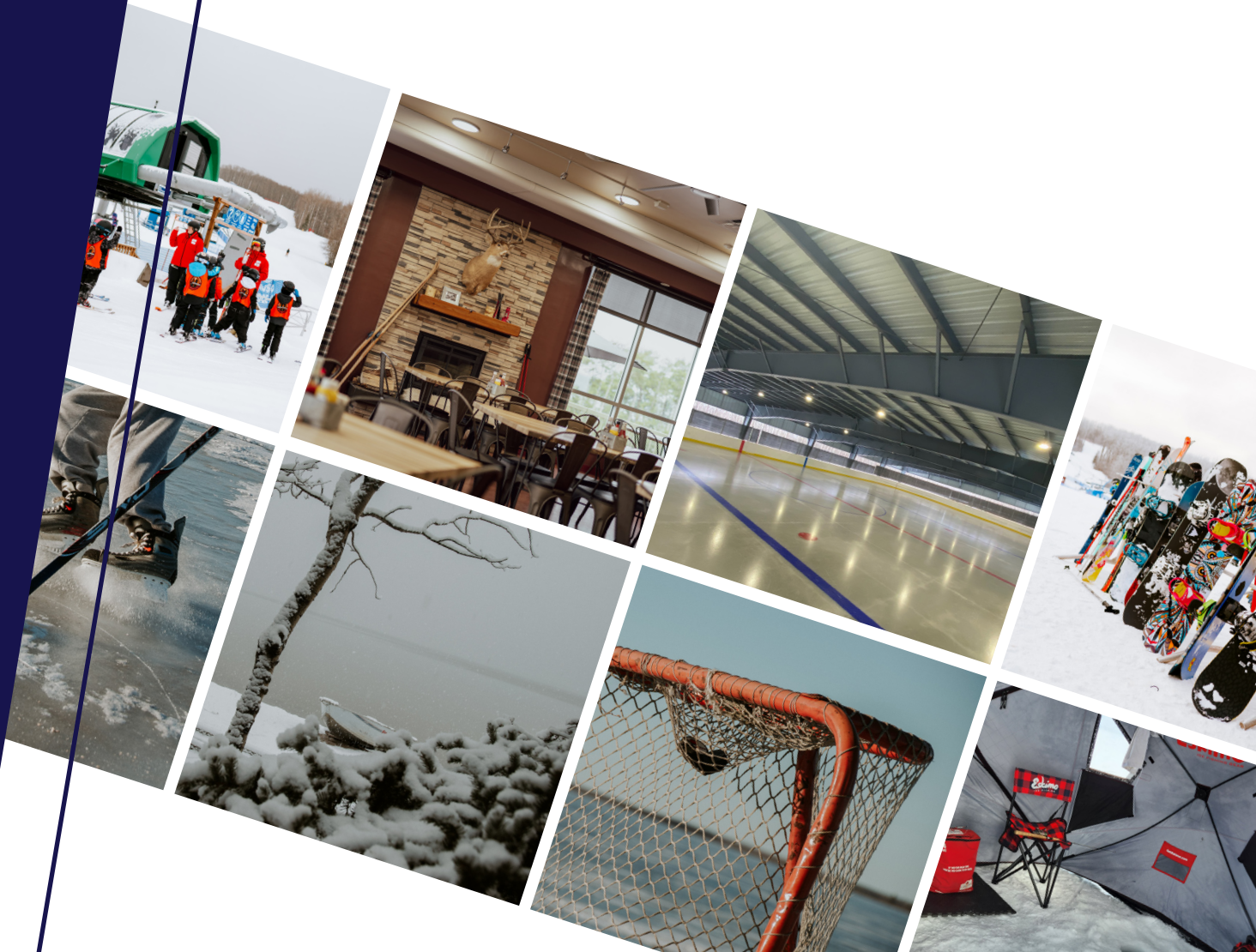


# APPENDIX A

## Marketing and Communications

### Fourth Quarter Report and Year-End Wrap Up

October 1 to December 31, 2023



# Marketing and Communications

## Department Activities

- ▷ Awarded 2024 Printing Projects through a Request for Quotation process
- ▷ Compiled information for the 2024 Adventure Guide
- ▷ Assisted with marketing of Bonnyville Regional Fire Authority Open House in Cherry Grove
- ▷ Completed 2024 Department Budget
- ▷ Completed and mailed two editions of Rural Review – October and December
- ▷ Issued press release re: 2024 Budget
- ▷ Participated in Snow Fever organizing meetings
- ▷ Continued work on rebranding project
- ▷ Ongoing training for all department members
- ▷ Content/template creation for Kinosoo Ridge Resort and The Ridge
- ▷ Created publishing schedule for the year
- ▷ KR Billboard ad material creation
- ▷ KR movie theatre on-screen advertising

