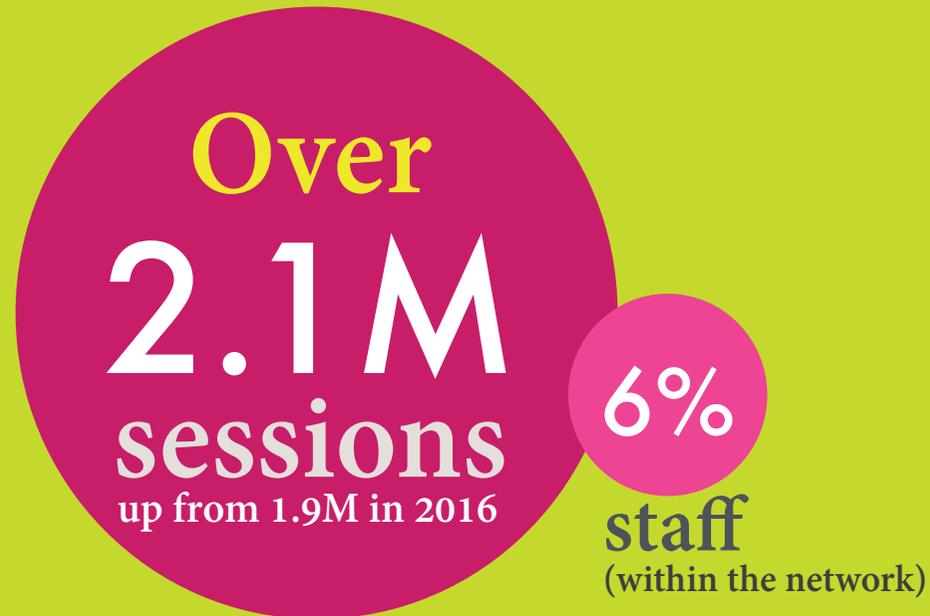


# 2016

## Web highlights

[www.strathcona.ca](http://www.strathcona.ca)



With over 2.1 million visits in 2016, Strathcona County's public facing website, [www.strathcona.ca](http://www.strathcona.ca), provides one point of reference and access to information and services to residents, business and staff.

The number of sessions is up from 1.9M in 2015.

In our annual public satisfaction survey, respondents to the online survey cited the website as their preferred source of information with 69% letting us know they were either satisfied or very satisfied with the site.

The website is central to communications efforts; virtually every tool we develop (ads, brochures, social media) direct the public to the site for more information.

# Website *by the* NUMBERS

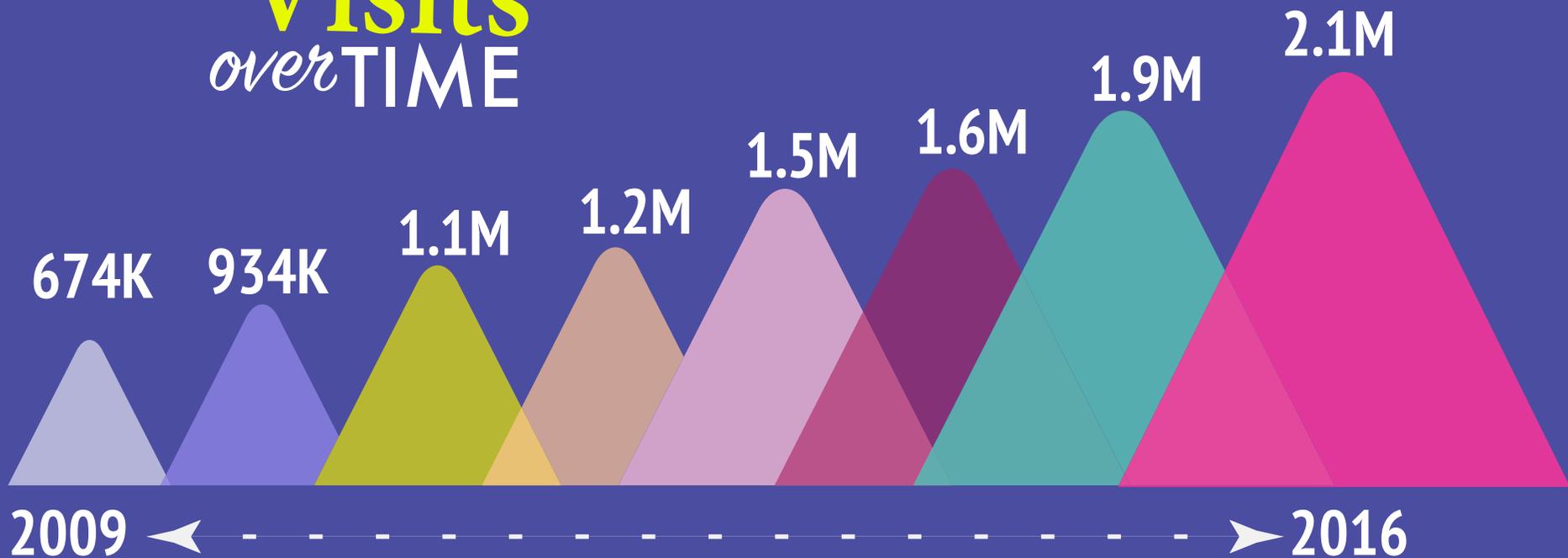
75 content editors across all departments

