



Communications Year Report 2016 – 2017

Delianne Meenhorst

Chair Communications

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1. COMMUNICATION COMMITTEE

In 2016 - 2017 the communications committee was made up of 3 volunteers:

- *Donna Fong - Offline Newsletter Editor*
- *Karen Rowswell - Webmaster and Facebook Admin*
- *Delianne Meenhorst - Communication Chair (1-year appointment)*

Both Donna Fong and Karen Rowswell have been supporting the community league for quite some years. The position of communications chair was vacant in the previous year(s). Delianne Meenhorst was appointed for the position for one year. For highly technical issues concerning the website the Communication Committee has been supported by Corey Dodge.

2. COMMUNICATION PLATFORMS

Strathcona Centre Community League communicates at this moment with its member through the following platforms:

1. *Offline Newsletter*
2. *Website*
3. *Digital Newsletter (mailchimp)*
4. *Facebook*
5. *Twitter*
6. *Other tools - Online Survey , Posters, Postcards, Press, and internal email*

2.1 OFFLINE NEWS

The free Newsletter “Community News South” informs our community about developments in our neighborhood, events, community programs and board activities. The newsletter is published 6 times a year by Calder Publications. Strathcona Centre Community League articles are provided by all board members and Donna Fong. The Communications Committee has the responsibility to submit the articles. Donna Fong is for many years editor of the newsletter.

The following news letters have been published in 2016 - 2017:

- [December 2016](#)
- [February 2017](#)
- [April 2017](#)
- [June 2017](#)
- [August 2017](#)
- [October 2017](#)

In previous years SCCL worked with volunteers to deliver the newsletter at the homes in our community. Since the end of 2016 SCCL decided to deliver the newsletter through Canada Post. The main advantage of using Canada post is that they are able to deliver in apartment buildings. Although the delivery was irregular at addresses in the beginning, the delivery has improved since summer 2017.

2.2 WEBSITE

www.strathconacommunity.ca is our main platform to inform our members about SCCL activities and provide news that is relevant to our community and related to the league. Overall three news items per week are posted. The communication committee is responsible for maintaining, posting and editing the website. Karen Rowswell has been involved as our webmaster for many years delivers support and collects news.

2016 - 2017 website facts

- 30484 pages were visited www.strathconacommunity.ca
- Most visitors (8233) visit our home page contains our latest news
- Nearly 3600 visitors were interested in our hall rentals
- Developments in our community such SouthPark, Mezzo, and Bateman Location among others, draw many visitors to our site. Circa 2500 visits were paid to news articles about these developments.
- Soccer, Programs and news items also receive many visits.
- 46% of our website traffic is referral traffic. Nearly 82% of the referral traffic is provided by search engines with Google as main provider (92%)

2.3 DIGITAL NEWSLETTER

All members providing their email address receive our digital newsletter. If news is available, our digital newsletter is emailed every day at 8pm. Alternatively, an additional email may be send out to our members when news is urgent.

The newsletter has over 800 subscribers. On average 38% opens the email.

2.4 FACEBOOK

Facebook has 357 members. The SCCL facebook is a public group that can be joined once allowed access by the SCCL administrators. All members have to live in our community.

This year rules have been set up in regards to the use of facebook. One of those rules is that advertising for commercial purpose may be not be allowed and will be removed.

In general the community facebook posts contain the news that is available on the website. Programs and pub nights are published as well. Members can post themselves as well and they often take the opportunity to post community related items.

Age and gender ?

65% Women 33.8% Men 1.2% Custom

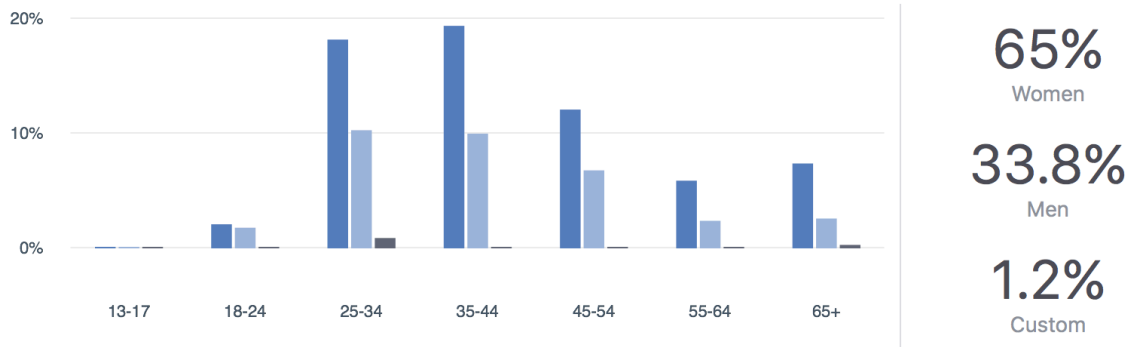


Figure 1 Age and gender

Total members

Jul 14, 2017-Nov 15, 2017

357 Members

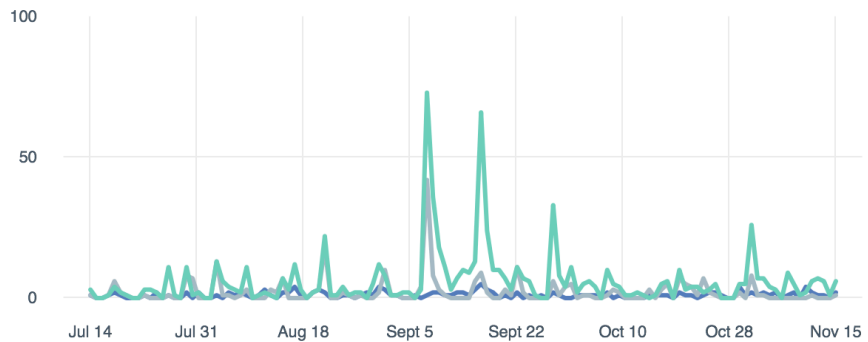


357
Total members
+7%

Figure 2 Growth Details Jul - Nov 2017

Jul 14, 2017-Nov 15, 2017

137 Posts **268 Comments** **750 Reactions**



137
Posts
268
Comments
750
Reactions

Figure 3 Number of Posts, comments and reactions Jul - Nov 2017

2.5 TWITTER

Communications has been less active on Twitter this year. In the new year a plan will be made to pro-actively post on twitter.

Currently @strathconacl has 838 followers. Depending on the subject SCCL receives retweets, likes or clicks. Interesting retweets are mostly subjects in regards to developments in the neighborhood.

Currently Buffer is used to track results in Twitter.

2.6 OTHER TOOLS

- An online survey has been used by neighborhood renewal. Communications has been responsible for organizing the responses.
- Postcards have been used for important events: Bateman Open Evening and Survey as well as the Canada 150 Event SCCL organized in September 2017.
- The Press has been involved with development projects such as SouthPark, Mezzo, Bateman. But also event as Edmonton Oilers.
- A new way of organizing information within the Board has been set up as well as a new email system.