

## COMMUNICATIONS STATISTICS FOR CRA BOARD of DIRECTORS

June 5, 2018 (reported at June 6, 2018 meeting)

From Kelley Teahen and Radek Zajkowski

### TWITTER

Since March (last reported measure) we increased followers from 1,908 to 1,970. We now have 6,785 tweets out there.

MONTH	No. of TWEETS	TWEET IMPRESSIONS	PROFILE VISITS	MENTIONS	NEW FOLLOWERS
May	101	40,300	769	119	15 (in May)

Top five tweets from May, with impressions noted

1. Gerrard and Parliament track repair done early (1,873)
2. Armed robbery reported and St. Martins's school lockdown (1,158)
3. George Smitherman registers to run as new Ward 23 councillor (1,117)
4. Photo album of Gerrard-Parliament construction (1,071)
5. Reply tweet that lists other country's cuisines in C-town restaurants (1,001)

### FACEBOOK @cabbagetowner

We now have 579 followers, up from just 524 earlier in the year

REPORT FRAME	PEOPLE REACHED	POST ENGAGEMENTS	PAGE VIEWS	PAGE LIKES
28 days, May 7 to June 3, 2018	1930	2,044	148	18

Top posts: multiple on Forsythia Festival follow-up (including photo albums), news and photos from the Gerrard-Parliament closure, Throwback Thursdays to businesses of yore on Parliament Street, and information on the Toronto Centre riding candidates for the provincial election June 7.

### NEWSLETTERS

The March newsletter had 617 recipients, an open rate of 62.9 per cent, with 28 per cent "click rate" (i.e., those sent the newsletter followed at least one link).

The April newsletter 618 recipients, an open rate of 63.7 per cent, with a 24.8 per cent "click rate."

The May newsletter had 627 recipients, an open rate of 68.5 per cent with a 28.9 per cent "click rate." This newsletter was sent in early evening, rather than the usual 8:30 a.m. send and this does not appear to have affected the delivery or possibly affected in slightly positively.

Top May links clicked:

- 42 on <https://www.thestar.com/news/gta/2018/05/29/3-arrested-in-police-raid-at-cabbagetown-high-school-after-reports-of-person-with-a-gun.html>
- 41 on <http://www.cbc.ca/news/canada/toronto/cabbagetown-school-lockdown-1.4682163>
- 29 on <http://www.cbc.ca/news/canada/toronto/metro-morning-food-guide-episode-33-1.4667201>
- 28 on <https://toronto.citynews.ca/2018/05/29/three-in-custody-after-gun-call-in-cabbagetown/>
- 28 on [https://www.thestar.com/yourtoronto/the\\_fixer/2018/05/27/a-sign-of-things-to-come-in-city-parks.html](https://www.thestar.com/yourtoronto/the_fixer/2018/05/27/a-sign-of-things-to-come-in-city-parks.html)<http://www.cbc.ca/news/canada/toronto/car2go-leaving-toronto-1.4675923>

The industry average for non-profits is 21.8 per cent open rate, with a “click rate” of 2.4 per cent. Our newsletter is certainly welcomed by its recipients and well read compared to most.

**WEBSITE: Cabbagetowner.com**

MONTH	SESSIONS	USERS	PAGE VIEWS
March	1,594	1,940	2,084
April	1,263	1,366	1,685
May (Forsythia!)	2,776	3,716	3,692