

# Marketing and Communications

## First Quarter Report

January 1 – March 31, 2023



### Department Activities

- Marketing Coordinator completed the 2023 Adventure Guide. Guide was mailed out locally, including St. Paul, at end of March.
- Marketing Coordinator spearheaded social campaigns for Snow Fever, including photographing the weekend's events.
- Communications/Media Supervisor completed training for Alberta Emergency Alert, which moved to the national broadcasting system March 1.
- Completed Request For Proposal process for the first phase of the re-branding project identified in Council's strategic plan and the 2023 budget. The contract has been awarded to Unfussy Inc.
- Council approved Bylaw No. 1830 – Public Notification Bylaw. There has been a reduction in newspaper advertising, but ads are still being published including those announcing Discretionary Use Development Permit Application Approvals (as per the M.D.'s Land Use Bylaw) and Bylaw No. 1841 for the Firehall 1 Renovation Loan (as per the MGA).
- Completed several internal marketing and comms projects including – annual shelter-belt tree sale, Original Grazing School For Women winter workshop, Municipal Development Plan review and update survey and public engagement sessions, tax sale information, road bans update, campground reservations opening, seasonal employment ads, Ec Dev's Online Business Directory, and more.
- Creating content for the May APWA Public Works Week. The M.D. will be participating in this year's recognition week by dedicating an entire week of social media posts to Public Works and assisting with organizing an Open House.
- Planning for the Alberta Emergency Preparedness week at the beginning of May, including social posts and an Open House which will feature information on Voyent Alert!, the M.D.'s emergency livestock plan, making at 72-hour preparedness kit, and more.
- Assisted with the Seeker's NEAB Stakeholder project, which saw media and marketing training provided to local tourism operators, including our colleagues at Kinsoo Ridge. This project was funded in part by a Tourism Relief Fund grant received by the NEAB consortium made up of the M.D., Lac La Biche, County of Vermilion, Métis Crossing, and Athabasca County.
- Presented a "tips and tricks" for iPhone camera users at Parks.
- Assisted Parks, Community & Culture with marketing, materials, and planning for the opening of the Shaw House Visitor Information and Interpretation Centre.
- Assisted with review of interactive recreation map.
- Arranged for seasonal radio advertising for campgrounds and upcoming open houses.

### Getting social!

The top performing posts on the M.D. Facebook page (by reach, January 1 to March 31, 2023) were:

M.D. Rat Program Inspections – 55.6K reach

Plows cleaning up latest snowfall – 36.3K reach

Campground reservations opening – 31.6K reach

Campground reservations opening (ad – includes Instagram hits) – 30K reach

Vezeau Beach Boat Launch update – 24.5K

Facebook page reach – 157,138

Facebook page/profile visits – 10,983

Facebook new likes - 277

Instagram reach – 3,672

Instagram profile visits – 202

New Instagram followers – 43

### Website Metrics

This is the first year we're completely on Google Analytics. Last year we had some reporting inconsistencies with the move away from our former metrics provider to Analytics, as you can see in the total users for the first quarter of 2022 below.

#### M.D. Website Metrics

2023	2022
Total Users – 23,250	Total Users – 121,811
Page Views – 71,947	Page Views – 52,250

#### Top Pages

Home – 8,018 views
Jobs – 2,439 views
Municipal Campgrounds – 2,377 views
GIS/Maps – 2,009 views
WebMap – 1,592 views

### Ongoing projects

- Published the February 2023 edition of Rural Review. The interest in the newsletter has seen an uptick, and the printing quantities will be adjusted to reflect this. Moving the mailing of the newsletter to the printer's mailhouse to lessen workload for department staff.
- Website updates for all departments to facilitate the re-design of the M.D. site coming later this spring. Website edits and additions are done on a weekly basis to make sure the most current information is available.
- Council Highlights written and distributed after each Regular Meeting of Council.
- Monthly Staff Newsletter.
- Assisting with Kinosoo Ridge communications and marketing.
- Re-branding projected has been initiated. More information will be coming on this soon.
- Logo designs for Kinosoo Ridge Restaurant and retail space at VIIC ongoing.
- Planning for Open Houses for Public Works Week and Emergency Preparedness Week and the associated social media comms plans for both weeks.

### Future Projects

- Guide To Rural Living
- 2023 Budget, Business Plan, and Annual Review
- Municipal Lands Education
- GoEast Marketing Initiatives