

Report to Council

Report Title:	Municipal Website Progress Update		
Prepared By:	Sarah Johnson, Corporate Records, Licensing and Communications Assistant and Fiona Hamilton, Clerk		
Department:	Clerk's		
Date:	August 13, 2019		
Report Number:	CLK2019-21	File Number:	C11CL, M10
Attachments:	None.		

Recommendation:

That the Council of the Municipality of Brockton hereby receives Report Number CLK2019-21 – Municipal Website Progress Update, prepared by Sarah Johnson, Corporate Records, Licensing and Communications Assistant and Fiona Hamilton, Clerk for information purposes.

Report:

Background:

The Clerk's Department is responsible for the management of the Municipality of Brockton's website www.Brockton.ca and the Municipality's social media accounts on [Facebook](#), [Twitter](#), [Instagram](#), [YouTube](#), and [LinkedIn](#).

In June 2018, staff launched the renovated Municipal website as part of a new Branding and Marketing Strategy. Staff also provided Council with Report Number CLK2018-05 – Brand and Website Redesign Launch, as well as a demonstration of the website's new features.

Staff launched a municipal Facebook page in April 2012, a Twitter account in April 2012, a YouTube account in November 2013, and LinkedIn account in September 2014, and an Instagram account in September 2017.

Staff have prepared this report as information to Council to see the progress of Brockton's municipal website and social media accounts.

Analysis:

Over the past few years, the Municipality has seen significant growth in the use of our social media accounts, and increased engagement since the launch of our redesigned Municipal website and Brockton branding campaign in June 2018. 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 has received compliments for the positive increase in communications from members of the public, business owners, service clubs, organizations, and neighbouring municipalities for our website and social media communication efforts.

The Clerk's Department are in the process of reviewing the entirety of the Municipal website in order to refresh the content, and provide updated information to the public.

Staff have prepared the Municipal website's analytics from 2018, and analytics from January to July 2019 in order to review the number of visits to the website, top search results, top page views, website user demographics, and website traffic.

Throughout 2018, the Municipal website had 41,166 users, 80% of which were new visitors to our website. The top pages were the 2018 Election, career opportunities, council meeting agendas, staff contact information, and fishing. The top searches were the 2018 Election, holiday garbage pickup, centennial park swimming pool, public skating, leaf collection, fire bans, and staff contact information.

From January to July 2019, the Municipal website has had 28,773 users, 77% of which were new visitors. The top pages have been career opportunities, council meeting agendas, staff contact information, Lobies Campground, and landfill sites. The top searches have been swimming, Lobies Campground, landfill hours, day camps, marriages, recycling, and taxes.

Our website traffic also shows the increased engagement from our social media accounts. In 2018, 2,135 users accessed our Municipal website from Facebook, 228 users accessed our website from Twitter, 73 users accessed our website from LinkedIn, and 17 users accessed our website from Instagram.

From January to July 2019, 1,756 users accessed our Municipal website from Facebook, 158 users accessed our website from Twitter, 70 users accessed our website from LinkedIn, and 63 users accessed our website from Instagram.

Staff have been strategic in utilizing our top three social media platforms, of Facebook, Twitter and Instagram to increase public engagement in municipal decisions. Our Facebook page has 1,465 likes, and 1,608 followers, our Twitter page has 835 followers, and our Instagram has 604 followers.

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, such as the upcoming Lobies Park Boat Launch, Truax Dam, economic development initiatives, planning and development projects, and sharing information with the public. Staff will also be looking to increase website traffic for the East Ridge Business Park. Staff will also use the website to assist in making strategic decisions about projects.

Sustainability Checklist:

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

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| • Do the recommendations help move the Municipality closer to its Vision? | Yes |
| • Do the recommendations contribute to achieving Cultural Vibrancy? | Yes |
| • Do the recommendations contribute to achieving Economic Prosperity? | Yes |
| • Do the recommendations contribute to Environmental Integrity? | N/A |
| • Do the recommendations contribute to the Social Equity? | 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 2019 Municipal Budget for the service agreement with eSolutions Group for hosting and minor updates to the Municipal website. Staff feel that this investment has been beneficial in increasing engagement with the public, promoting economic development initiatives, and sharing municipal content.

Reviewed By:



Trish Serratore, Chief Financial Officer

Respectfully Submitted by:



Sarah Johnson, Corporate Records, Licensing and Communications Assistant



Fiona Hamilton, Clerk

Reviewed By:



Sonya Watson, Chief Administrative Officer