





2023-2024 Communication Highlights




- ✓ **Official Designation – Smallmouth Bass Capital of Canada**
- ✓ **Launch of Tourism website choosebrock.ca**
- ✓ **Popular paddle boarding guest blogger for tourism website**
- ✓ **Printed Newsletter delivered to all residents (quarterly)**
- ✓ **Printed Recreation and Community Guide (bi-annually)**
- ✓ **Council Highlights (monthly)**
- ✓ **Social media channels for tourism content**
- ✓ **Google Analytics**


Communications 2023 Year in Review

Reach in Social Media

	Followers	Impressions	Posts
	371	8756	102
	1140	122,000	176
	1313	52,000	522
	2.2 K	817,000	500

Top Social media campaigns

-  1. Beaverton Waterfront Plan (Q1)
- 2. Splash Pad Opening (Q2)
- 3. Paddle Boarding Tourism Blog (Q3)
- 4. Beaverton Bridge Closure (Q4)

-  1. Significant Weather Thank You (Q1)
- 2. National Public Works Week (Q2)
- 3. Electronic Zamboni (Q3)
- 4. Transgender Day of Remembrance (Q4)



Township Website

- 618 website pages
- 254 News posts
- 27,000 Annual Webpage Searches
- 5300 Average Monthly Page Views
- 605 eNewsletter Subscriptions



Community Engagement

- 8523 Website Visits
- 1173 Contributions
- 226 Website Registrations

Top Community Projects

1. Parks, Recreation and Culture Master Plan
2. Naming the Marydel Park Block
3. Backyard Chickens