



Town of Newmarket  
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## **2019 Community Open House Post-Event Report Information Report to Council**

Report Number: 2019-02

Department(s): Corporate Communications, Legislative Services, Recreation and Culture

Author(s): Amanda Lee, Communications Specialist, Corporate Communications

Date: May 16, 2019

In accordance with the Procedure By-law, any member of Council may make a request to the Town Clerk that this Report be placed on an upcoming Committee of the Whole agenda for discussion.

### **Executive Summary**

This information report summarizes the outcome of the Town's 2019 Community Open House Event. This event focused on informing, educating and collecting feedback on current and future Town of Newmarket project and initiatives. This event attracted 250 attendees.

This report compiles quantitative and qualitative data and highlights the partnership and collaboration between various business groups within the Town of Newmarket and other local government stakeholders.

### **Purpose**

The purpose of this report is to capture the success of the Town of Newmarket's Community Open House Event that was held Wednesday, April 3, 2019 from 4 to 8 p.m. at the Municipal Offices.

### **Background**

On Wednesday, April 3, 2019 the Town of Newmarket held a Community Open House Event at the Municipal Offices from 4 to 8 p.m. The Community Open House Event served as an opportunity for the Town to inform and educate residents, and community stakeholders on the Town's current initiatives and projects. It also allowed staff to gather feedback and engage with the community.

## Discussion

### Internal Working Group

An internal working group consisting of the Director of Recreation and Culture, Director of Legislative Services and the Director of Corporate Communications was established to lead this event. Staff chosen from each area contributed to the planning, implementation and measurement of the event.

### Premises of the event

All departments across the organization were represented at the Community Open House. Each department showcased upcoming projects and initiatives that would be of interest to the community. All questions and feedback were recorded and used to gauge the success of the event.

Other stakeholder groups such as the Newmarket Public Library, Central York Fire Services, vivaNext, York Region Rapid Transit, York Region's Environmental Services department, Newmarket's Historical Society and ENVI – Newmarket's Municipally-owned high-speed broadband network were invited to participate in the Community Open House event as well.

### Determining Factor: success of the event

The success of the Community Open House was determined by analyzing quantitative and qualitative data.

1. Number of attendees (quantitative)
2. Number of survey participants (quantitative)
3. Positive or negative feedback received at the departmental booths (qualitative)
4. Positive or negative feedback received in the surveys (qualitative)
5. General feedback on social media channels regarding the event

### Communications and Marketing

A Communications and Marketing plan was developed to encourage community members to attend. The campaign focused on the staff that work to make Newmarket *even* better every day. This was represented with photos of staff in their day-to-day jobs and how they contribute to a *well* beyond the ordinary community.

### Communications Tactics

Communication/marketing tactics include, but not limited to:

- Social Media Campaign – paid and organic ads
  - Instagram
  - Twitter

- Facebook – Event Page/Individual Posts
- All social media campaigns combined reached an audience of approximately 73.5K, achieved 1.4K reactions, likes and shares, achieved 3.6K clicks. Please view Appendix B for detailed information on the social media campaign for the Community Open House.
- Ad in the Newmarket Era
- Ads in the Town of Newmarket’s Town Page in the Newmarket Era
- Designated webpage at HeyNewmarket.ca
- Ad in Newmarket’s monthly e-newsletter Newmarket Now featuring Council Highlights
- Email invitation to Newmarket’s Recreation and Culture email group

## Post-Event Results

### Happy or Not survey stands

Survey stands were placed at the exit of the Community Open House with the question:

1. Did you find this Community Open House event informative?

The results were as follows:

- Very Positive: 83%
  - Positive: 15%
  - Negative: 1%
  - Very Negative: 1%
2. Did you attend the Community Open House last year?
    - No: 58%
    - Yes: 41%

### Post-Survey sent via Email

A post-survey was sent out to residents who had signed-in at the event and left an email address. The purpose was to gauge any additional feedback on the event and to provide the Town with information on the most effective communication tactics.

Through these emails collected, the Town was able to increase its email distribution list by 160 emails.

**Question:** How did you hear about the Community Open House?

- Newmarket Town Page in the Newmarket Era – 30%
- Email Invitation to Recreation and Culture subscribers – 19%
- Facebook – 39%
- Word of Mouth – 4%
- Ad in the Newmarket Era – 5%
- Councillor Advertisement – 6%

- Website – 9%
- Newmarket Now – e-newsletter – 15%
- Twitter – 9%
- Council Meeting – 0%
- Instagram – 1%
- Other – 4%
  - Poster at Operations Centre
  - Poster at Municipal Offices
  - Snap'd Newmarket

Please note that users were able to select more than one communication tactic in the survey.

**Question:** Did you find this Community Open House Informative?

- Yes: 100%
- No: 0%

**Question:** Why didn't you attend this year's Community Open House?

Five people answered this question and the results are as follows:

- Timing / Busy: 20%
- Irrelevant Topics: 0%
- Location: 0%
- Not interested: 40%
- Didn't know about the event: 20%
- Other: 20%
  - Out of Town

## General Feedback from the Community

- Great idea to showcase all different departments to help people understand the complexity
- Excellent, this event was well done
- Should do a few more of these events a year
- Very informative event. I loved talking to staff about program and services. Proud to live in this town! I wish I gave myself more time at this event.
- Well thought-out event and was surprising how much new information I had no idea about – such as the Forcemain Twinning Project and ENVI network. Really well-done event.
- Would like more information about the Mulock Property
- Set-up of the event is good for providing information but can be overwhelming to the public
- Would like to see a five-minute presentation from each area that was presenting. Residents didn't know what questions to ask
- Parking was an issue – staff should park on Cane Parkway

- This is the second time that I attended this event. It is extremely helpful to be able to see and learn so much, and talk to relevant staff.
- Do this event every year. It is invaluable not only for residents but for staff engagement as well – they really shone that night.

## **Conclusion**

Overall, the Community Open House 2019 was a successful event that focused on informing, educating and engaging the public and for receiving feedback on current and future projects and initiatives. This event attracted close to 250 attendees.

This event represented a successful collaboration between all areas of the Town of Newmarket including its external government stakeholders and demonstrated the importance of community engagement.

This event also served as another opportunity for the Town to continue to focus on educating residents on current program and initiatives and provide two-way effective community engagement to residents, staff members and stakeholders.

