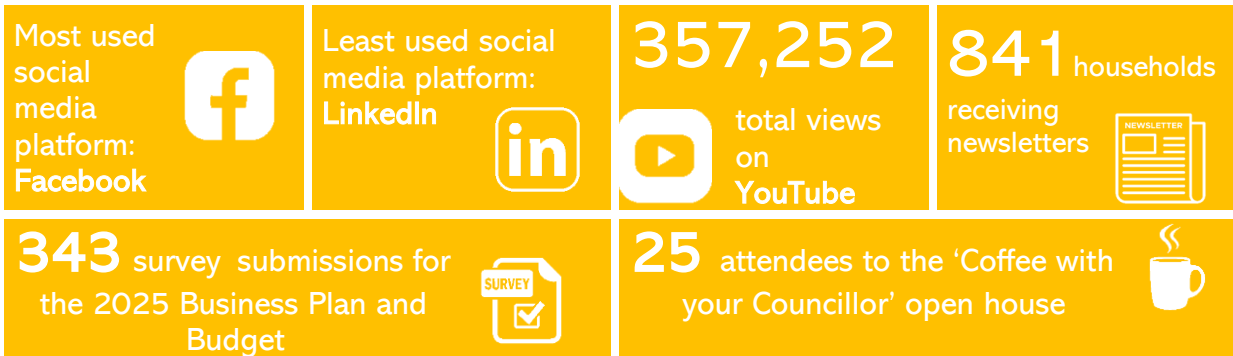


COMMUNICATIONS

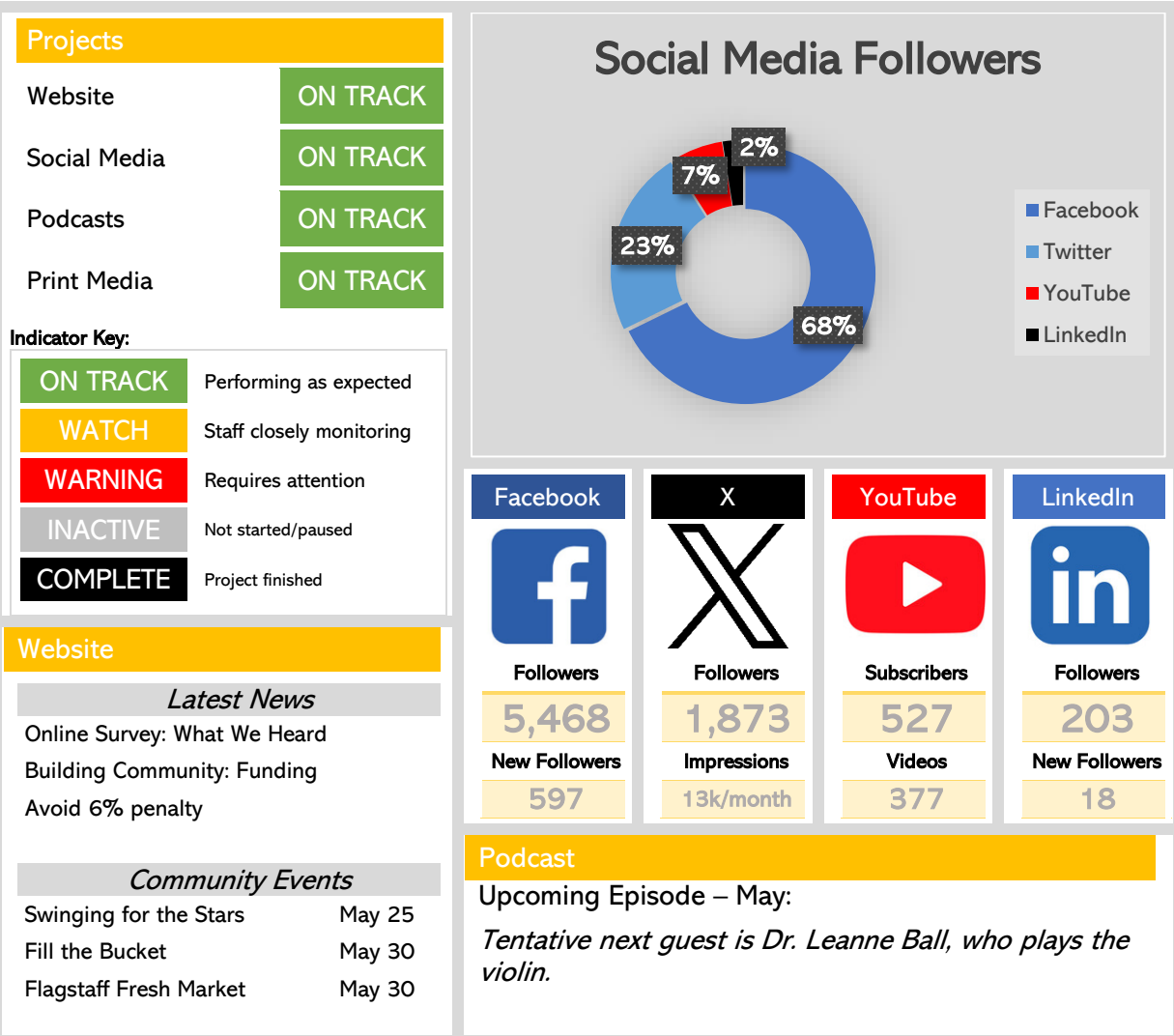


At a Glance

For the Period January 30, 2024 to April 30, 2024



Dashboard

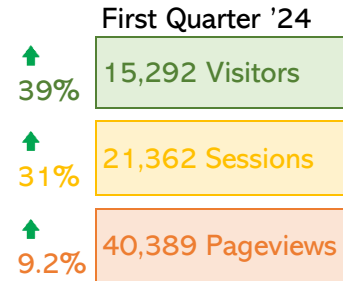
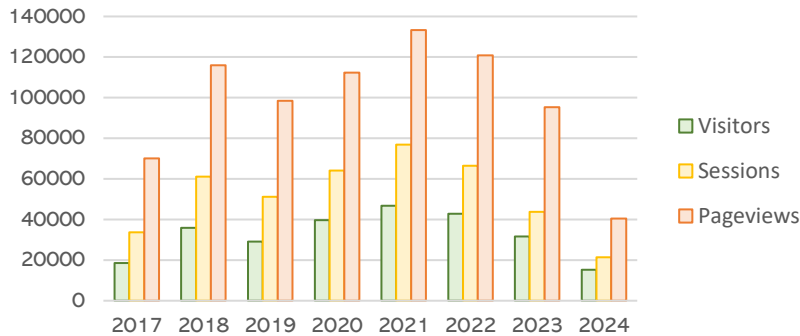


Projects

2024 Website



flagstaff.ab.ca



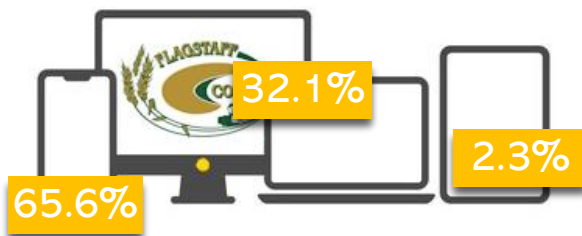
TOP 10

Most Visited Pages This Quarter

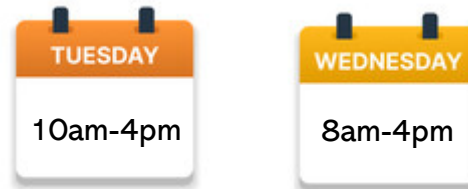
Views	Webpage	Views	Webpage
1 5.4K	Homepage	6 1.1K	Economic Development
2 2.8K	Opportunities: Employment	7 787	Health and Safety Forms (internal page for staff only)
3 2.1K	Hamlet Services: Lots For Sale	8 543	Shelterbelt Establishment
4 1.5K	County Maps	9 368	Council Meetings and Minutes
5 1.2K	News: County Ownership Map	10 251	Opportunities

Most Commonly Used Devices

Phones Desktop/Laptop Tablets



Busiest Days and Times



Best Time to Post

Tuesday Noon

Users and Engagement Over Past 90 Days

Users ?