13.35% global conversion rate:  
271K goal completions

2.5 pages per visit

Server up time: 99.31%  
(72 hours downtime)

## Visits *over* TIME

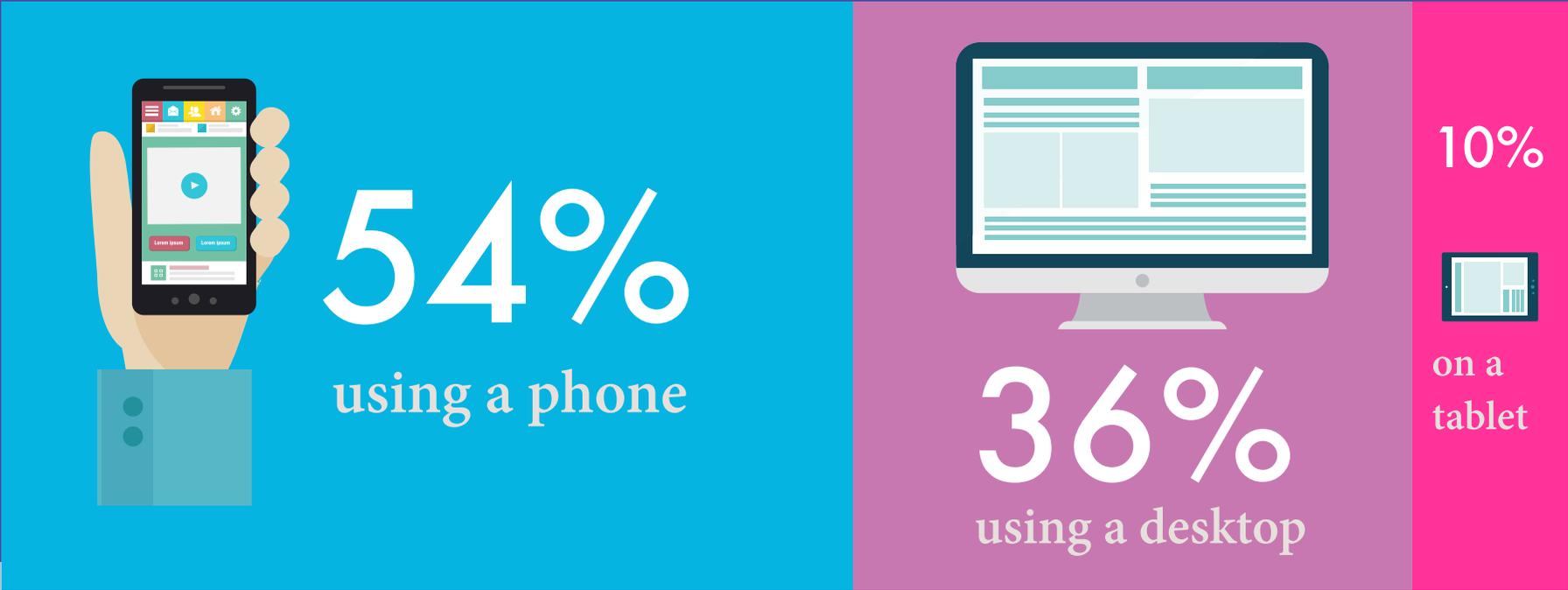


# Website *by the* NUMBERS

Overtime there has been a continuous increase in the number of sessions as we make the website the hub of our Communications program, with access to information to a wide variety of services and programs.

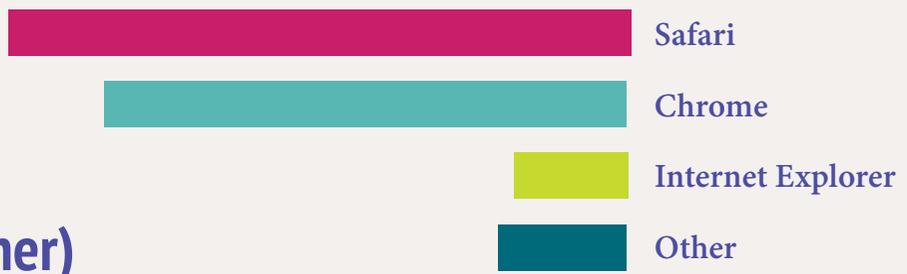
Our digital presence is the result of a collaborative effort between all departments. We operate in a distributed content editing model, empowering department subject matter experts to make updates to their content, while providing training, support and guidelines. The same stands for our social media presence.