## **Business Plan and Strategic Plan Linkages**

The Community Open House and all the components of the event aligns with the [Town of Newmarket's mission/core values](#) of:

### **Living Well**

- Focusing on traffic and growth management strategy and plans
- Creating meaningful, engaging accessible recreation experiences

### **Well-Balanced**

- Meeting the needs of all Newmarket Residents
- Providing green and open spaces, parks, trails, and sport fields

### **Well-equipped & managed**

- Leading the way by creating an environment for extraordinary public service, focusing on fiscal responsibility and sustainability
- Providing municipal services that meet existing and future needs of residents
- Providing service excellence

### **Well-Planned & Connected**

- Planning for a vibrant and sustainable community by connecting people through ideas, technology and neighbourhoods

## **Well-Respected**

- Creating strategic partnerships with community organizations, neighbouring municipalities, private sector partners and other levels of government to support an environment of collaboration and co-operation
- Encouraging community engagement in local government
- Being valued for our judgement and insight

The Community Open House event also aligns with the [Town of Newmarket's Council Strategic Priority](#) of Community Engagement.

## **Consultation**

N/A

## **Human Resource Considerations**

N/A

## **Budget Impact**

The Community Open House was completed under the proposed budget of \$2,000

## **Attachments**

[Appendix A: Community Open House 2019 Post-Event Summary Report – Prepared by Corporate Communications](#)

[Appendix B: Community Open House 2019 Social Media Analytics Report](#)

## **Contact**

For more information, please contact Amanda Lee, Communications Specialist, Corporate Communications at [alee@newmarket.ca](mailto:alee@newmarket.ca)

## **Approval**

Wanda Bennett, Director, Corporate Communications

Amanda Lee, Communications Specialist, Corporate Communications

Kiran Saini, Deputy Clerk, Legislative Services

Colin Service, Director, Recreation and Culture



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## **Appendix A: Community Open House 2019 Post-Event Results**

### **Background:**

The Town of Newmarket held a Community Open House that took place on Wednesday, April 3, 2019 at the Municipal Offices from 4 to 8 p.m.

The Community Open House was held to engage all residents to ensure an efficient and effective mechanism to respond to a number of requests for information from Town of Newmarket community groups. This event also served as an opportunity for the Town of Newmarket to engage in two-way communications and conversations to inform and educate our stakeholders on the Town's current initiatives and its processes. The Community Open House allowed the Town to continue to align itself with communication best practices while engage our changing demographic and the [Town's Vision, Mission and Values](#).

### **Goal**

Promote and encourage Newmarket stakeholders to participate and engage with the Town of Newmarket at the Community Open House.

### **Post-Event Results**

#### **Total Attendees:**

- 250

#### **Booths:**

- Mulock Property Room – vision for the property and artwork by SOYRA
- Customer Service – Sign-in and meet and greet
- Human Resources – Inclusion and Diversity
- Innovation Team – Soofa analytics, tell us your innovative ideas and HeyNewmarket
- Strategic Initiatives – Impact of Grants and Allocations in Newmarket
- Planning department – Newmarket Energy Efficiency Retrofit Business Case and the Mulock GO Secondary Plan
- Public Works Services – Smart Water Meters and Bee City initiatives
- Newmarket's Historical Society
- Legislative Services – Weddings, Smoking By-Law survey, Animal Control, Licensing, adopt a furry friend, Georgina Shelter, learn how to watch a Council or Committee Meeting from home

- Engineering Services – Traffic Mitigation, Capital Projects and Climate Change Adaptation
- York Region Transportation Services 2019-2020 budget and planned service initiatives
- vivaNext – Newmarket’s Yonge Street and Davis Drive Rapidways
- Budget and Finances – How are our tax dollars being invested?
- Information Technology – Connecting Newmarket
- York Region’s Forcemain Twinning Project
- Procurement Services – How to do business with the Town
- Legal Services – What we do
- Central York Fire Services – Stay fire smart
- Corporate Communications – What we do / Regional Review Survey
- Economic Development – Marketing Newmarket
- ENVI – Newmarket’s municipally-owned high-speed broadband network
- Newmarket Public Library
- Recreation and Culture – Seniors, Cultural and Recreational programming
- Building Services – What we do

### Email/Letter to Newmarket Committee’s and Community Groups

An email invitation was sent out to Town of Newmarket’s Recreation and Culture program email list and through the Town’s Community Open House email list obtained from last year’s event.

- Emails Sent: 4,315
- Opens: 2,256

### Newspaper Article in the Newmarket Era

A half page ad was placed in the Newmarket Era on March 28, 2019. The Newmarket Era has a distribution of approximately 22,000 households in Newmarket.

### Media Advisory

An advisory was sent out to local media about the Community Open House.

- Distribution List: 168
- Opens: 40 (32.5%)

### Media that attended the event:

[Newmarket Era](#) – event listing

[Snap’d Newmarket](#) - photos

**Newmarket Today**





- [Event Listing](#)
- [Event Article](#)

### Website

- Designated Webpage on the Town’s Digital Engagement Platform – **HeyNewmarket** - [newmarket.ca/communityopenhouse](http://newmarket.ca/communityopenhouse)
  - Total visits: 1,000
  - Maximum day visits: 130
  - Informed visitors: 106
  - Aware visitors: 941
- Advertisement in News and Notices section on the front of the website

### Social Media

Various paid and organic social media campaigns (Twitter, Facebook and Instagram) were used to market the Community Open House Event.

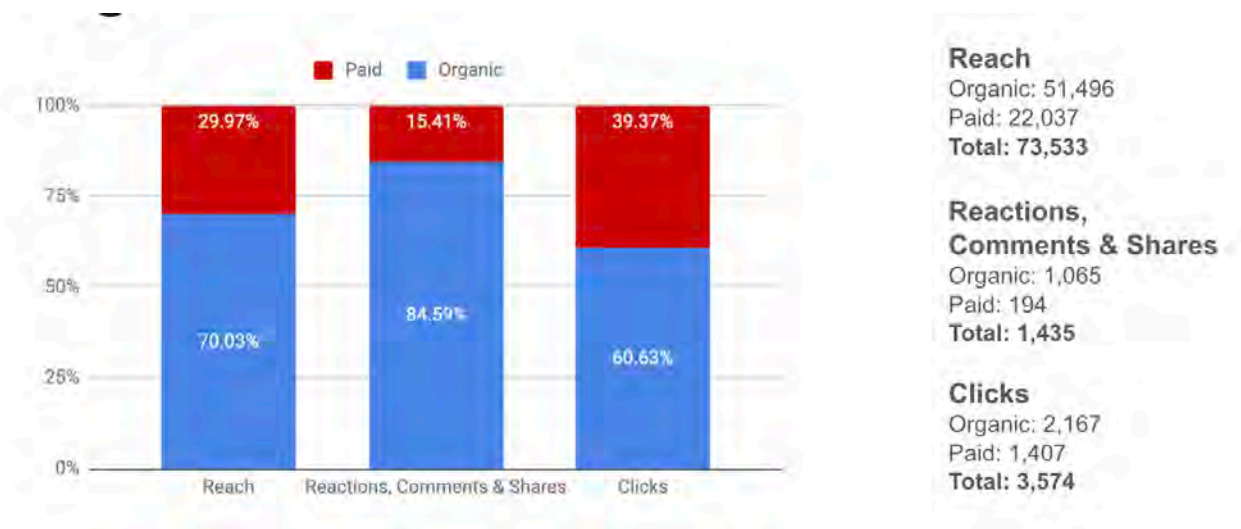
Below is a high-level overview of the social media campaign. For a detailed social media report, please view Appendix B.

