

AGM 2016 COMMUNICATION REPORT -- NEWSLETTER AND WEBSITE

WEBSITE

Website is provided through an online service provider called “Weebly.” It costs several hundred dollars per year to cover cost of hosting and storage of files. We also pay for email service connected to the site and for the use of the domain name, eg wasalake.ca. We have access to reports that tell us how many visitors we receive per day, how many times they clicked on a link, which pages they frequented. We seem to average about 94 unique visitors per week and over 300 page views. The site is updated regularly and is the best place to find all the documents associated with the Improvement District and to read the latest notices and news. Website email is checked and answered several times a day. Our website is easy to find by Googling “Wasa Lake Land...” and it comes up right away. There is contact information on the site.

NEWSLETTER

Newsletter is provided monthly via MailChimp which is a free online newsletter application. We have gone from spending hundreds of dollars each time to have a newsletter printed and mailed, to free email distribution. There are currently 189 subscribers on our list and we are always happy to get more. We have access to reports that tell us if it was successfully delivered, what percent of the subscribers opened it up to read or clicked on a link, and even where in the world it was opened. The report also shows 24 hour performance, eg how many subscribers opened it in the first minutes and hours after it was initially sent. Our open rate is usually between about 55% to 65%, which is quite a bit better than the industry (government) average of 24.2%. Archived newsletters are available under the More—Media Tab on our webpage and the latest newsletter is always available on our homepage right next to the Buzz.