



Communication Report September 2022

1. **General:** Your Communication Team continues to work to bring you the latest information.

2. **Web Site:** Our site was particularly busy during the storm, in late June, as folks searched for information concerning the storm pond at W.W. Ashley Park and came upon our "Big Dig" post.

Over the past month the overall traffic for the site has gone up. The site impressions reached 14 thousand, an increase of 43.3% from last year. For the clicks the amount has increased by 175% to 171!

The average number of impressions per day stayed around 400 but on the 21st of the month the amount jumped up to 1800, this traffic was related to our City of Saskatoon programs page as that day was the first day for residents to register for fall programs. This page also accounted for 9.2 thousand of the site's impressions. The construction related posts, like Ashley Park and Ruth Street, netted the site a little over one thousand impressions, while having a roughly equal number of clicks, 24 as the programs page. This shows that while the posts gain a smaller number of impressions their clicks rate is much better. A large number of this month's clicks, totalling 59 clicks and 34% of total clicks was the home page, this page's clicks increased by 742%! Jordan is unsure what caused this increase, but the number of clicks was fairly consistent over the last month, so he can't pinpoint it to any single event, but my speculation is that it is connected with the starting up of school and the upcoming events hosted by the Association and the City.

Jorden has been diligent in monitoring the use of the site, maintaining it and keeping the information current.

Please, visit the site. Tell us what you like, what you don't like and what you would like to see changed and /or added. It is valuable to have extra sets of eyes on the site to see what creates and takes away value for a user.

3. **Newsletter:** We are happy to welcome Paul Miazga, an experienced journalist, as our Newsletter Coordinator. Paul has produced our Fall edition, which was delivered to each of the 3500 mailboxes in Your Community.

The cost to have it printed and delivered is high. Again, this year, delivery was via Canada Post and Cosmopolitan Industries at a cost of \$0.25 per item. We offer groups a bit less than that to deliver it as a fundraiser. If you know of such a group, please, send them our way.

The help of the organisations, which have contributed to the publication through the placement of ads, is greatly appreciated. (See the [Shout Out!](#) page of the website.)

4. **Social Media:** Thanks to Kelsey and Dustin, our media presence is slowly expanding.

As of the end of August 2022, more folks have found us on all media:

[Instagram](#): has 92 Followers

[Facebook](#): has 622 Followers.

[Twitter](#): has 17 Followers.

Kelsey has moved out of town and still moderates Facebook and Instagram. We really need someone to take the reins from her. Is that you? (volunteers@gexca.ca)

5. **Mailing List:** Since the June report, communication to the mailing list, which remains at just over 400 addresses, has been the Fall 2022 Newsletter and the announcement about this meeting.

To subscribe, send an email to info@gexca.ca.

6. **Sign:** Before the students have returned, Vice Principal, Brent Gordon, has posted our first message of the season to announce our Fall Programs.

We will discuss the arrangements for changing messages on the Sign, with the new Principal, Janna Leel, as soon as we can.

Respectfully Submitted
Kelsey, Jorden, Paul and Bob
Your Communication Team

