

MEETING DATE: August 19, 2024

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REPORT TITLE: Communications and Marketing Q2 2024 Update

EXECUTIVE SUMMARY

The Communications and Marketing Services (CMS) Q2 2024 Report outlines the team's business performance from April to June this year. It includes information related to divisional projects requiring communications support, work that has a direct tie to the City's Strategic Plan and/or Corporate Business Plan, channel performance and an update on progress made to advance the 2024–2026 Municipal Communications Strategic Plan.

BACKGROUND

In total, 19% of projects supported by CMS in Q2 2024 were directly tied to the City's Strategic Plan and/or Corporate Business Plan, and 81% were operational. At the close of Q2 2024, the department has completed 32% of its work for the year, 45% is in progress and 23% has not yet started. CMS supported 10 pop-up projects this quarter.

Channel Performance

- **Website:** More people visited the site in Q2 2024 than Q1 2024 (+11%). A new IP address filter has been applied to remove internal traffic to the site from our analytics. This change will impact website analytics for the remainder of the year; however, it will provide a more accurate representation of channel performance moving forward.
- **Social media:** The City's total engagements on social media increased 125% in Q2 2024 over Q1 2024, and 124% when compared to the same period last year. Engagement on Instagram rebounded this quarter, with 127% increase over Q1 2024.
- **Email marketing:** We saw a 140% increase in the number of people unsubscribing in Q2 2024 compared to Q2 2023, meaning residents are showing very early signs of overwhelm/disinterest and are beginning to take action to unsubscribe. Careful consideration needs to be used moving forward to guard against being perceived as sending spam content.
- **External media:** The City received 119 mentions in the news media this quarter (-29% from Q2 2023) reaching 20 million people (-79% from Q2 2023). Most articles mentioning the City in Q2 2024 were neutral in sentiment (84%), representing a 163% increase in neutral news coverage from Q2 2023. There was also a 91% decrease in negative news coverage over Q2 2023.
- **Leduc.ca news:** In Q2 2024, there were 8,240 page views on Leduc.ca news items (-19% from Q2 2023). The most popular website news item this quarter was related to Canada Day, which is consistent with interest from the community on this event as demonstrated through web page traffic.

Communications and Marketing Projects

The following activities were completed in Q2 2024 to advance Communications and Marketing projects:

- **Improving Internal Communications**
An internal communications audit was conducted, involving 1:1 interviews with select staff, focus groups and an all staff survey. We also created an audience analysis for various employee groups.

COMMITTEE-OF-THE-WHOLE

- **Email Marketing Strategy**
In this quarter, an email marketing strategy was completed by a consultant and will be implemented in stages this fall. The intention is to provide more meaningful content to targeted audiences.
- **Website Redevelopment**
The evaluation committee selected the website vendor for Phase II of the project. A website administrator was hired.
- **Public Engagement Framework**
Public engagement training was provided to staff who either have upcoming engagement projects or are likely to conduct public engagement in the future.
- **Improving Issues Response**
Media training was provided to members of City Council, Executive and staff.
- **Emergency Communications Strategy**
The City developed and implemented a public-facing communications plan focused on the City's emergency process, encouraging residents to download the Alberta Emergency Alert app and to look to the City for the most up-to-date information in the event of a local emergency.
- **Promotional Item Strategy**
Research was completed and a first draft of the strategy was developed.

NEXT STEPS

NA

ATTACHMENTS

Communications and Marketing Q2 2024 Report