# People outside our network viewed the website:



## Using these browsers

(and many more under other)





Similarly, we see a continuous year-over-year increase of visitors relying on their phones to access the website instead of desktops and tablets, which is in line with industry trends.

It also indicates our responsive website works well on phones and supports the need to edit our content with small screens in mind, keeping text very short and objective.

# WHAT

visitors do on the website  
*excluding staff*

Downloaded documents  
**178K**

Mostly **transit schedules**  
followed by **recreation** schedules  
and the **waste calendar**

Read FAQs  
**113K**

Most often to learn about:

**Canada Day**

**bus information**

**recreation programs**

**Enviroservice Station**



# WHAT

**visitors do on the website**  
*excluding staff*

Since mid-2015 we're able to measure actual interactions on the website, rather than only page views. This has allowed us to establish 'goals' for web pages and web campaigns. Some of our goals are: download documents, follow links to an application such as County Connect or the Property Assessment Mapping tool.

New in 2016 was the ability to measure FAQs to tell us what topics people are looking to learn more about. This helps us develop and promote the right content.

Clicked to view the  
**Property  
Assessment  
Mapping Tool**  
**38K**

Clicked to send us  
**email**  
**14K**  
\*Excludes jobs@ email  
- replaced by Jazz in July

Followed a link to  
Google or GIS  
**map**  
**21K**

Followed a link to  
**register**  
for a program  
using Click-it  
**13K**



Waited  
**4.26 seconds**  
for the average page to load



Jumped to a  
**survey**  
**6.7K**  
2.8K clicks  
to Community Talk

Clicked to access  
**Your Accounts  
Online**  
**12K**

Clicked to  
**County  
Connect**  
**17K**  
2K website requests  
received via web  
(staff + public)

Clicked to  
**phone us**  
from their  
smartphone  
**25K**

County  
Connect  
17K

Jumped to a  
survey

6.7K

2.8K clicks  
to Community Talk

Also new was information on clicks to County Connect. We can see that there were 17k clicks to County Connect. When compared with actual County Connect requests received from the web, we see that there were 2K forms logged in County Connect.

While we don't have the answer for why there is such a difference in numbers, we can suggest a few factors:

- a) Residents click a County Connect link looking for information, and click away from the County Connect pages to find information elsewhere
- b) Residents click County Connect, but don't find the service request they are looking for
- c) Residents have heard of the tool and click it out of curiosity
- d) The County Connect button, at the top of every page on the website, is very visible, and attracts unintentional clicks

Website numbers also demonstrate that the organization has been very active and successful in engaging our residents for feedback. While we only started measuring in mid 2015, a whopping 6.7 thousand people clicked a link to follow a survey in 2016, compared to 1.8 thousand for the last half of 2015.

*How people*  
**arrive**  
*at the website*

**60%**

Of external visitors search the web, primarily google.

They land **directly** on the pages containing their **search terms**. Only **6%** of sessions originating from search land on the homepage.

# *How people* **arrive** *at the website*

Search is still by far the method most people use to arrive at the website, with 60% of external visitors searching the web to find our content.

This percentage is down 5% from last year, with direct traffic increasing almost 4%. This indicates website users are typing [www.strathcona.ca/something](http://www.strathcona.ca/something) in their browsers more often than they did in 2015.

