

## Report to Council

**Report Title:** 2020 Municipal Website Progress  
**Prepared By:** Sarah Johnson, Jr. Deputy Clerk  
**Department:** Clerk's  
**Date:** November 24, 2020  
**Report Number:** CLK2020-40 **File Number:** C11CL, M10

### Attachments:

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### Recommendation:

That the Council of the Municipality of Brockton hereby receives Report Number CLK2020-40 – 2020 Municipal Website Progress, prepared by Sarah Johnson, Jr. Deputy 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](http://www.Brockton.ca) and the Municipality's social media accounts on [Facebook](#), [Twitter](#), [Instagram](#), [YouTube](#), and [LinkedIn](#).

In August 2019, staff brought forward Report Number CLK2019-21 providing Council with information on 2018 and 2019 website statistics.

Staff have prepared a 2020 report providing Council with updated information on the progress of the Municipality's website and social media accounts.

#### Analysis:

The Municipality has once again seen significant 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. Staff have further increased our use on social media and the Municipal website throughout the COVID-19 Pandemic.

The Municipality continues to receive compliments for the positive increase in communications on our website and social media, including our proactive approach to sharing COVID-19 information, 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. Although the focus this year prioritized the COVID-19 pandemic, staff continue to update webpages, and will make changes in 2021 to ensure our website is updated and accurate.

Staff have prepared the Municipal website's analytics from January 1 to November 12, 2020 in order to review the number of visits to the website, top search results, top page views, website user demographics, and website traffic.

Throughout 2020, the Municipal website had 51,875 users, 81% of which were new visitors to our website, and a total of 255,811 page views. Out of the 51,875 users, 49% access our website from a desktop computer, 45% access our website from a mobile device/smartphone, and 6% access our website from a tablet/iPad.

In comparison, from January 1 to November 12, 2019, the Municipal website had 46,762 users, 79% of which were new visitors to the website, and a total of 256,879 page views. Out of the 46,762 users, 49% accessed our website from a desktop computer, 40% accessed our website from a mobile device/smartphone, and 10% accessed our website from a tablet/iPad.

The top pages in 2020 were our career opportunities, COVID-19 updates, Lobies Campground, Council Meeting agenda, landfill sites, and staff contact information. The top searches were fire bans, recycling, garbage pickup, landfill hours, building permits, Lobies Campground, and marriage licences.

In comparison, from January 1 to November 12, 2019, the top pages were career opportunities, Lobies Campground, Visit Cargill, Council Meeting agenda, staff contact information, and the Walkerton Community Centre. The top searches were swimming lessons and pool schedules, landfill hours, Lobies Campground, recycling, public skating, employment opportunities, and marriages.

Our website traffic also shows the increased engagement from our social media accounts. In 2020, 6,042 users (85%) accessed our Municipal website from Facebook, 689 users (10%) accessed our website from Twitter, 286 users (4%) accessed our website from LinkedIn, 32 users accessed our website from Instagram, 1 user accessed our website from Instagram Stories, and 8 users access our website from YouTube.

In comparison from January 1 to November 12, 2019, 4,848 (88%) accessed our Municipal website from Facebook, 410 (7%) accessed our website from Twitter, 194 (4%) accessed our website from LinkedIn, 74 users accessed our website from Instagram, and 1 user accessed our website from Instagram Stories.

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 an increase in engagement from LinkedIn and YouTube. Our Facebook page has 1,963 likes and 2,258 followers, our Twitter page has 962 followers, our Instagram has 1,052 followers, our LinkedIn has 152 followers, and our YouTube has 63 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.

## Sustainability Checklist:

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

- 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 2020 Municipal Budget for the service agreement with eSolutions Group for hosting and minor updates to the Municipal website. Staff feel that this investment continues to be beneficial in 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, Jr. Deputy Clerk

## Reviewed By:



**Sonya Watson, Chief Administrative Officer**