



COUNTY OF WELLINGTON

Committee Report

To: Chair and Members of the Wellington County O.P.P. Detachment Board
From: Andrea Ravensdale, Communications Manager
Date: Wednesday, November 13, 2024
Subject: **2024 Wellington County O.P.P. Detachment Board Communications Plan Update**

Background:

At the November 7, 2023, Wellington County O.P.P. Detachment Board (WCOPPDB) meeting, the board expressed an interest in enhancing communication to County residents. The County Communications Manager and Wellington County O.P.P. Community Safety Officers were asked to collaborate on a Communications Plan to accomplish this objective.

At the January 10, 2024, WCOPPDB meeting, the County Communications Manager presented the Communications Plan for 2024 which was endorsed by the WCOPPDB.

Warden Lennox asked that the County Communications Manager return to the November 13, 2024, WCOPPDB meeting to provide an update on the Communications Plan and provide analytics for the online component of the plan.

The WCOPPDB approved a budget of \$20,000 to accomplish the 2024 objectives set out in the WCOPPDB Communications Plan. Three items came in under budget in 2024.

Update:

In 2024, the WCOPPDB budgeted \$20,00 for advertising and promotion. \$10,865.18 was spent on:

- Three quarterly subscription-based e-newsletters **\$151.77**
 - April – Volunteer Month, OPP Auxiliary Volunteer Programme, Volunteer with Victim Services, Here 24/4, events
 - June – Seniors Fraud, Project Lifesaver, Seniors Mental Health, Annual Report, events
 - October – Deer Strikes, IMPACT, Winter Tire Reminder, Emergency Preparedness, Here4Hope Event, events
- Two full page print ads in the Wellington Advertiser (opted for full page instead of planned 2 centre spreads saving \$3,517.06 – owing to limited content)
 - June – Seniors Fraud, Project Lifesaver, Seniors Mental Health, Annual Report, events **\$1,821**

- October – Deer Strikes, IMPACT, Winter Tire Reminder, Emergency Preparedness, Here4Hope Event, events **\$1,821**
- Six quarter page ads on the County Communications Page in the Wellington Advertiser. **No cost to the WCOPPD. Comes out of Communications advertising budget.**
 - January - Snowmobile Safety
 - February - Lock it or Lose it
 - April - e-Newsletter sign up
 - May - e-Newsletter sign up
 - September - e-Newsletter sign up
 - November – ATV Safety
- Animated Video in partnership with Victim Services featuring Project Lifesaver **\$3,968**
- Photo shoot capturing O.P.P. in action - no cost to the WCOPPD. Completed internally by Communications staff
- Organic social media posts to County platforms **\$0**
- Paid Facebook ads **\$400.00**
 - Sign up for e-newsletter
 - Citizen Police Academy
- At Fault False Alarm Brochures **\$316.10**
- Digital Annual Report **\$0** Designed internally by Communications staff
- Printed Annual Report for 3 Detachments **\$925.69**
- Promotional Items for OPP events **\$1,308.98**
- Edit to previous video **\$152.64**

Analytics

Newsletter Campaign

The social media campaigns on Facebook, Twitter (X) and Instagram prior to each newsletter release successfully increased visibility, with high reach and consistent link clicks across each period for both paid and organic efforts. Although engagement rates declined, this is typical for repeat campaigns.

These combined efforts contributed to maintaining impressive newsletter open rates averaging 78%, which is about 36% above the industry standard, indicating strong reader interest. Although click rates

gradually declined, they remain an average of 5% above industry standard, suggesting solid engagement. Overall, these efforts effectively built awareness and established a stable audience.

Social Media

- **Link Clicks:** The number of times people clicked on a link within a post, directing them to an external webpage.
- **Engagement:** The combined number of interactions with a post, including likes, comments, shares, and link clicks.
- **Reach:** The total number of unique users who sees the post.
- **Impressions:** The total number of times a post appears on a user’s screen. (One user could have multiple impressions)
- **Open Rate:** The percentage of recipients who open the email out of the total successfully delivered emails.
- **Click Rate:** The percentage of recipients who click on any link within the email out of the total successfully delivered emails.