## People searched for:

**strathcona county**

**strathcona county jobs** sherwood park

*ardrossan rec center*

**millennium place**

sherwood park transit

*strathcona wilderness centre*

strathcona county transit

emerald hills pool

*sherwood park new years eve*

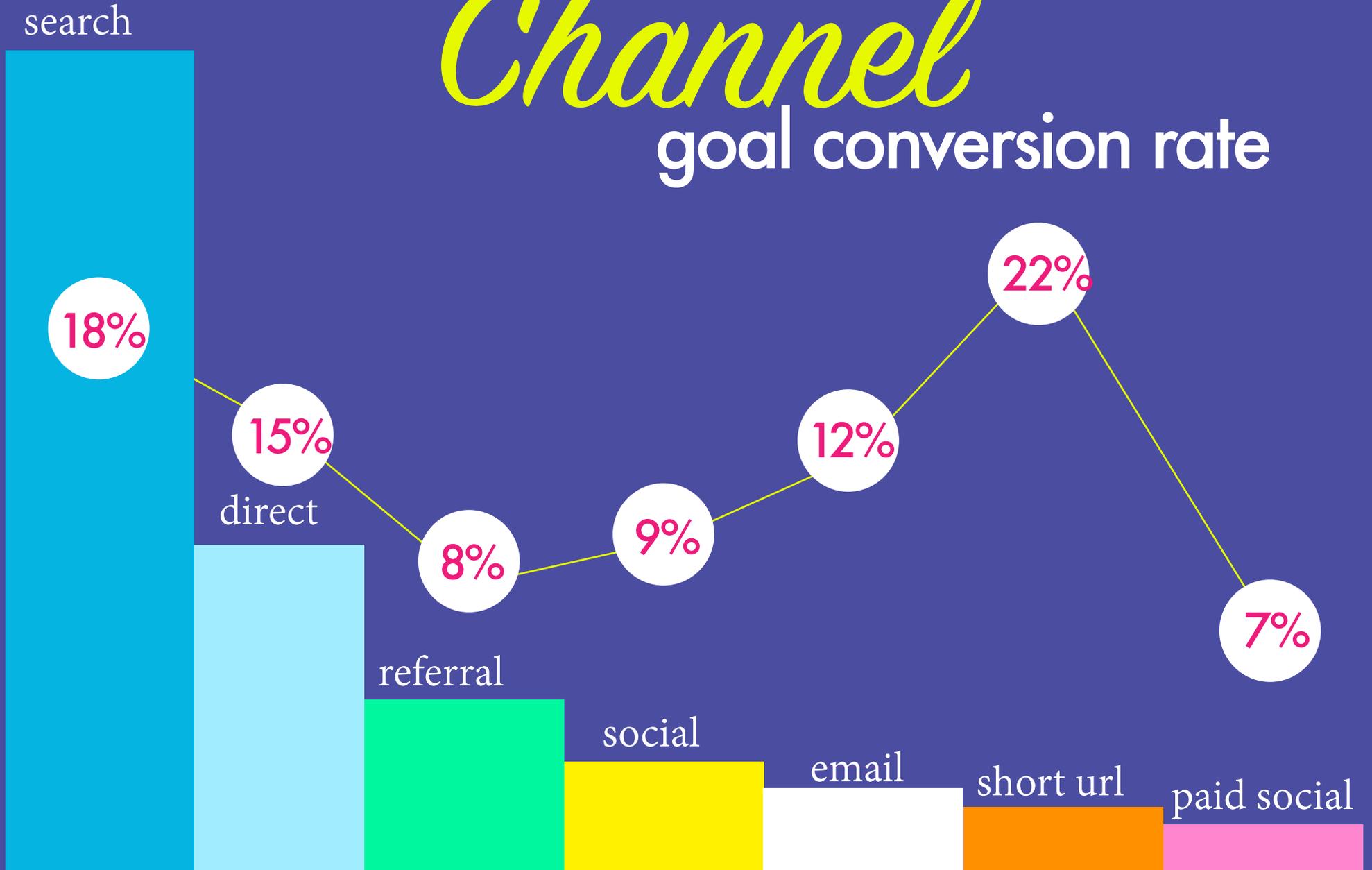
strathcona county recreation

## People searched for:

When we look at 2016 search terms, the size of these words represents the “community voice” on what we are searching. A noticeable difference from 2015 is how much “louder” the search was for Strathcona County and Strathcona County jobs.