#### Summary Analysis:

- Total reach: 73.9K
- Total reaction, comments and shares: 1.4K
- Total clicks: 3.6K

Total Budget: \$300

#### Organic versus paid ads comparison:



## **Feedback from Residents**

Survey stands were placed at the exit of the Community Open House with the question:

1. Did you find this Community Open House event informative?

The results were as follows:

- Very positive: 83%
- Positive: 15%
- Negative: 1%
- Very negative: 1%

2. Did you attend the Community Open House last year?

- No: 58%
- Yes: 41%

## **General Comments and Questions Collected from Booths relating to departments:**

### **Economic Development**

- What are the “new” things happening in Economic Development?
- What is Newmarket doing to support green business initiatives?
- Why isn't Newmarket building light industrial like Aurora?
- We need to encourage the preservation of employment lands so that people don't have to drive to Toronto.
- Why are we so focused on residential growth instead of making space for business?
- Small business support, ICT development – should focus on Artificial Intelligence.
- What is Newmarket doing to encourage people to work locally, ie. Transit, local hiring especially in ICT?
- What is the next step/stage for Economic Development?
- Just looking for info – just moved with my family from Toronto for cheaper housing.
- What is happening on Yonge/Davis? What are we doing to encourage growth?

### **Legislative Services**

#### **Wedding Table**

- A ‘thank you’ from the groom of a couple married here a year ago.
- Suggestion to open up Mulock House for weddings. Total Venue i.e. Ceremony, photos & reception.

#### **Animal Services Table**

- Stronger enforcement of bylaws in general.
- Dog park needs to be cleaned – mulch bare spots.
- During garbage pickup check on park (Global Pets).

- Signs at park for dogs in the sand – doesn't want dogs in area where kids play.

### Smoking Bylaw Table

- Stronger enforcement of smoking.
- Vaping cannabis should be allowed – not smoking.
- Tobacco and cannabis should have the same areas to allow smoking in designated areas, but do not make places that encourage loitering.
- People are strongly opposed to smoking weed and driving.
- Full ban on all of Riverwalk, not just the skating rink and patios.
- Need people to be respectful of those around them – if it is allowed in public space they shouldn't smoke/vape near people. They should keep their distance.  
\*know that this is impossible to enforce.

### Procurement Services

#### **Question:**

How does a Vendor go about doing business with the Town?

#### **Response:**

Bid Opportunities are available for preview, at no cost, on the Town's Bid Opportunities website at [bids.newmarket.ca](http://bids.newmarket.ca) The Town's Bid Opportunities website provides many benefits to vendors looking to do business with the Town of Newmarket, such as, but not limited to the following:

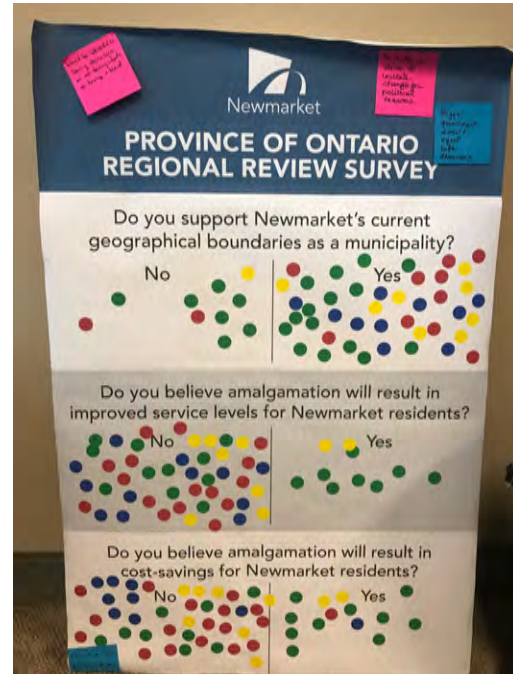
- Streamlined, online process to submit bids;
- Bidding anytime and anywhere, 24 hours a day, 7 days a week,
- 365 days a year;
- Receipt of automated notifications relating to the issuance of bid opportunities, addenda and site meeting notices;
- Bid submission reminders 48 hours/24 hours before closing; and
- Bid result notification

Vendors interested in submitting a bid for any of the Town's bid opportunities are able to register for a free bidding system account directly from the Town's Bid Opportunities website.

## Corporate Communications

Corporate Communications department reached out to residents at the Community Open House to gauge their opinions on the Province of Ontario's Regional Review. The Town conducted an interactive survey that asked three high-level questions:

1. Do you support Newmarket's current geographical boundaries as a municipality?
2. Do you believe amalgamation will result in improved service levels for Newmarket residents?
3. Do you believe amalgamation will result in cost-savings for Newmarket residents?



Viewing the image on the right, one can see that the majority of residents support Newmarket's current geographical boundary as a municipality, they do not believe that amalgamation will result in improved service levels for Newmarket residents and do not believe that amalgamation will result in cost-savings for Newmarket residents.

Other comments received for this activity include:

- Would be interested in seeing discussion on not having wards or having a blend of wards.
- It makes no sense to change Newmarket's boundaries for political reasons.
- Larger government doesn't equal better democracy.

## Central York Fire Services

Questions received at the Central York Fire Services booth include:

- Different positions at the fire department
- How do you register an accessory dwelling unit under the fire code?
- How fast can fire spread?
- Questions about the smoke alarm campaign
- Where do you buy fire extinguishers and what's the difference between them?
- Does CYFS offer free smoke alarm inspections?
- Questions about the burning bylaw – can you burn outdoor after 11 p.m.?
- Thank you to the fire department and their service to the community.

## ENVI

Questions received at the Central York Fire Services booth include:

- When will ENVI be offering residential services to the community?

- Why is Newmarket in the business of offering high-speed broadband internet to businesses?
- What does it mean to be a smart city mean for Newmarket?

## **Post-Survey via Survey Monkey Results**

A post-survey was sent out to all attendees that signed-in and left their email addresses with the Town. These are the results of the post-survey:

### **Question: How did you hear about the Community Open House?**

- Newmarket Town Page in the Newmarket Era – 30%
- Email Invitation to Recreation and Culture subscribers – 19%
- Facebook – 39%
- Word of Mouth – 4%
- Ad in the Newmarket Era – 5%
- Councillor Advertisement – 6%
- Website – 9%
- Newmarket Now – e-newsletter – 15%
- Twitter – 9%
- Council Meeting – 0%
- Instagram – 1%
- Other – 4%
  - Poster at Operations Centre
  - Poster at Municipal Offices
  - Snap'd Newmarket

Please note that users were able to select more than one communication tactic in the survey.

