



SOUTH NATION
CONSERVATION
DE LA NATION SUD

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Communications Committee

Supplemental Agenda

Date: February 10, 2021

Meeting Time: 9:00 a.m.



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Communications Committee

Supplemental Agenda

February 10, 2021 at 9:00 a.m.

1. New Business

- a. Update: Social Media and Website Overview - Kelsey

3-4

A handwritten signature in black ink, appearing to read 'John Mesman', is positioned above a horizontal line.

John Mesman
Team Lead, Communications and Outreach



To: Communications Committee
From: Kelsey Smith, Stewardship and Outreach Assistant
Date: February 8, 2021
Subject: 2020 Social Media and Website Overview

RECOMMENDATION:

The Communications Committee receive and file the 2020 Social Media and Website Overview update.

DISCUSSION:

South Nation Conservation (SNC) is active across three social media platforms, hosts one website and one monthly newsletter. In 2020, SNC actively worked to increase its social media presence; below are SNC's social media and website statistics from last year:

Year Over Year Page "Like" Increases

Platform	January 2020	February 2021	Increase/Decrease
Facebook	3,199	4,515	+41%
Twitter	1,190	1,294	+9%
Instagram	721	1,060	+47%

Year Over Year Website Traffic

SNC monitors website activity for free using Google Analytics to provide insight on web traffic.

Period	Sessions	New/ Returning Users	Page Views	Bounce Rate	Pages per Session	Average Session Duration
Jan 2020 – 2021	101,000	72,000	263,266	65.03%	2.36	1:53 min
Jan 2019 – 2020	85,561	59,179	213,144	65.01%	1.42	1:52 min

The top ten most visited pages from January 2020 to January 2021 were:

1. Homepage: 36,293 page views
2. Job Opportunities: 5,854 page views
3. Find a Form: 5,142 page views
4. Warwick Forest Conservation Area: 4,987 page views



5. Recreation: 4,775 page views
6. Staff Listing: 4,327 page views
7. Tree Planting Services: 3,842 page views
8. Maps: 3,798 page views
9. Jessup's Falls Conservation Area: 3,588 page views
10. Two Creeks Forest Conservation Area: 3,306 page views

The top five most visited pages from July 2020 to February 2021 were:

1. Homepage: 17,926 page views
2. Job Opportunities: 3,756 page views
3. Warwick Forest Conservation Area: 3,244 page views
4. Find a Form: 2,935 page views
5. Recreation: 2,777 page views

The SNC Current Newsletter

SNC sends out a monthly newsletter to subscribers.

Period	Subscribers	Open Rate
February 2020	831	47%
February 2021	2,282	54%

FINANCIAL IMPLICATIONS/ADHERENCE TO SNC POLICY:

Compliance with Budget:

Expenses associated with SNC's website and social media are included in the 2021 SNC Budget on page 94, Communications and Outreach – Media and Communications Products.

SNC Policy Adherence:

All expenditures will adhere to SNC's Purchasing Policy. For purchases of \$200 up to \$5,000 competitive quotes will be obtained where practical.

Kelsey Smith

Kelsey Smith,
Stewardship and Outreach Assistant.