# Channel

goal conversion rate

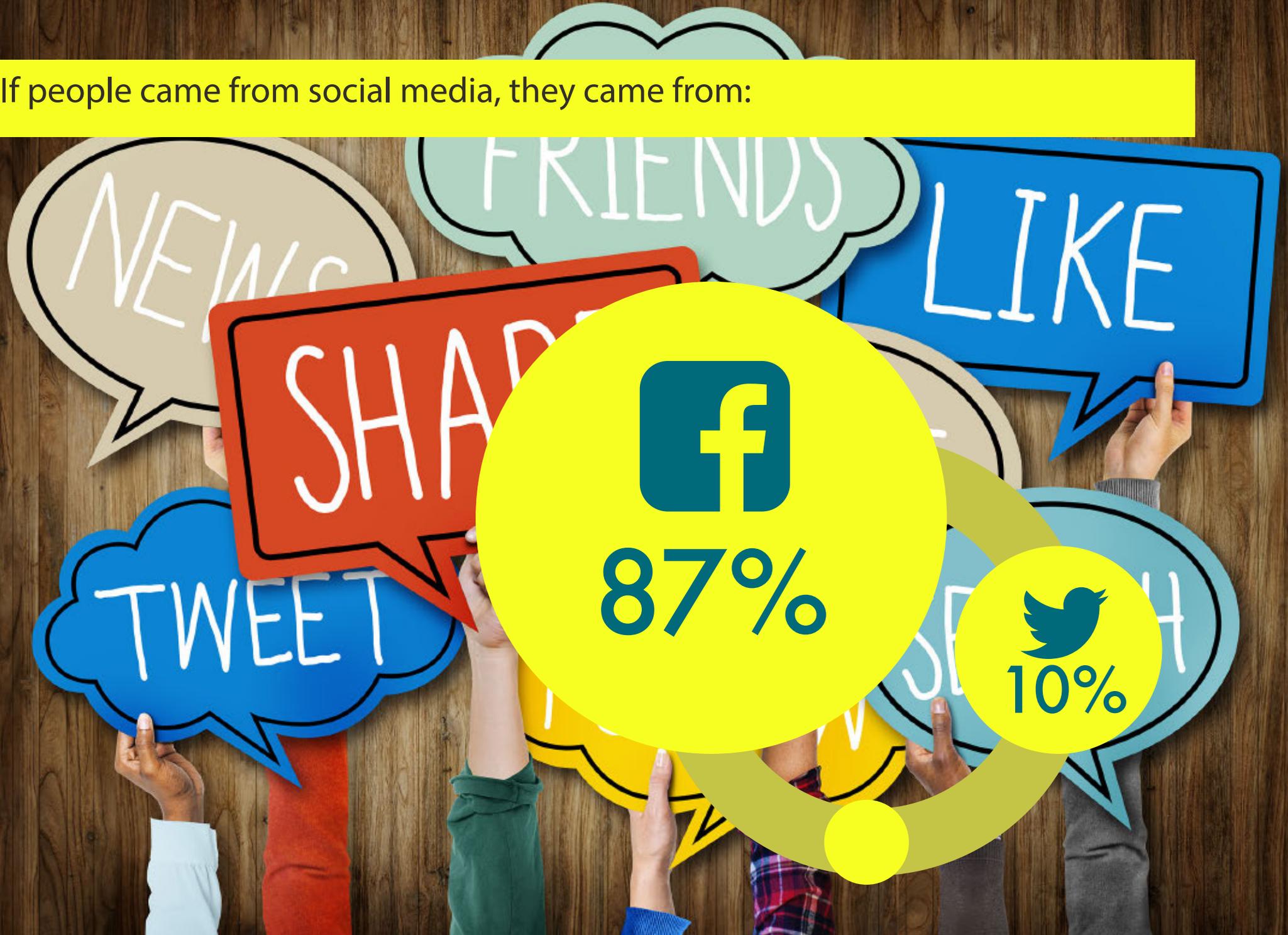


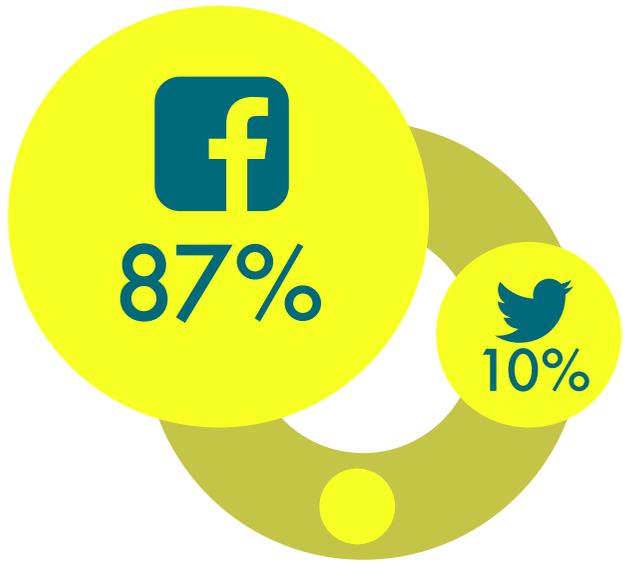
# Channel goal conversion rate

New in 2016 is the goal conversion rate per channel. For example: the short web addresses we promote (such as [www.strathcona.ca/councilmeetings](http://www.strathcona.ca/councilmeetings)) do not bring the highest number of visitors to the website, however, this channel has the highest conversion rate. This means that when someone actually types the address we've promoted, they are more likely to take the action we have defined as a website goal.

In plain terms, people who type [www.strathcona.ca/scalerts](http://www.strathcona.ca/scalerts) are more prone to sign-up for alerts than those who that heard about it on another website and followed a link (this method is called the referral channel).

If people came from social media, they came from:





We typically use Twitter to connect with influencers and Facebook to connect with families. We engage in two-way communication in these channels.

Our social media efforts are mostly organic (not paid for) and serve a couple of needs, such as providing information or building a sense of community.

