

DATE OF MEETING [JUNE 10, 2019]

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SUBJECT [RESULTS OF THE 2019-MAY-23 eTOWN HALL]

OVERVIEW

Purpose of Report

To provide the Governance and Priorities Committee with an overview of the marketing and communication activities that took place prior to the eTown Hall, along with some post event analytics.

Recommendation

That the report titled “Results of the 2019-MAY-23 eTown Hall”, dated 2019-JUN-10 be received for information.

DISCUSSION

An eTown Hall was held on Thursday, May 23, 2019 from 7:00 pm – 9:00 pm to provide members of the public, who wished to participate, an opportunity to submit and/or ask questions about the Draft Strategic Plan.

Multiple methods were available for participants to submit their questions prior to, and during the event, as per the table below.

Question(s) Submission Methods	Prior to Event	During Event
Calling the City, during business hours, from May 13 – May 23, 2019	✓	
Dropping off, or mailing in, tear sheets from ads in the local paper	✓	
Through the City’s website via the eTown Hall event webpage	✓	✓
City’s Twitter account using the hashtag #NanaimoTH	✓	✓
City’s Facebook Page via the eTown Hall Facebook event page	✓	✓

Staff used the same communications channels (traditional, digital and social media) to promote the recent event as they did the one in December of last year. By doing so, staff are able to use the data around the key metrics, outlined in the eTown Hall Metrics Table, on the next page, to better understand which marketing communications channels seem to be the most effective. This information will be useful when planning future Council related public engagement events.

eTOWN HALL METRICS TABLE			
Thursday, May 23, 2019 (Re: Draft Strategic Plan)		Monday, December 10, 2018 (Re: City Budget)	
Key Metrics	Results	Key Metrics	Results
Total Questions Submitted	65	Total Questions Submitted	45
Total Facebook Impressions*	11,318	Total Facebook Impressions*	2,622
Total Twitter Impressions*	8,123	Total Twitter Impressions*	7,900
Number of live streams	149	Number of live streams	Unavailable
Total Viewership from Shaw TV	Unavailable	Total Viewership from Shaw TV	Unavailable
Circulation reach for two ads	63,640	Circulation reach for two ads	63,640
Questions from tear sheets	3	Questions from tear sheets	0
Questions via calls to the City	0	Questions via calls to the City	0

*Impressions - number of times a post from the City's Facebook page or Twitter accounts are displayed, regardless of whether the post is clicked on or not.

Although, the live streamed numbers of 149 seem low, they are normal for the City. It is also important to note that Shaw Cable is unable to provide viewership numbers, which makes it difficult to collect overall viewership numbers.

It is interesting to note that Facebook impressions for the recent eTown Hall was up by 332%, or by 8,696 impressions, compared to the previous eTown Hall. In the future, there is an opportunity to leverage the City's 13,000 Facebook followers, by using live-stream technology, to amplify the Facebook Live feature. This will help the City get better viewership and participation numbers for future eTown Halls. The rationale for this is that:

- City's 13,000 Facebook followers can receive "happening now" live notifications and tune in to Council's broadcast, if they wished to do so; and,
- Facebook Live's post performance analytics will help the City gather important metrics on viewership and engagement (reactions, comments, and shares).

To see the marketing communications material created to promote the eTown Hall, please refer to Attachment A.

Please note that staff are working with Council on responses to questions that were not answered during the eTown Hall due to time constraints. They will be published on the City's website as soon as they are available.

SUMMARY POINTS

- There was a 44.44% increase in the Total Questions Submitted (65 versus 25 questions) for the recent eTown Hall, compared to the one held in December of 2018.
- Facebook impressions for the recent eTown Hall was up by 332% or by 8,696 impressions compared to the previous eTown Hall.
- In addition to using traditional and digital marketing communications channels, the City will use live-stream technology to amplify the Facebook Live feature to increase viewership and participation numbers for future eTown Halls.

ATTACHMENTS

Attachment A: Results of the 2019-May-23 eTownHall

Submitted by:

Sheila Gurrie
City Clerk and Corporate Officer