

Communications and Social Media Data for the Downtown Official Plan Project

<p>Constant Contact</p>	<p>54% Open Rate 2032 emails sent 1013 opened</p>
<p>Get Involved Burlington</p>	<p>Engaged:373 (participated in surveys or polls) Aware: 2057 (downloaded a document, visited FAQs, contributed to project or visited multiple project pages) Informed :4022 *(visited at least once)</p>
	<p>34 documents available for Download 1,980 Document downloads</p>
<p>Social Media July 1, 2019 through April 30, 2020</p>	<p>Twitter: 28 posts resulting in 98,799 impressions, 50 retweets, 98 likes and 253 post link clicks.</p> <p>Facebook: 8 posts resulting in 49,107 impressions. Posts had an average reach of 4,830 Facebook users. These posts received 222 reactions, 224 comments, and 53 shares.</p> <p>Instagram: To reach Instagram users for this campaign, we used ads on the Facebook Ad Network.</p>
<p>Facebook Events (Action Labs)</p>	<p>Taking A Closer Look at the Downtown Citizen Action Labs (August 22, 2019) 11,200 Facebook users reached 134 RSVP responses</p> <p>Taking A Closer Look at the Downtown: Walking Tour (October 26, 2019) 1,300 Facebook users reached 31 RSVP responses</p> <p>Take A Closer Look at the Downtown: Council Meeting (January 16, 2020) 1,400 Facebook users reached</p>

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	31 RSVP responses
Facebook Ads	<p>Ad: What's in the future for downtown Burlington?</p> <p>Spend: \$50 for 2 days</p> <p>Reach: 7,568 users on Facebook Ad Network (including Instagram)</p> <p>Ad: Thank you to everyone who shared their input to help re-examine the downtown policies</p> <p>Spend: \$100 for 5 days</p> <p>Reach: 10,616 users on Facebook Ad Network (including Instagram)</p> <p>Ad: 3D Models</p> <p>Spend: \$25 for 4 days</p> <p>Reach: 4,443 users on Facebook Ad Network (including Instagram)</p>
Media Releases (Since Feb 2019)	8 Dedicated Media Releases
BDBA Newsletters	3
HHHBA (WEHBA) Email Communications	3 specific email communications, 1 HHHBA/OP Team Meeting (Jan 10)

Key Notes:

Impression: The number of times our content is displayed. An impression means that the content was delivered to someone's feed. A viewer doesn't have to engage (like, comment, share) with the post in order for it to count as an impression. One person can also have multiple impressions on the same piece of content. For example, on Facebook a post can be displayed in the News Feed from the original publisher and appear a second time when a friend shares the publisher's post. If you saw both forms of activity in your feed, that counts as two impressions for the same post.

Reach: This is the number of people who will see our content. Not everyone who follows us may see the post (they could miss it from their feed, might not be online at that particular moment). Reach is the measurement of our effective audience.