### **Question: Did you find this Community Open House Informative?**

- Yes: 100%
- No: 0%

### **Question: Why didn't you attend this year's Community Open House?**

Five people answered this question and the results are as follows:

- Timing / Busy: 20%
- Irrelevant Topics: 0%
- Location: 0%
- Not interested: 40%
- Didn't know about the event: 20%
- Other: 20%
  - Out of Town

## **Soofa Bench Analytics**

The Town of Newmarket placed a Soofa Bench at the Innovation booth to collect data on the number of attendees who attended the Community Open House. The Soofa bench bases its analytics on sensors within the unit that passively listen for Wi-Fi-enabled devices and collect data that is encrypted and anonymous to protect an individual's privacy.

It is important to note that the numbers provided by the Soofa Bench may not be 100 per cent accurate as there are various wi-fi enabled devices around the Municipal Offices (laptops, iPads, apple watch etc.) that may be accounted for in the numbers below. For example, one individual could have multiple wi-fi enabled devices on-hand while attending the event.

- 4 p.m. – 1037 wi-fi enabled devices recorded
- 5 p.m. – 913 wi-fi enabled devices recorded
- 6 p.m. 742 wi-fi enabled devices recorded
- 7 p.m. 418 wi-fi enabled devices recorded
- 8 p.m. 198 wi-fi enabled devices recorded

## **Question: Do you have any additional feedback on the Community Open House that you'd like to share with us?**

- I wanted more information about the Mulock property
- I think this is a format that works with information giving but it felt quite overwhelming and it isn't really set up for a true dialogue
- Great to meet and greet staff and community people
- I found the information on the Mulock Property development to be somewhat lacking.
- The information provided by the fire services was good, and helpful. However, the information provided on Mulock Farm was vague and non-specific. There was no information on any costs associated with the future. No information on the costs of putting another skating rink as well as skating paths and the expense of building and cooling them. Such money, if known, could be better applied to other items in town. The open-air rink/ pavilion would be better put at Ray Twinney where all the bathrooms and change rooms and lots of parking are already located, thereby reducing expenses for the taxpayer related to this project. My guess is that this project is going to add at least \$200/ year to the average tax bill. Without including future maintenance for the property. It is a beautiful property and it would be better to spend tax payer's money wisely by keeping the property for all to use, not another hockey rink for a few, when there are already so many rinks in town.
- Would have loved to talk to the works department about the recycling program
- I would appreciate a 5 min presentation from each group. I like what they had to say, but often didn't know what questions to ask.

- Great idea to showcase all the different departments to help people understand the complexity
- Parking was an issue. If you start at 4pm have staff park on the Cane Parkway therefore leaving the parking spots at 395 for visitors
- Should do a couple a year
- Excellent. Well done.
- Well organized and the staff were welcoming!
- Well thought out and surprising how much new information I had no idea about such as the twinning of the Sewer pipe and ENVI Network. Really well done.
- Community group representation that are fostering engagement with the town, like environmental work or cultural volunteerism.
- Hard to find a parking spot.
- It was very informative, I had no idea it would be so extensive and wish I'd given myself more time, thank you
- I get more info from that event.
- It was so informative to talk to staff about the town programs and services. So proud to live in this town!
- This was the second such event I attended. It is extremely helpful to be able to see and learn so much, and talk to relevant staff, all at one time and place.
- Very useful! More publicity would be good, so many more could attend.
- Perhaps have the councillors there (and well identified) so their constituents could interact.
- Great that the Town and staff took the time to connect.
- Excellent idea. Really informative.
- Staff were terrific. Well done.
- Helpful in keeping a busy community informed. Presented in a customer centric approach
- Very well attended, learned a lot, everyone I spoke with was very knowledgeable and able to answer my questions. Great idea, look forward to next year.
- Do it every year. It is invaluable not only for residents but for Staff engagement as well - they really shone that night.
- Great that every area was represented

### **Conclusion**

Overall, the Community Open House event was a success based on three factors, attendance, and feedback during the event and feedback received through a post-event survey. While there is room to improve for the next Community Open House Event based on the feedback received, staff from all areas of the Town achieved its goal of informing the public about current and future initiatives while gathering feedback. Staff were also able to showcase all business areas of the Town including external stakeholders that we regularly work with – positioning Newmarket as a municipality that values public engagement.



## Appendix B

# Community Open House Social Media Analytics Report

April 2019







# Table of Contents

1. Summary Report
2. Organic
3. Paid
4. Appendix A
5. Appendix B

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# Summary Report



# Summary Report

**73.5 K**

Total Reach

**1.4 K**

Reactions, Comments  
& Shares

**3.6 K**

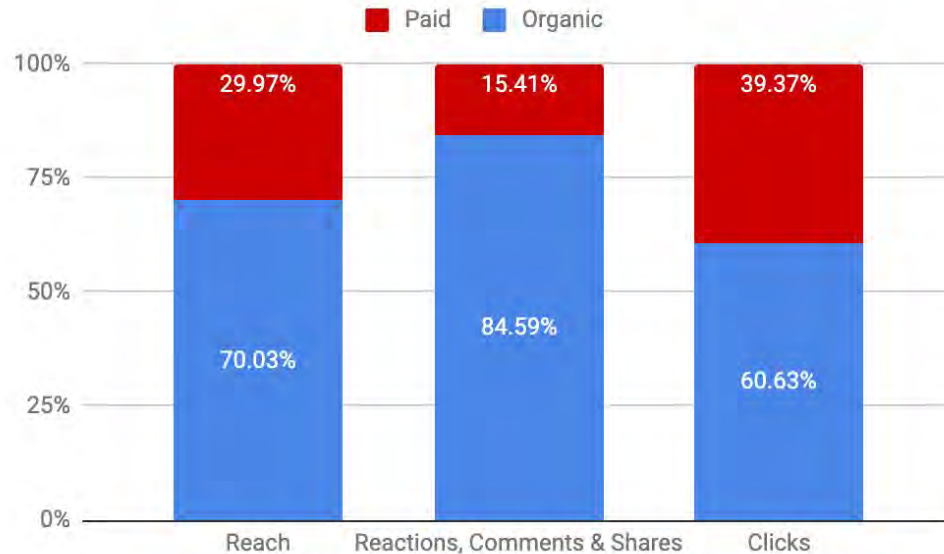
Clicks

**Total Reach:** Number of unique people who saw our content across all posts and platforms.

**Reactions, Comments & Shares:** Includes all reactions, comments and shares on the original post and any shared instances.