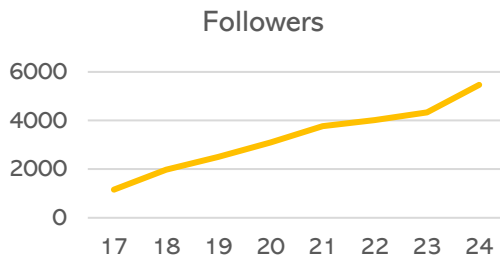
New users ?

19K

18K



Facebook



12% in last quarter



33.3%



66.7%



25-44 years old



35 to 44 years old

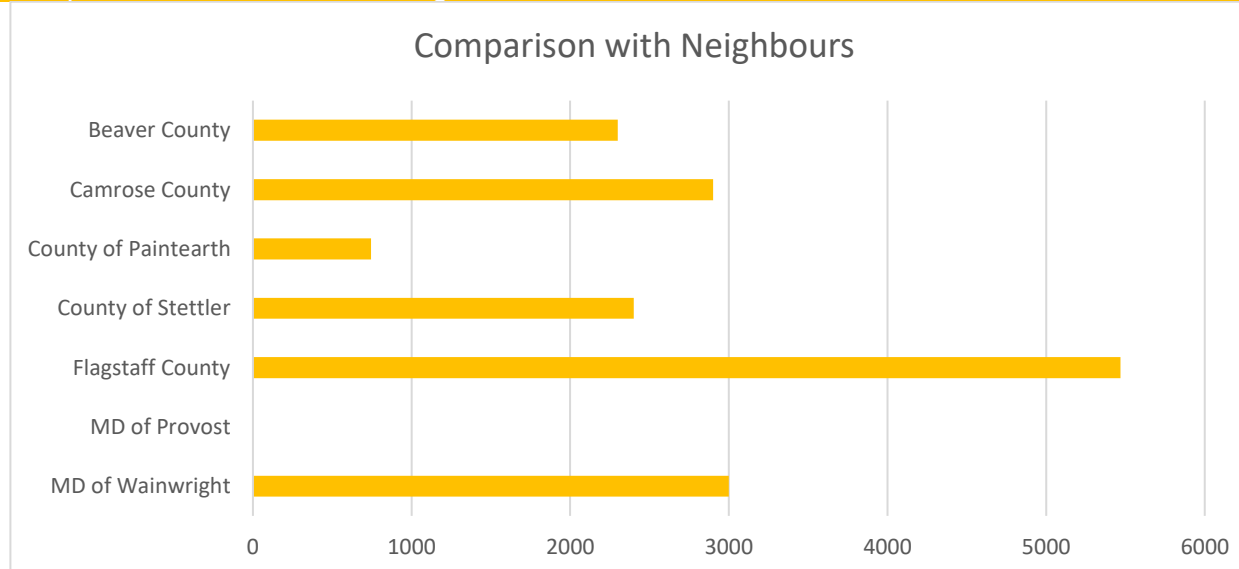
TOP 10

Most Viewed Videos on Facebook

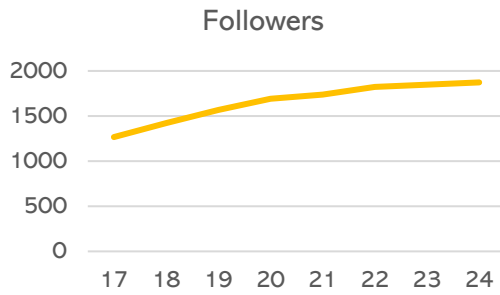


Views	Video	Views	Video
1 77.9K	2023 Bringing in the Harvest	6 4.4K	2022 Bike Safety Rodeo at Forestburg
2 24.5K	Community Salute to RCMP	7 4.1K	2019 Sedgewick Pony Chuckwagon and Chariot Races
3 5.5K	Kim Cannady's Retirement	8 4K	Fire Safety at Harvest
4 5.3K	SBW 2022: B-Tech Diesel	9 3.9K	SBW 2022: Diamond J Bakery
5 4.5K	2021 Dandy Joe Feature	10 3.8K	Snowbirds Over Flagstaff