# Social *by the* NUMBERS

**8.9K** Facebook page likes  
(up from 7K in 2015)

**345** posts

**36K** clicks, shares or comments

**6.4K** Twitter followers  
(up from 5.5K in 2016)

**1,332** tweets

**18** staff crafting messages and/or  
monitoring across departments

# Social *by the* NUMBERS

We monitor and respond to social questions and complaints, and correct misinformation.

We reach many people through social media, with over 8,900 likes to our Facebook page (up from 7,000 in 2015) and 6,400 followers on Twitter (up from 5,500 in 2015).

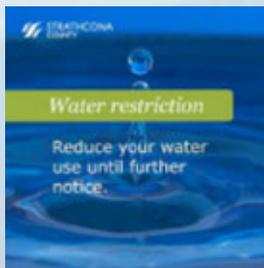
The  
*3 most engaging*  
social posts were:

## WATER RESTRICTION

**68K** Facebook users reached with two posts

**11K** Likes, comments clicks or shares

**6.9K** Twitter impressions (four tweets)

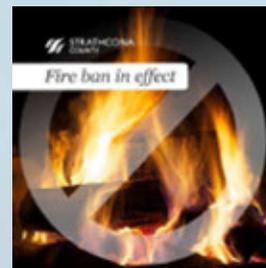


## FIRE BAN

**47K** Facebook users reached with three posts

**4.8K** Likes, comments clicks or shares

**15K** Twitter impressions (six tweets)



## NEW POOL

**25K** Facebook users reached with one post

**5.5K** Likes, comments clicks or shares

**2K** Twitter impressions (four tweets)



social posts

When looking at the most engaging social posts, we see that “the fun stuff” reaches a lot further on Facebook, while news or emergent happenings have a good reach in Twitter.

# The *best performing* paid ads

on the County's Facebook page

## Enviroservice campaign



106K users reached

5.5K link clicks

\$0.36 cost per click

## Savour Strathcona video



15K users reached

16.7K video plays

\$0.01 cost per click

## Tourism Getaway



106K users reached

4.4K link clicks

\$0.17 cost per click

## Waste collection changes



14.7K users reached

2K engagements

\$0.03 cost per engagement

*best performing*  
paid ads

Our departments invest in social media advertising with some campaigns bringing back good results in terms of awareness and reach.

The social paid ads were part of broader campaigns to promote relevant subjects to our residents – most of them directed residents to the website for further information.

*Insights from*  
**20**  
**Campaign**  
**dashboards**

**How do I dispose of electronics?**  
**1.5K views**

Let's make a  
social post about  
disposing of electronics!





*Insights from*  
**20**  
**Campaign**  
**dashboards**

To help departments measure results and plan their future campaigns better, we are now setting up campaign dashboards, to give a snapshot of activity generated by these campaigns.

There are close to 20 dashboards, including: Enviroservice, SC alerts, Millennium Card and Community Talk. Communicators may look at these dashboards and compare which advertising methods are working best, where to focus investment and even what content visitors are most interested in.

*Thoughts from*  
**dashboard**  
**users**

Having these dashboards provides a quick and easy snapshot of web page performance. Before I would have to dedicate several hours to try to run the reports myself.

**Sherry Feser**  
Communications Specialist  
Transportation and Agriculture Services

The information generated provides valuable insight into campaigns and how successful they were. I analyze the data, and make changes based on this feedback.

**Karen Tomnuk**  
Communications and Marketing Specialist  
Strathcona County Emergency Services

Having proper dashboards set up for our online analytics is crucial to any communications plan.

**Elizabeth Tadman-Kickham**  
Marketing Specialist  
Recreation, Parks and Culture

*Thoughts from*  
**dashboard**  
**Users**

Not all campaigns are candidates for dashboards. We use them when campaigns make use of multiple distribution channels, have a clear, measurable online goal, are testing new practices or want to compare which communication tools provide better results.

We've reached out to some of the dashboard users to find out how they're using them.

# Top 2 Campaigns

with dashboards

## Enviroservice campaign



**6K** sessions

**50%** new users

**38K** page views

**10%** of sessions came from paid social posts

## SC Alerts



**5.2K** sessions

**36%** new users

**10K** page views

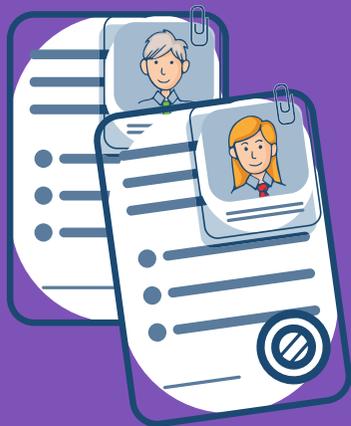
**4K** sessions came from the short web address [www.strathcona.ca/scalerts](http://www.strathcona.ca/scalerts)

# Top 2 Campaigns

For this report, we're looking at the top two campaigns in terms of number of sessions and new users.