**Clicks:** Number of clicks on links to select destinations or experiences, on or off Facebook-owned properties.

# Organic vs. Paid Breakdown



## Reach

Organic: 51,496

Paid: 22,037

**Total: 73,533**

## Reactions, Comments & Shares

Organic: 1,065

Paid: 194

**Total: 1,435**

## Clicks

Organic: 2,167

Paid: 1,407

**Total: 3,574**



# Summary Analysis

## WINS

- Cross-sharing posts between the Facebook Page and Event Page amplified the reach of our wider following and people specifically interested in the Community Open House event, which created more communications touchpoints.
- Use of Twitter Website Cards saw an increased number of Link Clicks overall compared to our regular posts. Instead of photo tweets, Website Cards allow for clickable images, providing a seamless experience on mobile devices in driving users to our website.
- Responses from residents to our Instagram Story posts showed an effective use of the interactive features (view screenshots in Instagram section).

## CHALLENGES

- Limited advertising budget to implement A/B testing opportunities. Facebook requires a certain minimum budget to run A/B test campaigns effectively, which we were not able to meet.
  - For example, we can test ad creative, copy, audience, ad placement, etc. in order to optimize performance of future ads and results can help inform budget allocation as well.
- Balancing different promotion of events on our social channels. Many Recreation & Culture events as well as Earth Hour had ongoing promotions at the same time.
- Limitations of our website prevent us from granular tracking attribution and referral traffic to social campaigns.



# Summary Analysis Continued

## OPPORTUNITIES

- Overall, posts with striking and strong visuals performed better than stock photos and/or graphics. The video also sparked a lot of conversation in the comments and gained a wider reach compared to our photo posts. Consider using professional photography and videography for all of our digital campaigns in the future.
- Consider encouraging community members/influencers (i.e. Mayor and Councillors) to retweet and share posts to gain a wider reach and network.
- We gained valuable insight from advertising on Facebook and Instagram. With more budget, we can implement more custom audiences and testing opportunities. There is opportunity to advertise on Twitter as well with additional funds.
- This year, we took advantage of the Facebook Event Page and posted regularly leading up to the event as well as cross-sharing those posts between the Event Page and Town's Facebook Page. We noticed a couple of residents posting photos they took during the event into community Facebook pages that were not owned by the Town. Perhaps we can consider allowing and asking residents to share photos after the event into the Event Page or ask them to tag us, which we can then select a few to share on the Town's social channels. Sharing user generated content is a great way to build relationships with the community and to strengthen our brand's authenticity.

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# Organic

*Earned, unpaid*



# Facebook

**Total Posts: 10**

- An Event page was created to promote the event alongside various Facebook posts that directed users back to the Facebook event page for more information.
- A number of posts were deployed leading up to April 3 to promote the event. Each post focused on a specific area of the Town or topic of interest, which were predetermined by the planning committee.
- A graphic or video accompanied each post and all were designed with a consistent look and feel for easy recognition on a user's feed.
- A mixture of tactics were used, including:
  - Posting on the Town's Facebook Page to reach a wider audience
  - Posting in the Event Page to specifically target users who have already responded to and have shown interest in the event
  - Cross-sharing between both the Town's Facebook Page and Event Page to boost reach and impressions
  - Paid posts (covered later in this report)





## Facebook Insights

**14.4 K**

Total Reach

**401**

Reactions,  
Comments &  
Shares

**1.9 K**

Clicks

- As expected, posts that were cross-shared between the Town's Facebook Page and Event Page saw a boost in reach and reactions. Notably, sharing posts from the Event Page to the main page drew more people back to the Event Page, which suggests that it effectively invited more residents to RSVP, so that interested users could be notified each time we posted in the event as well.
- The Event Page performance saw an increase year-over-year (YoY) across the board (see Event Page slide for details). Success could be attributed to increased activity within the page alongside paid promotion.
- Not only did we gain a wider reach this year but engagements were also encouraged in our social copy. Particularly, the Mulock Property Video, Smoking By-law Survey and Rec & Culture Giveaway saw the most comments.




# Facebook Post Performance Breakdown


*See screenshots of all posts in Appendix A.*

Post Topic	Reach	Reactions, Comments and Shares	Clicks
Event Page Creation	887	13	27
Mulock Property Video	5,720	111	1,288
Central York Fire	331	14	39
NEER	29	8	7
Rec & Culture Giveaway	2,077	82	98
Smoking By-law Survey	1,676	32	231
Adopt a Pet	2,644	70	183
Day Before Push	299	32	7
Day of Push	693	4	15
Post-Event Thank you	1,948	35	66

## Top & Bottom Performing Facebook Posts (in terms of Reach)

 **Town of Newmarket**  
March 16 at 10:30 AM · 🌐

Get an update on what's happening with the Mulock Property at our Community Open House on Wednesday, April 3. Share your feedback on the vision for the 11.6 acres of land, and what other info you want to see presented: [newmarket.ca/communityopenhouse](https://newmarket.ca/communityopenhouse)  
[#NewmarketOpenHouse](https://twitter.com/NewmarketOpenHouse)



Known to the community as  
**Mulock Property**

▶ 0:23 ⚙️ 📶 ↗️ 🔊

 **Town of Newmarket**  
March 23 at 8:30 AM · 🌐

🏡 We're planning to help you save 30-50% on utility costs while reducing the community's total greenhouse gas emissions. How? Find out at the Community Open House on Wednesday, April 3. Drop by the Municipal Offices (395 Mulock Drive) from 4-8 p.m.

Register to have your say on [newmarket.ca/communityopenhouse](https://newmarket.ca/communityopenhouse)



**COMMUNITY OPEN HOUSE**  
Wednesday, April 3, 4 to 8 p.m. | Municipal Offices (395 Mulock Drive)

 Newmarket

### Top - Mulock Property Video

- Engaging video (created in collaboration with GIS and Corporate Communications)
- 3-sec video views: ~3,000
- 10-sec video views: ~2,000


### Bottom - NEER

- Stock photo
- Only posted to Event Page

# Event Page

Metric	2019 Results	2018 Results	YoY (% change)
Event Reach	7,873	7,697	+2%
Responses	247	127	+94%
Went to event	52	31	+68%
Interested	195	96	+103%

The Event Page performance saw an increase across the board year-over-year (YoY). Many factors could have contributed to the increase. For example, we put advertising dollars behind promoting the event this year, along with posting strategically within the event to engage with the audience leading up to the event.



**APR**  
**3**

## Community Open House

Public · Hosted by [Town of Newmarket](#)

★ Interested    ✓ Going

...



# Twitter

**Tweets Sent: 20**

- Various tweets were sent out prior to the event. Each tweet, similar to Facebook, focused on a specific area of the Town or topic of interest, which were predetermined by the planning committee.
- We experimented with using Website Cards instead of photo tweets, which allowed for clickable images and more text space for strategic call-to-actions.
- Leveraging Twitter's real-time and 'breaking news' nature, we live tweeted throughout the event to raise awareness, increase engagement and build stronger relationships with our community partners.