## Ongoing projects

- ▷ Produced and distributed internal employee newsletter
- ▷ Website reviews, edits, and updates
- ▷ Assisting with Kinosoo Ridge communications and marketing
- ▷ Council Highlights written and distributed after each Regular Meeting of Council
- ▷ 4 Wing Community Guide (quarterly ads)
- ▷ Economic Development Newsletter production

### Recent Project Updates

The 2024 Adventure Guide has been published, mailed out, and is available electronically on our website. The mailout to VICs and other municipalities will be completed in May.

The first edition of Rural Review for 2024 has been printed and mailed out to residents.

We started a small ad campaign to let residents know they could be missing out on important information from the M.D. If residents have notified the post office they do not wish to receive flyers, they are missing out on the majority of M.D. mailouts. Our publications – including the aforementioned Adventure Guide and Rural Review are sent as unaddressed ad mail, also known as flyers. If residents have terminated their flyer services, they do not receive our information. All M.D. publications are available on the M.D.'s website at [md.bonnyville.ab.ca](http://md.bonnyville.ab.ca).

We've also worked with the Agricultural Services Department to get the annual Shelterbelt Tree Sale ready. The online only sale will go live March 12 at 10 a.m.

### Getting social!

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

Outdoor Rinks Closed – 9.2K

Outdoor Rinks Open – 5.2K

Online Electronics Auction – 5.2K

Municipal Lands Licensing Agreements – 5.2K

Santa's New Sleigh (Christmas parade float) – 4.8K

We typically see a downturn in reach in the last few months of the year due to the holidays.

Facebook post reach – 26,193

Facebook visits – 5,735

Total Facebook followers – 41,909

Instagram reach – 1,164

Instagram profile visits - 181

Total Instagram followers – 1,620

The live tweeting of Regular Meetings of Council on X (formerly Twitter) is going well. We are having some interaction with users, and we are seeing people follow along with the meetings through views.

### 2023 Socials Wrap Up

On Facebook in 2023, we saw an overall, year-end total reach of 282,700 on 365 posts. We had over 11,900 content interactions and over 11,400 link clicks. Usually, these link clicks redirected users to the M.D. webpage.

On Instagram, we saw a reach of over 8,600. We can increase this reach by advertising more aggressively on the platform, which is something we're looking into for 2024. We are also looking at integrating Beacons into our Instagram pages. This tool will allow us to list a variety of URLs in one place. This will eliminate the need to update the URL in the bio section of the platform and will ensure the links are up-to-date and relevant for the material we're sharing.

## Website Metrics

With GA4 completely online, we're hoping for a year of accurate website measurements.

Here is an overview for the period of October 1 to December 31, 2023.

Page views – 69,826

Users – 21,728

### Top Pages Viewed

Index Page – 20,925

Jobs – 13,209

Search – 2,845

GIS/Maps/Addressing – 2,805

WebMap – 1,836

### 2023 Final Numbers

From January 1 to December 31, 2023, the M.D. website ([md.bonnyville.ab.ca](http://md.bonnyville.ab.ca)) saw 317,661 total page views and 100,277 users.

### The top visited pages were:

Index/Home Page – 62,420

Employment Opportunities – 44,090

M.D. Campgrounds – 28,066

Search – 16,150

GIS/Maps/Addressing – 12,348

When looking at website traffic, over 50 per cent of website users find the M.D.'s website through an organic search. Just under 30 per cent of traffic can be attributed to visitors moving throughout the site. Just over 11 per cent come from social platforms, with per cent of that traffic coming from Facebook. Just over eight per cent of our traffic is directed to us via external links (I.E. Travel Alberta, Go East of Edmonton, Town of Bonnyville, and the Government of Alberta).

### Department Year-End Wrap Up

In 2023, the Marketing & Communications Department grew to a three-member team.

We published eight editions of Rural Review, 12 editions of the employee newsletter, 18 editions of Council Highlights, adopted a new advertising bylaw, revamped several brochures, undertook the rebranding project, and collaborated with co-workers on several project from editing and graphic design to event planning.

We were involved with four major events — the new Emergency Preparedness Open House, the Public Works Open House, Open Farm Days, and Snow Fever.

In 2024, the Marketing & Communications Department will continue its goal to provide timely, accurate information to our residents and visitors, supply high-quality content through social media and our in-house produced publications, and be a source and resource for internal and external communications.