Organic Social Media - push before each newsletter release (not paid)

| Twitter(X) - March 4, 2024 | |
|----------------------------|-------|
| Link Clicks | 5 |
| Impressions | 233 |
| Engagements | 6 |
| Facebook - March 4, 2024 | |
| Link Clicks | 15 |
| Reach | 891 |
| Engagements | 3,481 |

| Twitter(X) - May 7, 2024 | |
|--------------------------|-------|
| Link Clicks | 2 |
| Impressions | 281 |
| Engagements | 15 |
| Facebook - May 7, 2024 | |
| Link Clicks | 5 |
| Reach | 1,081 |
| Engagements | 11 |

| Twitter(X) - September 16, 2024 | |
|---------------------------------|-----|
| Link Clicks | 5 |
| Impressions | 235 |
| Engagements | 9 |
| Facebook - September 16, 2024 | |
| Link Clicks | 3 |
| Reach | 878 |
| Engagements | 9 |

Twitter (X) has shown lower numbers compared to other platforms; a trend seen since the 2022 acquisition. Changes to the platform’s algorithms (a proprietary formula that determines what appears in your feed) often deprioritize content from accounts that don’t pay for visibility, reducing organic reach and engagement. This shift, combined with an overall 23% decline in user activity, has led to reduced exposure and interaction for unpaid or informational posts on the platform.

Paid Social Media on Facebook and Instagram - push before each newsletter release

| March 11 - 22, 2024 | |
|---------------------|----------|
| Spend | \$100.00 |
| Link Clicks | 757 |
| Reach | 20,690 |
| Engagements | 872 |

| May 29 - June 3, 2024 | |
|-----------------------|----------|
| Spend | \$100.00 |
| Link Clicks | 541 |
| Reach | 13,309 |
| Engagements | 88 |

| September 16 - 30, 2024 | |
|-------------------------|----------|
| Spend | \$100.00 |
| Link Clicks | 598 |
| Reach | 14,130 |
| Engagements | 65 |

Constant Contact subscription-based e-newsletter data

| April 1, 2024 | | June 1, 2024 | | October 1, 2024 | |
|-------------------------|--------|-------------------------|--------|-------------------------|--------|
| Sent | 195 | Sent | 307 | Sent | 414 |
| Open Rate | 84.90% | Open Rate | 76.10% | Open Rate | 74.90% |
| Click Rate | 15.10% | Click Rate | 9.60% | Click Rate | 4.40% |
| Opens | 163 | Opens | 229 | Opens | 304 |
| Bounces | 3 | Bounces | 6 | Bounces | 8 |
| Successful Deliveries | 192 | Successful Deliveries | 301 | Successful Deliveries | 406 |
| Clicks | 29 | Clicks | 29 | Clicks | 18 |
| Did Not Open | 29 | Did Not Open | 72 | Did Not Open | 102 |
| Unsubscribed | 1 | Unsubscribed | 0 | Unsubscribed | 1 |
| Spam Reports | 1 | Spam Reports | 0 | Spam Reports | 0 |
| Desktop Open Percentage | 89.40% | Desktop Open Percentage | 91% | Desktop Open Percentage | 86.70% |
| Mobile Open Percentage | 10.60% | Mobile Open Percentage | 9% | Mobile Open Percentage | 13.30% |

Additional Campaign

A paid social media ad to encourage residents to sign up for the Citizen Police Academy.

Citizen Police Academy – Facebook/Instagram

| February 9 - March 15, 2024 | |
|-----------------------------|----------|
| Spend | \$100.00 |
| Reach | 67,316 |
| Engagements | 13 |

2025 Communications Plan

The proposed 2025 Communications Plan for the WCOPPDB includes:

- Animated video focusing on ATV Safety
- County Page ads
 - January 9- Snowmobile Safety
 - February 20 and July 3- Lock it or Lose it
 - March 6 - Fraud
 - April 10 and July 31- ATV Safety
 - October 23- Wildlife Strikes
 - November 20- Festive RIDE
- 4 quarterly e-newsletters in January, April, July and October
- 4 full page ads in the Wellington Advertiser with the same content that is in the new e-newsletter to reach residents who are not online

- Organic social media posts (posts only on County’s social media platforms)
- Paid and targeted social media campaigns that reach residents who may not follow the County on social media (e.g. past campaigns include: Citizen Police Academy, Fraud Prevention Workshops, Seat belt clinics, etc.)
- Promotional Items (e.g. brochures, post cards, displays, small giveaway items, printed copies of the Annual Report, etc.)
- Digital copy of the Annual Report to go online

\$20,000 has been budgeted for the WCOPPDB 2025 Communications Plan.

Strategic Action Plan:

This report relates to the following objectives and priorities in the County's Strategic Action Plan:

- Making the Best Decisions for the Betterment of the Community.

Recommendation:

That the Wellington County O.P.P. Detachment Board receive this report for information;

and

That the County Communications Manager be authorized to implement the proposed items outlined in this report.

Respectfully submitted,



Andrea Ravensdale, Communications Manager

In consultation with/approved by:

Inspector Steve Thomas, Detachment Commander
Scott Wilson, Chief Administrative Officer