## Twitter Insights

**25.7 K**

Impressions

**642**

Engagements

**2.5%**

Avg.  
Engagement  
Rate

- Focusing on a specific area for each tweet allowed us to see which topics resonated with residents the most on Twitter. Although many factors could affect the performance of a tweet (e.g. time of day, surrounding tweets), the top engaged tweets were Thank You/Wrap-up live tweet, ENVI feature live tweet, Regional Review and CYFS.
- Our Thank You/Wrap-up tweet sent on the evening of the event received a 5% engagement rate (compared to an avg. engagement rate of 2.5%), suggesting a timely, relevant and effective live-tweeting of the event.
- Featuring community partners during our live tweets boosted earned media as these vendors retweeted us on their feeds, thereby exposing the Town's social media presence to their followers as well.



## Top & Bottom Performing Tweets (in terms of Impressions)



### Top - Smoking By-law Survey

- Impressions: 2,430
- Relevant and hot topic for residents
- Website Card was used to optimize Link Clicks
- Received 15 Link Clicks compared to an avg. of 8.8.

### Bottom - Live Tweet (during event)

- Impressions: 811
- Photo tweet (not clickable, does not drive anywhere)
- Tweet was sandwiched between other live tweets, which could have suppressed engagement

## Other Notable Top Performing Tweets

 **Town of Newmarket**   
@TownofNewmarket

🔥 How does @CentralYorkFire keep us safe? Meet local firefighters 🧑‍🚒🧑‍🚒 at our Community Open House on Wednesday, April 3. Drop by the Municipal Offices from 4-8 p.m. Let us know what other info you want to see presented:  
[newmarket.ca/communityopenh...](https://newmarket.ca/communityopenh...)  
#NewmarketOpenHouse





**COMMUNITY OPEN HOUSE**  
Wednesday, April 3, 4 to 8 p.m. | Municipal Offices (395 Mulock Drive)


Meet Local Firefighters at our Community Open House  
heynewmarket.ca

### Central York Fire - Meet Local Firefighters

- Received more than double of the average Likes compared to other Community Open House tweets
- Received 48 Link Clicks compared to an average of 8.8 clicks amongst all other Community Open House tweets

 **Town of Newmarket**   
@TownofNewmarket

We love that our residents and community members are curious about what #Newmarket has planned for 2019, check out our Community Open House so far! Drop by the Municipal Offices from now until 8 p.m. to ask questions and share your feedback. #NewmarketOpenHouse



591 views 0:08 / 0:17

### Live Tweet - Video Pan of Event

- Received more than double of the average Likes compared to other Community Open House tweets
- Video was viewed nearly 500 times





# Instagram

**Number of IG Posts: 3**

**Number of IG Stories: 8**

- Not all topics selected for Facebook and Twitter were relevant to our audience on Instagram. We selected 3 topics to post about to promote the Community Open House that had strong visuals and interactive potential:
  - Central York Fire (great photo)
  - Giveaway (Contest/interactivity)
  - Adopt a pet (cute cat photo)
- Leveraged Instagram Story interactive features that allowed residents to respond (see Instagram Story slide for more details). We posted these responses on our Stories as well to show that we're engaging our followers and value their input.



# Instagram Insights

**9.5 K**  
Reach

**198**  
Engagements

**30**  
Clicks

- Out of the three posts on Instagram, the post that focused on Central York Fire performed the best in terms of Reach.
- The Giveaway post did not receive as much engagement on Instagram as it did on Facebook, and reached the least people compared to the other two posts on Instagram. We can consider using a more striking photo when running contests in the future on this platform due to the visual nature of Instagram. The low performance on this post could also suggest that the audience we were hoping to reach for the Community Open House was not quite on this platform.
- Responding to the Instagram interactive features kept a relatively steady engagement rate through the Story chain, potentially indicating our audience appreciates two-way communication and seeing their questions answered.



# Instagram Post & Stories Performance Breakdown

*See screenshots on next slides.*

Post / Story Topic	Reach	Engagements	Clicks
Post - Central York Fire	1,711	66	5
Post - Giveaway	1,526	71	22
Post - Adopt a Pet	1,670	61	3
Story - Invite	671	-	-
Story - Reply 1	709	-	-
Story - Reply 2	600	-	-
Story - Reply 3	561	-	-
Story - Reply 4	528	-	-
Story - Giveaway	551	-	-
Story - Adopt a Pet	497	-	-
Story - Day of	498	-	-

# Instagram Posts



# Instagram Stories - Interactive Features



669 views



709 views



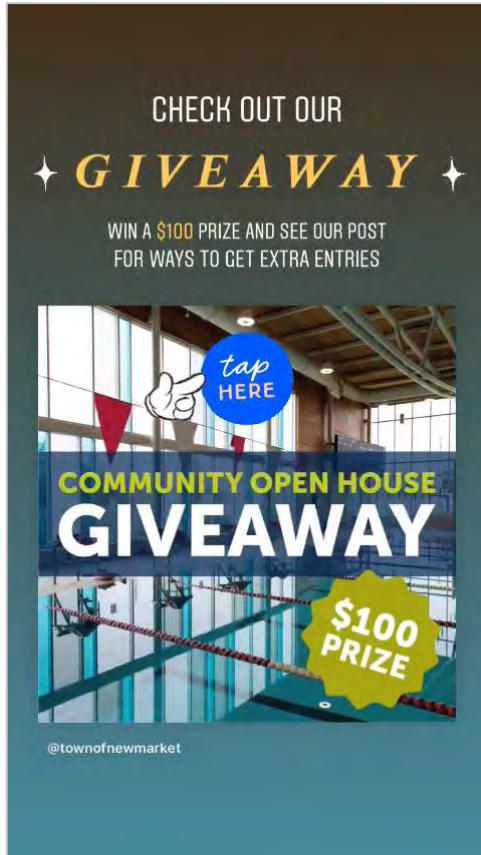
601 views



528 views



## Instagram Stories - Interactive Features



551 views



497 views



498 views

---

# Paid

*Overall Budget: \$300*

*Total Amount Spent: \$285.27*

*\$14.73 under budget*



# Facebook & Instagram Ads

**Number of Unique Ads: 7**

- We ran 3 campaigns on Facebook and Instagram with two different objectives (Traffic and Event Responses) at different time periods.
  - Traffic: Designed to drive people to our website
  - Event Responses: Designed to reach people more likely to attend our event
- In addition to audience targeting by location, we also included a Custom Audience list, which consists of users who have interacted with our Facebook Page and Instagram account in the last 365 days
- Various ad formats were utilized
  - Link with Image
  - Link with Video
  - Carousel Ad
  - Instagram Story Image
  - Instagram Story Video
  - Event Responses Ad - Image
  - Event Responses Ad - Video





## Paid Ads Insights

**22 K**

Reach

**4%**

Click-Through-Rate

**\$0.20**

Cost-Per-Click

- All of our ads scored high on Relevance (avg. of 8 out of 10), which means our target audience responded well to our content.
- The average Cost-Per-Click across all industries for Facebook is ~\$1.72. We are impressively well below that benchmark.
- The top devices all of our ads were seen on iPhones, iPads and Android Smartphones. This informs us that the user experience we provide must continue to be designed with a mobile-first mindset.
- Interestingly, our photo ads with the single image of the Mulock Property performed the best in terms of Reach. This is evidence that professional photography can captivate audiences and Facebook's algorithm will choose to serve up visually strong ads more often.



