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**REPORT TITLE:** Communications and Marketing Year End 2024 Update

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## EXECUTIVE SUMMARY

In 2024, the City's Communications and Marketing Services Department strengthened community engagement and expanded communication reach. Key achievements include a 20% increase in social media engagement, driven by dynamic content and targeted outreach, and a 29% growth in e-news subscribers, maintaining strong open rates well above industry benchmarks.

The City's website continued to be a vital resource, with snow-related content spiking user engagement in Q4 2024. While overall website visits and social media impressions declined slightly, these shifts reflect the department's focus on reaching more specific, relevant audiences.

Media relations saw a 100% increase in coverage, and sentiment around the City improved significantly, with negative reporting eliminated by year-end. These results highlight the department's success in fostering trust and delivering meaningful communications to residents.

## BACKGROUND

### Channel Performance Highlights in 2024

- **Website:** Analytics showed fewer people visited Leduc.ca in 2024 than 2023. In total, 425,010 users visited the site this year, which represents a 2% decrease in visitors over last year. Most of this can be attributed to Q2 2024 when the site had 14% fewer users and 10% fewer pageviews than Q2 2023. During this time the Google Analytics platform transitioned from Universal Analytics Tracking to GA4 Tracking. It is possible that this new tracking method skewed the data during that period, causing an anomaly in the data.
- **Social Media:** The City's social media following continues to grow on every platform. In total, the City had 27,852 followers on social media at the end of 2024, which represents an 8.5% increase in followers since 2023. Overall, the community was 20% more engaged with the City's social media content in 2024 when compared to 2023. This is mostly due to a significant spike in engagement in Q2 2024, resulting from various exciting community announcements. Total impressions on social media declined by 13% in 2024 when compared to 2023. This is likely because the City now targets social media content to more specific audiences.
- **Email Marketing:** Since this time last year, subscribers to the City's e-news tool continued to steadily grow. With a total of 1,803 subscribers at the end of 2024, this communication channel grew by 29% this year. The average open rate on e-news items has remained relatively consistent for the last two years, ranging from 64% to 68%. The average open rate on e-news items in 2024 was 65%, which represents a 1% decrease over the average open rate in 2023.

## COMMITTEE-OF-THE-WHOLE

- **Leduc.ca News:** Leduc.ca continues to be a key source of information for residents. In 2024, there were 33,137 page views on Leduc.ca news items throughout the year. The most popular news item from 2024 was the Canada Day Celebrations announcement with 1,409 views.
- **External Media:** Media mentions about the City increased by 100% in 2024 over 2023, with a total of 1,424 mentions in the media this year. This increase is primarily due to an increased number of articles published by The Leduc Rep. Overall, coverage about the City reached 301.6 million people, which is 38% fewer people than last year. This is likely due to the coverage by media outlets that have a smaller audience overall. Of note, there was a significant shift in the sentiment of news coverage about the City in 2024 compared to 2023. Negative coverage fell from 5% of all coverage at the start of 2024 to 0% at the end of the year, steadily shifting to being neutral in sentiment.

### NEXT STEPS

### ATTACHMENTS

Communications and Marketing Services 2024 Q4 Report