Plan, continuing community involvement, promotions/communications, and engagement are an important focus over the next five years.

### Strategic Action Plan Checklist:

What aspect of the Brockton Strategic Action Plan does the content/recommendations in this report help advance?

- Recommendations help move the Municipality closer to its Vision Yes
- Recommendations contribute to achieving Heritage, Culture, and Community Yes
- Recommendations contribute to achieving Quality of Life Yes
- Recommendations contribute to achieving Land Use Planning and the Natural Environment Yes
- Recommendations contribute to achieving Economic Development Yes
- Recommendations contribute to achieving Municipal Governance Yes

### Financial Impacts/Source of Funding:

- Do the recommendations represent a sound financial investment from a sustainability perspective? Yes

\$5,500 was included in the 2022 Municipal Budget for the service agreement with GHD Digital (formerly known as eSolutions Group) for hosting and minor updates to the Municipal website. Staff continue to see the value in this investment towards increasing engagement with the public, promoting initiatives, and sharing municipal content.

**Reviewed By:**



Trish Serratore, Chief Financial Officer

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**Respectfully Submitted by:**



Sarah Johnson, Deputy Clerk



Dalton Stone, Legislative Support Assistant

**Reviewed By:**



Sonya Watson, Chief Administrative Officer