# Paid Ads Performance Breakdown

See screenshots in Appendix B.

Campaign/Target Audience	Reach	Click-Through-Rate	Cost-Per-Click
<b>Traffic - FB &amp; IG Feed</b>			
<i>Ran from Mar 25 to Apr 3</i>	11,921	3.87%	\$0.19
Location	10,837	3.73%	\$0.21
Custom Audience	2,411	4.33%	\$0.15
<b>Traffic - IG Stories</b>			
<i>Ran from Mar 29 to Mar 30</i>	8,852	1.50%	\$0.28
Location	7,974	1.29%	\$0.33
Custom Audience	1,017	3.05%	\$0.14
<b>Event Responses</b>			
<i>Ran from Mar 25 to Mar 26</i>	3,349	4.91%	\$0.20
Location	3,143	5.09%	\$0.19
Custom Audience	2,789	4.70%	\$0.21

## Top & Bottom Performing FB & IG Ads (in terms of Reach)



**Town of Newmarket**  
Sponsored · 🌐

Get an update on what's happening with the Mulock Property and more at our Community Open House on Wednesday, April 3 at the Municipal Offices, 4-8 p.m. 📍 Check out details.

HEYNEWMARKET.CA  
**Find out what Newmarket has planned for 2019** [Learn More](#)  
Free Admission | Light Refreshments

### Top - Mulock Property Photo

- Professional photo
- Simple top text and strong headline and call-to-action
- Reach: 6,295



**Town of Newmarket**  
Sponsored · 🌐

Get an update on what's happening with the Mulock Property and more at our Community Open House on Wednesday, April 3 at the Municipal Offices, 4-8 p.m. 📍 Check out details.

HEYNEWMARKET.CA  
**Find out what Newmarket has planned for 2019** [Learn More](#)  
Free Admission | Light Refreshments

### Bottom - Mulock Property Video

The average organic video view time was around 11s, whereas for ads, it was around 8s. The data shows the biggest drop off rate occurs at 25% of the video, which is around 7s. This informs the need to create shorter and punchier videos in the future. Although the photo ads generally outperformed the video, we actually received the highest Reach on IG Stories with this video.

# APPENDIX A

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## Facebook Post Screenshots

 **Town of Newmarket**  
Published by Denise Chang [?] · March 11 at 9:00 AM · 🌐

You're Invited: Find out what Newmarket has planned for 2019 at our annual Community Open House on Wednesday, April 3! Learn about exciting projects and share your feedback on initiatives, such as the vision for the Mulock Property. Check out the details for the event and let us know you're coming!  
[#NewmarketOpenHouse](#)




WED. APR 3

**Community Open House**  
Town of Newmarket · Newmarket, ON


 You like Town of Newmarket

★ Interested

Event Page post

 **Town of Newmarket**  
March 16 at 10:30 AM · 🌐

Get an update on what's happening with the Mulock Property at our Community Open House on Wednesday, April 3. Share your feedback on the vision for the 11.6 acres of land, and what other info you want to see presented: [newmarket.ca/communityopenhouse](http://newmarket.ca/communityopenhouse)  
[#NewmarketOpenHouse](#)



Known to the community as  
**Mulock Property**

▶ —0:23 ⚙️ 📺 ↗️ 🔊

Video post on Event Page and Town Facebook Page



## Facebook Post Screenshots

 **Town of Newmarket**  
March 19 at 10:02 AM · 🌐

🔥 How does [Central York Fire Services](#) keep us safe? Meet your local firefighters 🚒👨‍🚒 at our Community Open House on Wednesday, April 3. Drop by the Municipal Offices (395 Mulock Drive) from 4-8 p.m.

✅ RSVP to let us know you're coming! Can't attend? Share your feedback online at [newmarket.ca/communityopenhouse](https://newmarket.ca/communityopenhouse)

#NewmarketOpenHouse



*Image post on Event Page only*

 **Town of Newmarket**  
March 23 at 8:30 AM · 🌐

🏡 We're planning to help you save 30-50% on utility costs while reducing the community's total greenhouse gas emissions. How? Find out at the Community Open House on Wednesday, April 3. Drop by the Municipal Offices (395 Mulock Drive) from 4-8 p.m.

Register to have your say on [newmarket.ca/communityopenhouse](https://newmarket.ca/communityopenhouse)



*Image post on Event Page only*

## Facebook Post Screenshots



**Town of Newmarket**  
Published by Denise Chang [?] · March 29 at 2:45 PM · 🌐

**#DidYouKnow:** The province allows **#cannabis** and **#tobacco** to be smoked in the same places, except for in vehicles? But the Town could further restrict this. Should **#Newmarket** regulate cannabis and tobacco the same way 🚫? Have your say at the Community Open House on Wednesday, April 3 at the Municipal Offices, drop by anytime between 4 to 8 p.m!

Event details: [newmarket.ca/communityopenhouse](https://newmarket.ca/communityopenhouse)  
**#NewmarketOpenHouse**

**COMMUNITY OPEN HOUSE**  
Wednesday, April 3, 4 to 8 p.m. | Municipal Offices (395 Mulock Drive)



Newmarket

Image post on Event Page and Town Facebook Page



**Town of Newmarket**  
Published by Sprout Social [?] · March 26 at 4:00 PM · 🌐

🌟 **GIVEAWAY** 🌟 **#WIN** a \$100 credit that can be used toward any Recreation & Culture program when you attend our Community Open House on Wednesday, April 3!

For extra entries:

- 1) Like & Follow **Town of Newmarket**
- 2) Like this post
- 3) Tag a friend 🧑🏻 (1 tag per comment, 1 comment = 1 entry!)