Comparison of Followers with Neighbours



X (formerly Twitter)



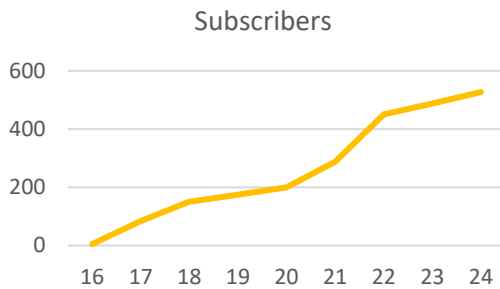
0.9% in last quarter



Tweet Impressions

April – 7,225
 March – 8,588
 February – 10.8K
 January – 8,352
 December – 8,042

YouTube



2.5% in last quarter



62.4%



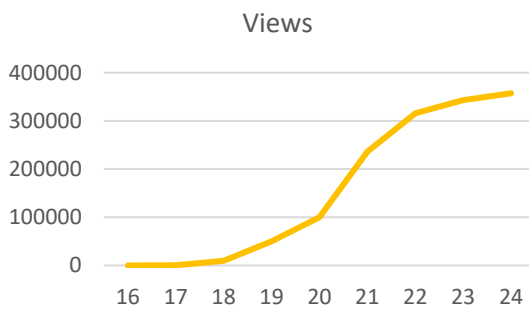
37.6%



25-44 years old

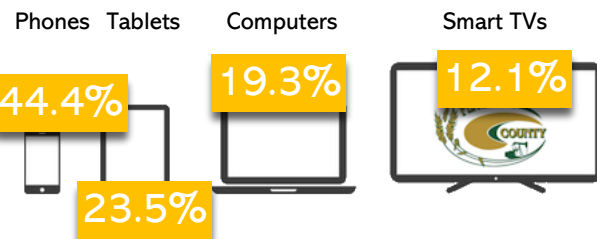


25 to 44 years old



1.2% in last quarter

Most Commonly Used Devices



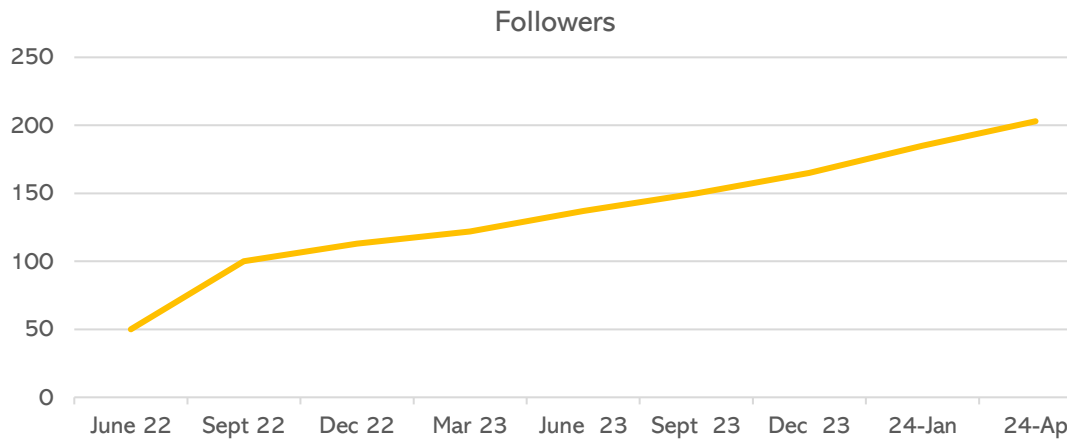
TOP 10

Most Viewed Videos on YouTube



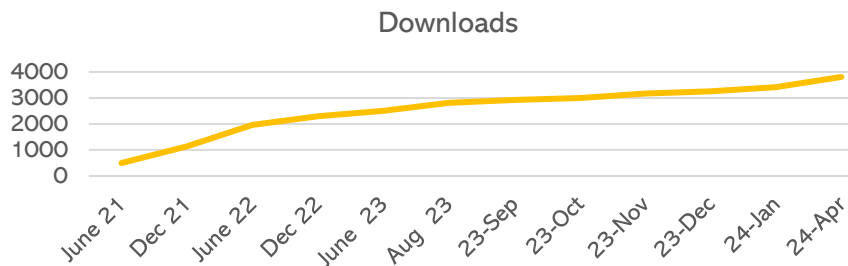
	Views	Video
1	118,453	2019 Sedgewick Ag Society Alberta Pony Chuckwagon and Chariot Races
2	106,611	Forestburg Fire and Ambulance Tour
3	32,291	Take a Moment - Train
4	22,604	Take a Moment - Fishing
5	10,836	How to build a bumble bee house
