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**REPORT TITLE:** Communications and Marketing Q2 2025 Update

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## EXECUTIVE SUMMARY

In Q2 2025, the City's communications efforts continued to perform strongly, with notable gains in reach, engagement, and subscriber growth across key platforms. Key achievements include:

- A newly redesigned Leduc.ca launched this quarter, improving user experience and accessibility. This, combined with promotional efforts, drove a 9% increase in visitors from the previous quarter.
- Social media saw significant quarter-over-quarter growth in impressions (+83%) and engagements (+51%), led by content related to Canada Day, public engagement, and local development. The City also began experimenting with YouTube Shorts, resulting in a 199% increase in impressions and 300% increase in engagements on that platform.
- A newly branded Leduc Link newsletter was launched, resulting in strong engagement: a 70% open rate and 15% click-through rate—both far above industry benchmarks. Newsletter subscriptions grew 278% over Q2 2024.
- Media coverage increased significantly (+270%), reaching 158 million people. While neutral sentiment declined slightly, positive and negative stories both grew, reflecting broader media interest.

Overall, Q2 2025 marked a successful quarter of increased visibility, improved digital access, and deeper community connection.

## BACKGROUND

### Channel Performance Highlights in Q2 2025

- **Website:** The City launched a redesigned Leduc.ca in Q2 2025, improving user experience with features like updated navigation, enhanced accessibility and improved search functionality. This, coupled with a communications campaign intended to drive traffic to the site, resulted in a 9% increase in visitors to Leduc.ca in Q2 2025 compared to the previous quarter. Total page views on the site decreased this quarter compared to Q2 2024 (-5%), which is likely primarily related to the City removing internal IP addresses from reporting data in Q3 2024. This means this should be the last quarterly report where City IP addresses influence the year-over-year comparison.
- **Social Media:** The City's social media continues to be very effective in reaching and engaging our community on important information. In Q2 2025, there was a major increase in overall impressions (+83%) and engagements (+51%) compared to Q1 2025, driven by Facebook, Instagram, and YouTube. Posts that primarily drove this increase were related to construction, Canada Day, skatepark public engagement, the Urban Centre Area Redevelopment Plan, and the pickleball courts. The City is experimenting with YouTube Shorts and published 3 videos in Q2 2025 about emergency preparedness, bike safety, and SeeClickFix. Because this platform has been previously largely unused, even slight traction on this content (64 engagements and 8,850 impressions) generated a significant increase on the platform compared to Q1 2025 (+300% engagements and +199% impressions).

- **Email Marketing:** In Q2 2025, the City implemented a new email marketing strategy by consolidating multiple individual articles into a single newsletter format. The newsletter was also rebranded and titled, *Leduc Link*. While the new e-newsletter will improve how residents receive information from the City, the way they engage with the e-newsletter will change. This means year-to-year comparative data and analysis on click through rates (e.g., Q2 2025 compared to Q2 2024) will be unavailable until Q3 2026. Despite the format change, engagement remains strong; the average open rate in Q2 2025 was 70% - well above the industry average of 42% - and the average click-through rate was 15%, compared to the 2% industry standard. The most popular content shared with residents via Leduc Link in Q2 2025 was a teaser about a new vision for downtown Leduc (39% click through rate) and a caption about the redesigned Leduc.ca (33% click through rate). Subscriptions to the e-newsletter continue to grow with net new subscribers increasing 278% in Q2 2025 compared to Q2 2024. This suggests the content resonates with the community, effectively addressing topics that are relevant and meaningful to our audience. Additionally, the redesigned Leduc.ca has improved the overall user experience and made it easier for visitors to sign up for Leduc Link, further contributing to subscriber growth.
- **Leduc.ca News:** In Q2 2025, there were 20,176 views on Leduc.ca news items (+145% from Q2 2024). This can likely be attributed to several factors: the new website layout and design makes it easier for users to find and browse the news section; meta titles and descriptions are now included on each news item, which helps generate organic traffic from online search engines (e.g., Google) to Leduc.ca news items; and news modules are now embedded on some content pages, increasing visibility of news content throughout the site. A news item about summer camps, for example, was embedded on the Leduc Recreation Centre landing page in mid-March so all visitors to that page around that time would have been given an opportunity to click through to read the news item.
- **External Media:** The City received 440 mentions in the news media this quarter (+270% from Q2 2024), reaching 158 million people (+669% from Q2 2024). Most articles mentioning the City in Q2 2025 were neutral in sentiment (78%), representing a 7% decrease in neutral news coverage from Q2 2024. There was a corresponding increase in both positive (+36%) and negative (+50%) news coverage compared to Q2 2024. The increase in negative sentiment can largely be attributed to an update regarding the settlement of the lawsuit.

### NEXT STEPS

### ATTACHMENTS

Communications and Marketing Services Q2 2025 Report