We can see that the paid social channel and the short web address work well to bring users to the information available on the website.

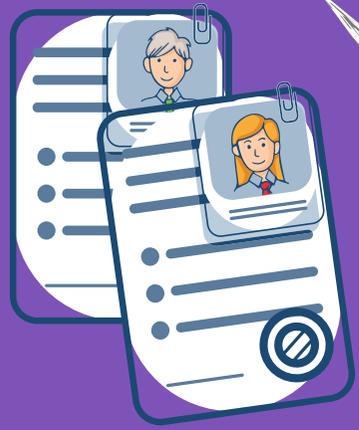
# Top Content



|                                | <i>Pageviews<br/>(in thousands)</i> |
|--------------------------------|-------------------------------------|
| Recreation, parks and culture  | 502                                 |
| Careers and Human Resources    | 256                                 |
| Transit                        | 150                                 |
| Utilities                      | 122                                 |
| Permits, planning, development | 50                                  |
| Transportation and agriculture | 44                                  |
| News and events                | 43                                  |
| Economic development           | 41                                  |
| Assessment and tax             | 37                                  |
| RCMP and enforcement           | 37                                  |



# Top Content

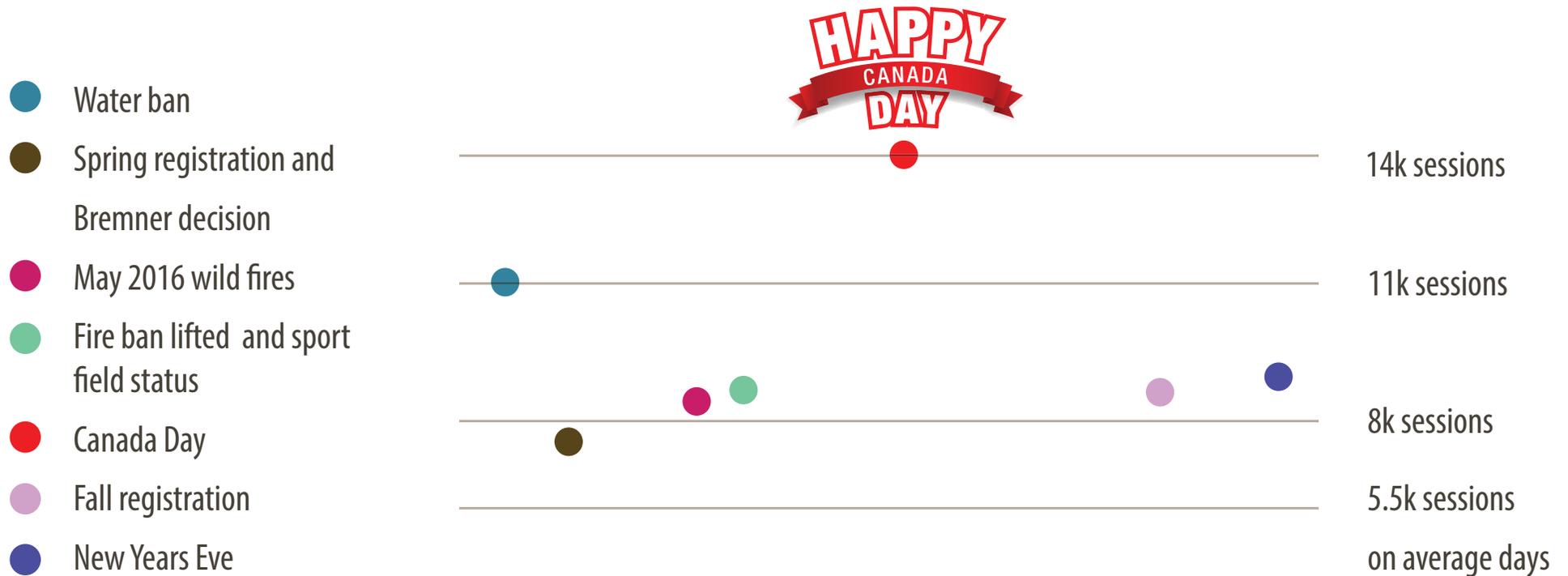


Similar to what we saw on google searches, careers and HR jumped above Transit (from 2015) for pageviews.

We can also see that the Enviroservice Station opening, and the associated awareness campaign, boosted Utilities content to fourth place (fifth in 2015).

# Events

that brought users to the website  
*in 2016*



# Events

Planned and unplanned events prompt our residents to turn to the website for information. Among the days with greater than average visits in 2016 we can highlight:

- Water ban early in the year
- Registration for recreation and swimming lessons
- May 2016 wild fires
- Fire ban
- Canada Day
- New Year's Eve festival

# The Wild fires website activity

**5K website sessions**  
**8.8K page views**



# *The* Wild fires website activity

Website and social media efforts in support of the May 2016 wildfires morphed with the different roles Strathcona County played in support of the neighbouring municipalities and provincial efforts.

