

20
23

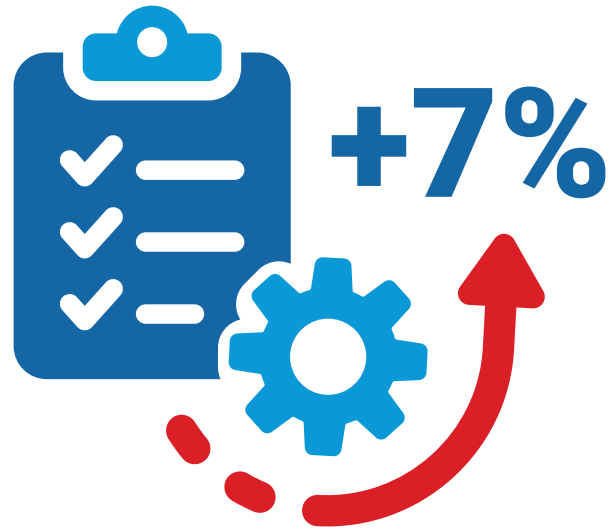
COMMUNICATIONS & MARKETING SERVICES

Q4 REPORT • EXECUTIVE SUMMARY



DIVISIONAL SUPPORT

Since 2022 CMS has been tracking the number of divisional projects it supports. The way projects are categorized and reported on has shifted and will continue to evolve as we fine-tune the process. Overall, we believe the number of projects, from all divisions combined, increased by 7% in 2023 over 2022. This, however, is not an ideal metric to report on; staff hours would be a more meaningful metric and one we plan to explore and better understand in 2024.



PROJECTS TIED DIRECTLY TO THE CITY STRATEGIC PLAN AND CORPORATE BUSINESS PLAN INCLUDED:

Typical communication goals are focused on reach and engagement. Communication plans with notable success in these areas are highlighted.



CHANNEL PERFORMANCE

SOCIAL MEDIA

Performance continues to trend upwards. In 2023 we saw significant growth across our channels by adjusting the type of content we share on each platform. Our follower count grew by 9.98% from 23,330 to 25,659 people. LinkedIn follower base grew by a greater amount (+23.6%) than any other channel; the team dedicated more time to posting important news, updates and organizational achievements on the platform in 2023 than any other year. A strong effort has been made to improve our written and visual content, resulting in strong project communication outcomes and broader organizational storytelling (+7.8% impressions; stable engagement) despite sharing 334 fewer posts than last year.

When comparing Q4 2023 to Q4 2022, we saw an increase in social media engagement of 107% and increase in social media impressions of 48%. Recognizing much of our municipal content is cyclical in nature, this tells us the content shared on social media in Q4 2023 was more interesting and appealing to residents than similar content shared last year.

Of note in 2023 over 2022:

- Engagement on Twitter increased by 54% despite 60% less content shared on the platform. By posting tailored content to our Twitter audience (regional partners and media sources) we are increasing engagement and reducing content irrelevant to our audience. We will continue this approach in 2024.
- Instagram impressions increased on our feed (+49%), stories (+82%) and reels (+78%).
- LinkedIn engagements increased by 111.9%.



23.6% INCREASE IN FOLLOWERS
FASTEST GROWING CHANNEL



+111.9% ENGAGEMENTS

+7.8% SOCIAL MEDIA IMPRESSIONS



EMAIL

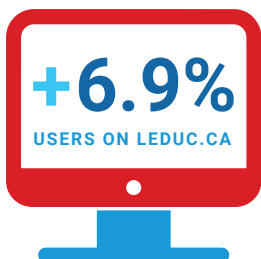
At year-end there were 1,403 subscribers to the city email distributions, representing 38% growth in 2023. Month-to-month growth occurred in Q1 and Q4 and can primarily be attributed to subscribers interested in news related to snow and parking bans. In Q2 and Q3, the growth rate trended downwards. This tells us residents may be interested in subscribing to targeted communications and creates an opportunity for us to 1) build targeted categories for residents to subscribe to and 2) attract new subscribers through a proactive subscription campaign. This will be a focus in 2024.

The average open rate (65%) on emails is well above industry average (36.48%) and higher this year than last by 7%, indicating the City is providing information residents want and value.



38% SUBSCRIBER GROWTH

65% AVERAGE OPEN RATE



WEBSITE

Website: Users on Leduc.ca increased in 2023 from 2022 by 6.9% while pageviews remained the same (-0.01%), likely meaning people were able to find the information they needed without hitting irrelevant pages. From a quarterly perspective, fewer users visited the site in Q4 2023 than during the same period in 2022 (-7.5%).

2023

NEWS

EXTERNAL MEDIA

The City received 714 mentions in the news media this quarter (-23% from Q3), reaching 489 million people (-11% from Q3). This is not unexpected given the coverage in the previous quarter was strongly influenced by Leduc’s involvement in wildfire support. Most coverage was neutral in tone (70.7%), in the remaining coverage, positive coverage slightly outweighed negative (16.9% vs 12.3%).

LEDUC.CA NEWS

Our own website continues to be a key source of information for residents – there were 7,824 views on news pages in Q4 (-33% from Q3). As seen in external media, this is not unexpected given the coverage in the previous quarter about wildfire support. Managing this space well is key to establishing trust with our residents and becoming the number one source for news about what the city is doing for residents.



714
MENTIONS IN
NEWS MEDIA



7,824
VIEWS OF NEWS ITEMS
ON LEDUC.CA

CMS PROJECTS

COMMUNICATIONS AND MARKETING STRATEGIC PLAN (2024 – 2026)

CMS presented the plan, which outlines priorities and actions for the CMS unit to Executive on Jan. 9, 2024.

PROMOTIONAL ITEM STRATEGY

In cooperation with Procurement Services, CMS interviewed select business units in November 2023. Results from the engagement will be shared in 2024. Policy research will also begin in Q1 2024.



13
WEBSITE
WORKSHOPS



432
WEBSITE PAGES
REVIEWED

WEBSITE REDEVELOPMENT

The anticipated completion date for the strategy is the end of January. We have completed the current state analysis, personas and journey maps, and outlined the vision and project goals. As part of the project, the advisory committee provided input into the audit of 432 web pages through 13 workshops, on the information architecture and the content strategy.

IMPLEMENTATION OF THE PUBLIC ENGAGEMENT FRAMEWORK

The primary work in Q4 was related to planning a workshop for City Council (scheduled for early 2024). Internal staff training will also be provided in 2024 to team members involved in public engagement projects.

