REPORT FOR INFORMATION

Communications 2017 update – external website

Report Purpose
To provide the Priorities Committee with an update of 2017 activity on Strathcona County's external website.

Council History
March 8, 2016 – 2015 web statistics presented to Priorities Committee
April 11, 2017 – 2016 web statistics presented to Priorities Committee

Strategic Plan Priority Areas
Economy: As a central repository of all things Strathcona County, the external website is an economical means of making County information widely available to all County stakeholders. It is a window into all County programs and services.
Governance: Through the website, citizens can access Mayor and Councillor pages, Council meeting information, as well as frequently requested bylaws and organizational policies.
Social: All of the organization's social programming is available on the website. A community calendar provides a central source of information on County and community events.
Culture: All of the organization's recreational, historical and cultural programming is available on the website.
Environment: All of the organization's environmental programming is available on the website.

Other Impacts
Policy: N/A
Legislative/Legal: N/A
Interdepartmental: All Strathcona County departments make extensive use of the external website to communicate with citizens and other stakeholders.

Summary
Strathcona County's website provides a single point of reference and access to information and services to residents and staff alike. An integrated communications strategy for social media, print and web, promotes the website as the trusted source of information on County programs and services. Citizens, responding to the yearly public satisfaction survey, consistently rate the external website as their first or second choice for information on Strathcona County programs and services. Communications continues to work with content providers across the organization to apply advanced metrics, such as events and conversion goals, to measure the site's effectiveness. These metrics continue to support innovative approaches to marketing and communications efforts.

Communications used these metrics, together with user testing, public engagement, benchmarking, department feedback and other industry tools to inform a project to redesign the website. Launched in late in 2017, the new site is designed to further enhance user experience and increase accessibility of County information.

Communication Plan
A copy of the web statistics report will be shared with department directors and communicators.

Enclosure
1   2017 web highlights