6	9,912	Take a Moment - Barn
7	8,726	Community salute to Killam RCMP
8	6,669	Take a Moment - Campfire
9	4,735	Take a Moment - Canoe
10	3,923	Take a Moment - Hike

LinkedIn



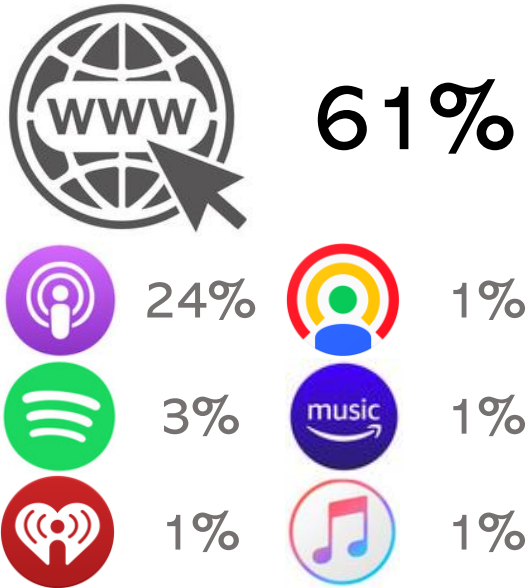
10% in last quarter

Podcasts

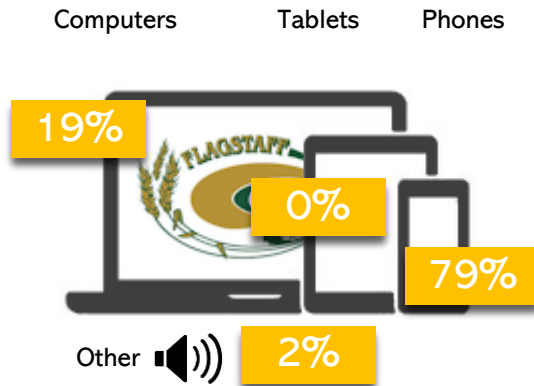


11.3% in last quarter

Most Accessed Directories



Most Commonly Used Devices



Episodes Published

66

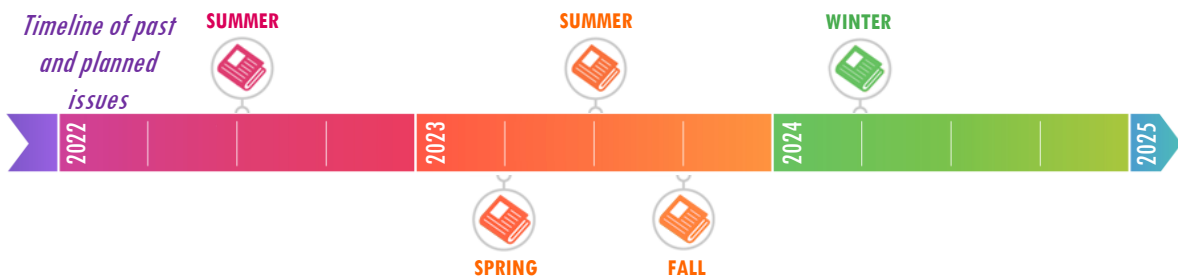
Podcast Downloads

3,808

TOP 10 Most Downloaded Podcasts

	<u>Dloads</u>	<u>Video</u>		<u>Dloads</u>	<u>Video</u>
1	162	Air Force Exploits	6	101	Good Sport
2	130	The Manitou Stone is Coming Home	7	98	Stones and Bones
3	129	The Daysland Ghost	8	83	All Tuned Up
4	111	Shelterbelts	9	79	We're No. 1!
5	102	You're Too Young to Retire!	10	75	Public Engagement: Part 1