The website traffic chart shows how the visits varied according to the type of role Strathcona County was undertaking.

# The Wild fires

## social media activity

### support role

amplifying messages

@RMWoodBuffalo

@YourAlberta

### Top 5 tweets

92K impressions

1.5K clicks, retweets



**Strathcona County** @StrathcoCounty · May 4  
 RT @RCMPAlberta: 911 is for emergency situations only.  
 Please do not call this number if you are not at risk.  
 #ymmfire @RMWoodBuffalo

View Tweet activity



**Strathcona County** @StrathcoCounty · May 4  
 RT @YourAlberta: Donations to @RedCrossAB matched  
 by AB gov't. [bit.ly/1Y9IKGa](http://bit.ly/1Y9IKGa) | #ymmfire #ymm  
 #FortMacFire #strathco #shpk

View Tweet activity

4,571



**Strathcona County** @StrathcoCounty · May 9  
 MT @YourAlberta: please share our website as info is  
 updated often. [alberta.ca/emergency.cfm](http://alberta.ca/emergency.cfm). Thank you.  
 #strathco #shpk

View Tweet activity

1,276



**Strathcona County** @StrathcoCounty  
 RT @StrathconaFire: Our crew taking their  
 first rest since leaving #shpk yesterday  
 evening. #ymmfire  
[pic.twitter.com/oAakd1RZTS](http://pic.twitter.com/oAakd1RZTS) #strathco

- Impressions
- Total engagements
- Media engagements
- Detail expands

# *The* Wild fires social media

At the onset of the event, social activity from our corporate accounts worked to amplify the most relevant and accurate information as provided by the Municipality of Wood Buffalo and later the Government of Alberta.

Twitter activity is typically very high in emergency situations. People want information quickly and Twitter delivers.

Not every #ymmfire tweet should and could be retweeted, the strategy was to retweet most important communications from official channels such as @RMWoodBuffalo and @YourAlberta.

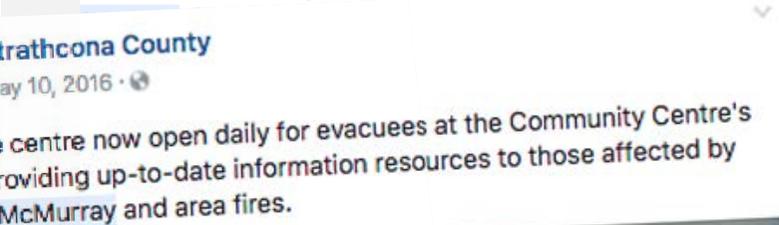
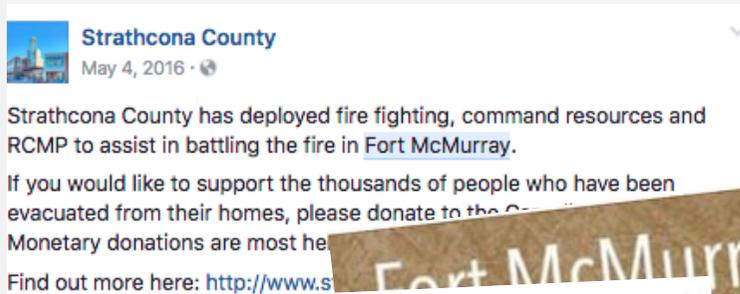
# The Wild fires

social media activity

Information for residents and those staying in our community

Top 5 Facebook posts  
80K impressions  
6.5K clicks, shares, comments

Top 5 tweets  
19.8K impressions  
500 clicks, retweets



4,587

*The*  
**Wild fires**  
social media

Strathcona County offered free services and local information for those staying in our community, and social media activity reflected this role.

# The Wild fires



The first rest for Strathcona County fire fighters since starting their shift LAST NIGHT.

**Photo and tweet by  
@StrathconaFire**

**@StrathcoCounty:**  
14K impressions  
1.2K engagements

**Facebook post**  
25.6K reach  
1.4K engagements

One of the 46 most powerful  
photos of 2016, BuzzFeed.

# *The* Wild fires

We couldn't talk about social media this year without mentioning the very powerful picture taken and shared by the Firefighters in Fort McMurray. Once we shared this picture in our social media accounts, it yielded the highest engagements of all Strathcona County posts in 2016.

This picture, reached far beyond Strathcona County. It was shared by many media outlets and made the top 46 list of most powerful photos of the year, by BuzzFeed (BuzzFeed is a cross-platform, global network for news and entertainment).