

## Report to Council

<b>Report Title:</b>	2025 Municipal Website Analytics		
<b>Prepared By:</b>	Sarah Johnson, Deputy Clerk		
<b>Department:</b>	Clerk's		
<b>Date:</b>	November 4, 2025		
<b>Report Number:</b>	CLK2025-14	<b>File Number:</b>	C11CLK
<b>Attachments:</b>	N/A		

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### Recommendation:

That the Council of the Municipality of Brockton hereby receives Report Number CLK2025-14 - 2025 Municipal Website Analytics, prepared by Sarah Johnson, Deputy Clerk for information purposes.

### Report:

#### Background:

On November 27, 2024, the Municipality launched a new [www.Brockton.ca](http://www.Brockton.ca) website with GHD Digital, maintaining the same service provider but using a new Content Management System (CMS), increasing the flexibility in the design of webpages, improving the accessibility of our site, and incorporating new tools with a more engaging appearance. The website remains accessible on multiple types of devices, including desktops, mobile phones, and tablets, condensing the screen display and menus to fit the size of the device.

This report provides an overview of the analytics from the website, and Municipal social media accounts over the past year.

#### Analysis:

Over the past year, **64,354** users have visited the new Municipal website. Users are accessing the website by organic search (searching the website in their internet browser), direct (accessing manual URL entry, bookmarks, browser autofill), social media, or referrals (example: Bruce County's website and PerfectMind recreation facility/program booking website).

Of the 64,354 users, 32,091 (**50.5%**) access the website through their **mobile device**, 29,793 (**46.9%**) access the website from a **desktop** computer, 1,609 (2.5%) access the website from a tablet, and 10 access the website from a smart TV.

### Top 10 Pages

- Careers
- Events
- Recreation Programs
- Current Council Meeting Agenda
- Lobies Park Campground
- Public Skating
- Public Swimming
- Blue Box Recycling
- Contact Us
- Curbside Collection

\*These pages are consistent with previous year's website analytics.

### Top 10 Search Queries

- Brockton daycare
- Brockton childcare
- Walkerton recycling depot
- Brockton child care centre
- Brockton council
- walkerton soccer fields
- Brockton recycling
- walkerton daycare
- walkerton municipal office
- Brockton municipality

Brockton changed our Search provider from Cludo to Google with the launch of our new website. The search results related to recycling and Council are consistent with previous year's results. However, there is an interesting change seeing residents eager to learn more about our Child Care Centre!

### Social Media Analytics

Our social media following and engagement continues to grow, with statistics showing that our Facebook following and interactions increased fairly significantly from the previous year. With 50.5% of users accessing our website from mobile devices, it is equally encouraging to see increased engagement on our social media accounts. Our 2026 Budget Engagement Survey also identified the municipal website and social media accounts as the top sources where residents seek information. These statistics further assist staff in making strategic decisions.

#### Facebook

4,752 followers \*Note: Increased by 20% from the previous year

2,964,643 views over the past year (56.1% from followers and 43.9% from non-followers)

35,714 interactions (reactions, saves, comments, shares, and replies) \*Note: Increased by 84% from the previous year

27,497 reactions/likes

4,908 shares

## Instagram

2,126 followers

50,854 views in the last 90 days (80% from followers and 21% from non-followers)

621 interactions (97% from followers and 3% from non-followers)

311 profile visits

## X (formerly Twitter)

1,056 followers

Many municipalities are moving away from X/Twitter platform due to its change in ownership, rebranding, and changes to the platform's features and engagement, including the spread of misinformation. As a result, many users/accounts have decreased their presence on the platform or have left X entirely. The Association of Municipal Clerks Treasurers of Ontario (AMCTO) announced its intention to discontinue the use of X and deactivated their account in September. Brockton has decreased our presence on this social media platform over the past few months and may follow suit in phasing out of this platform in 2026.

## LinkedIn

464 followers

485 connections / 525 followers on other page

20,966 impressions

51 reactions

## YouTube

124 subscribers

991 views

## **Municipal App Analytics**

As part of the 2024 website launch, the Municipality also updated our links through the Municipal App "Municipality of Brockton", created by Apptic Studios Inc. which is available to download from [Android](#) or [Apple](#) app stores. Brockton has been using this App since 2022.

There have been 3,247 downloads of the Municipal App on both Apple and Android app stores. Once again, given the high number of users who access our Municipal website through mobile devices, it is great to see consistent engagement on the Municipal App.

## **Staff Intranet**

Pleased with the new website's Content Management System (CMS), the Municipality also launched a new staff intranet in late September, using the same CMS as our public website, as our former intranet was reaching its end of life. Staff reviewed the content of the former outdated site and displayed information in a more engaging way using the tools available through the new CMS which present information in a more welcoming environment. Positive feedback has been received on the refreshed content, ease of locating information, and the visual appearance in comparison to the former intranet.

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 our departments.

This engagement feedback further assists all staff in making strategic decisions. With the Municipal Election approaching next year, staff expect there will be increased use of our website and social media accounts and will continue to keep residents informed and monitor our analytics.

### **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 | N/A |
| • 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

#### **Reviewed By:**



Trish Serratore, Chief Financial Officer

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#### **Respectfully Submitted by:**



Sarah Johnson, Deputy Clerk

#### **Reviewed By:**



Sonya Watson, Chief Administrative Officer