Newsletter



Most Recent Issue

Published in February 2024

Contents

Positive Ticket Program
Farm Truck Inspections
Farm Security Workshop
Roadside Vegetation Management

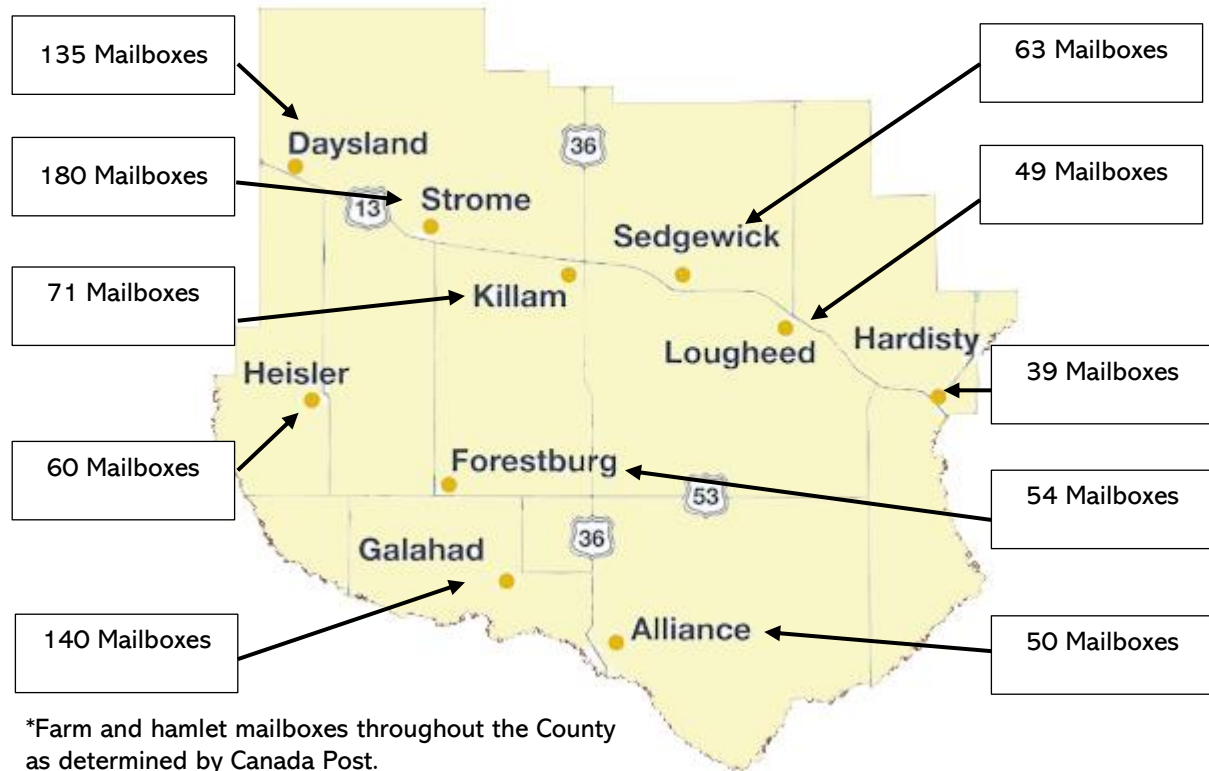
Next Issue

To Be Published in May

Contents

Census
2024 Road Recovery Projects
Pollinator Habitat Establishment Program
Leafy Spurge Aerial Spraying

Circulation of Newsletter



Newspaper