**#Giveaway** closes on Wednesday, April 3 at 8 p.m. EST. Winner will be contacted directly.

Details: [newmarket.ca/communityopenhouse](https://newmarket.ca/communityopenhouse)  
**#NewmarketOpenHouse**



**COMMUNITY OPEN HOUSE**  
**GIVEAWAY**  
**\$100 PRIZE**

HEYNEWMARKET.CA

**Win a \$100 Prize at the Community Open House**  
Check out giveaway details and what to expect at the event!

Link post with Image on Event Page and Town Facebook Page



## Facebook Post Screenshots



**Town of Newmarket**  
March 31 at 10:00 AM · 🌐

Give a furry friend a new home 🐾! [Georgina Animal Shelter and Adoption Centre](#) will have applications available at our Community Open House on Wednesday, April 3 for anyone interested in adopting a pet. Drop by 4 to 8 p.m. Details: [newmarket.ca/communityopenhouse](https://newmarket.ca/communityopenhouse) [#NewmarketOpenHouse](#)

**COMMUNITY OPEN HOUSE**  
Wednesday, April 3, 4 to 8 p.m. | Municipal Offices (395 Mulock Drive)

Newmarket

Image post on Event Page and Town Facebook Page



**Town of Newmarket**  
April 2 at 10:00 AM · 🌐

Our Community Open House is TOMORROW! Drop by the Municipal Offices (395 Mulock Drive) anytime between 4 to 8 p.m. Get an update on the Mulock Property, learn how to save on utility costs, have your say on proposed [#cannabis](#) regulations, and so much more: [newmarket.ca/communityopenhouse](https://newmarket.ca/communityopenhouse) [#NewmarketOpenHouse](#)

Newmarket

YOU'RE INVITED:  
**COMMUNITY OPEN HOUSE**

**When:** Wednesday, April 3, 4 to 8 p.m.  
**Where:** Municipal Offices (395 Mulock Drive)  
**Information:** [newmarket.ca/CommunityOpenHouse](https://newmarket.ca/CommunityOpenHouse)

Image post on Event Page only



## Facebook Post Screenshots

 **Town of Newmarket**  
Published by Denise Chang [?] · April 3 at 9:56 AM · 🌐

TODAY: See you at our Community Open House! Drop by the Municipal Offices anytime between 4 to 8 p.m. Find out what #Newmarket has planned for 2019 and get involved. Event details: [newmarket.ca/communityopenhouse](https://newmarket.ca/communityopenhouse)  
#NewmarketOpenHouse



WED, APR 3  
**Community Open House**  
Town of Newmarket · Newmarket, ON

 You like Town of Newmarket

★ Interested

*Event Share to Town Facebook Page*

 **Town of Newmarket**  
Published by Sprout Social [?] · April 5 at 3:35 PM · 🌐

Thank you again to everyone who came out to our Community Open House 🥰! We would be grateful if you could spare a few minutes to let us know how we did and to help us improve by completing a quick survey (you can fill it out even if you couldn't make it!); <https://bit.ly/2D0NavF>  
#NewmarketOpenHouse



*Image post on Town Facebook Page only*

# APPENDIX B

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## Paid Ads Screenshots



 **Town of Newmarket**  
Sponsored · 

Get an update on what's happening with the Mulock Property and more at our Community Open House on Wednesday, April 3 at the Municipal Offices, 4-8 p.m. 📍 Check out details.




HEYNEWMARKET.CA  
**Find out what Newmarket has planned for 2019** [Learn More](#)  
Free Admission | Light Refreshments




*Image Link*

 **Town of Newmarket**  
Sponsored · 

Get an update on what's happening with the Mulock Property and more at our Community Open House on Wednesday, April 3 at the Municipal Offices, 4-8 p.m. 📍 Check out details.



Known to the community as  
**Mulock Property**

▶  -0:23   

HEYNEWMARKET.CA  
**Find out what Newmarket has planned for 2019** [Learn More](#)  
Free Admission | Light Refreshments

*Video Link*



## Paid Ads Screenshots

**Town of Newmarket**  
Sponsored · 🌐

Get involved and have your say at the Newmarket Community Open House on Wednesday, April 3 at the Municipal Offices, 4-8 p.m. Check out details!

**Help Make Our Town Even Better**  
APR 3, 4-8 PM [Learn More](#)

**Adopt a Furry Friend 🐱**  
APR 3, 4-8 PM [Learn More](#)



**Meet Local Firefighters**  
👮👮👮👮👮  
APR 3, 4-8 PM [Learn More](#)


**Get a Mulock Property Update**  
APR 3, 4-8 PM [Learn More](#)


**How to Save on Utility Costs**  
APR 3, 4-8 PM [Learn More](#)

*Carousel Ad - User can scroll through the images, each card has a different description and is linked to our website. There were more cards not shown here.*

## Paid Ads Screenshots

 **Town of Newmarket**  
Sponsored · 



Get an update on what's happening with the Mulock Property at our Community Open House on Wednesday, April 3.  RSVP today!  
[#NewmarketOpenHouse](#)



**WED, APR 3**  
**Community Open House**  
Town of Newmarket · Newmarket  
195 people interested · 52 people going

★ Interested

Event Responses - Image

 **Town of Newmarket**  
Sponsored · 

Get an update on what's happening with the Mulock Property at our Community Open House on Wednesday, April 3.  RSVP today!  
[#NewmarketOpenHouse](#)

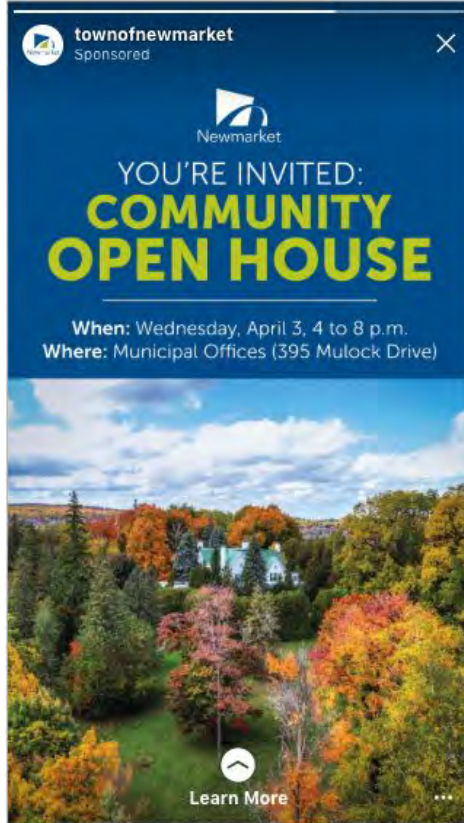


**WED, APR 3**  
**Community Open House**  
Town of Newmarket · Newmarket  
195 people interested · 52 people going

★ Interested

Event Responses - Video

## Paid Ads Screenshots



*Story Image - Learn More  
Call to Action*



*Story Video - Keep Watching option,  
Learn More Call to Action*

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## Corporate Communications Contact

Denise Chang  
Digital Communications Coordinator  
Corporate Communications

Town of Newmarket  
[dchang@newmarket.ca](mailto:dchang@newmarket.ca)  
905-953-5300 ext. 2049

