



Communication Report to the AGM, Oct. 3, 2023

Your Communication Team has worked hard, all year, to bring you the latest information.

1. **Website:** Over the past year the website has seen some growth in its web traffic. Last October the website started with 10 thousand impressions and 119 clicks and at its height in June of 2023 those numbers were at 18 thousand impressions and 326 clicks. This jump is impressive and is mostly to do with the website using posts to spread information compared to using a page to do the same thing. Something that was learned this year was that it takes 2 - 3 weeks for Google to serve any of our new content to people using Google's search engine. This does not affect someone seeing the content on our website, just how they get to the website.
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.
2. **Newsletter:** Again, we are looking for a Newsletter Coordinator. It's a big job and should have a team of volunteers.
We published three issues in 2023; Winter, Spring and Fall. As in the past couple of years, the first two were digital only, available online and by email subscription.
You can subscribe to newsletter@gexca.ca.
The Fall issue was distributed to each of the 3000 bus mailboxes in the three neighbourhoods. Printing and distribution are expensive. That cost is offset, in small part, by contributions from businesses in return for which we print their business card in the newsletter with links to their websites.
3. **Social Media:** Our Coordinator Tanbir has moved out of the province but is still maintaining our accounts: Facebook, Instagram and Twitter. Twitter's new ownership has changed the app to the point where we are questioning its value to us. With some ups and downs, over the year, we seem to have maintained a constant following in each account.
4. **Mailing List:** We have sent information about our Newsletters, Community Meetings, Special Events and Programs to the just over 400 folks on the mailing list.
If you would like to receive these announcements directly, add your email address to the list by submitting it to info@gexca.ca.
5. **Sign:** Queen Elizabeth School's reduced staffing has not provided enough support staff to supervise the students to revise the messages. This past year we worked with the Vice Principal, to coordinate changing the messages on the Sign. As of last month, a volunteer parent has offered to help with the changes.

Respectfully Submitted
Dustin, Jorden, Tanbir and Bob
Your Communication Team

