

Municipality of Lakeshore – Report to Council

Chief Administrative Officer

Communications and Engagement



To: Mayor & Members of Council
From: Alex Denonville, Division Leader – Communications and Engagement
Date: April 12, 2024
Subject: Q1 2024 Web and Social Media Analytics

Recommendation

This report is for information only.

Strategic Objectives

4d) Becoming an Economic Leader in Essex County - Create a corporate branding and communication initiative (to boldly tell our story)

Background

Web and social media communications are a driving force of Lakeshore's broader corporate communications, complementing other communications such as signage and print products (e.g. Lakeshore Waves newsletter). Digital communication platforms provide ample data in which to analyze the impact and reach of Lakeshore's communications. Insights from this data helps Administration understand the effectiveness of communications, as well as identify information gaps. Overall, insights from the data supports ongoing improvements to Lakeshore's communications.

Attached to this report is a brief analysis of Lakeshore's digital communications over Q1 of 2024. The analysis illustrates the ongoing growth of Lakeshore's social media platforms, including Facebook, X (formerly known as Twitter), LinkedIn, Instagram, and YouTube. It shows how users reach Lakeshore's website and highlights some top-performing social media posts during the period. It also provides a summary of the most common search terms used by website visitors.

Comments

In the future, a quarterly summary of Web and social media analytics will be incorporated into Council's online dashboard.

Financial Impacts

There are no financial impacts of this report.

Attachments

Lakeshore-Analytics-Q1.pdf

Report Approval Details

Document Title:	Q1 2024 Web and Social Media Analytics.docx
Attachments:	- Lakeshore-Analytics-Q1.pdf
Final Approval Date:	Apr 30, 2024

This report and all of its attachments were approved and signed as outlined below:

Prepared by Alex Denonville

Submitted by Michael Martin

Approved by the Corporate Leadership Team