



## Windsor-Essex County Health Unit Board of Health

### INFORMATION REPORT

**PREPARED BY:** Communications Department

**DATE:** September 21, 2023

**SUBJECT:** July 15, 2023 – August 14, 2023, Communications Update

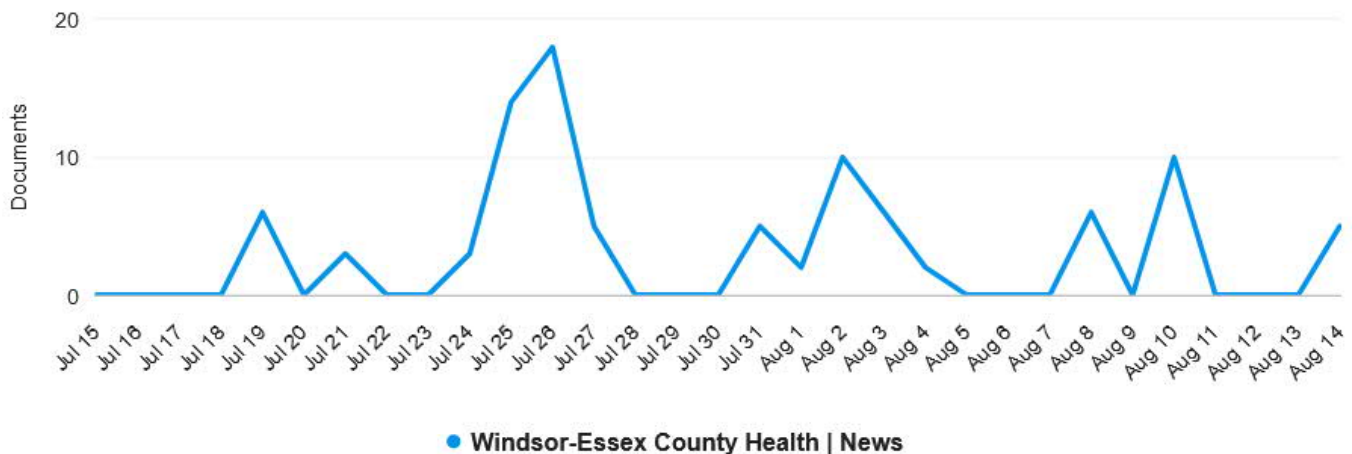
#### **BACKGROUND/PURPOSE:**

Provide regular marketing and communication updates to the Board of Health.

SOURCE	July 15 – August 14	June 15 – July 14	DIFFERENCE
News Releases, Media Advisories and Statements, or Notices Issued	6	10	-4
Media Requests Received	10	20	-10
Wechu.org pageviews	95,692	94,832	860
YouTube Channel Subscribers	1,745	1,741	4
Email Subscribers	7,309	7,353	-44
Emails Distributed	12	16	-4
Facebook Fans	19,133	19,128	5
Facebook Posts	57	71	-14
Twitter Followers	8,637	8,679	-42
Twitter Posts	57	69	-12
Instagram Followers	1,568	1,557	11
Instagram Posts	31	45	-14
LinkedIn Followers	1,563	1,546	17
LinkedIn Posts	15	22	-7
Media Exposure	91	97	-6

Data Notes can be provided upon request.

## Media Exposure Overview Graph



**Notes:** Between July 15 – August 14, we experienced one large peak, and a few smaller peaks in media exposure:

**July 19** – Beach water results were shared via email and social media posts on these two dates, resulting in 6 stories.

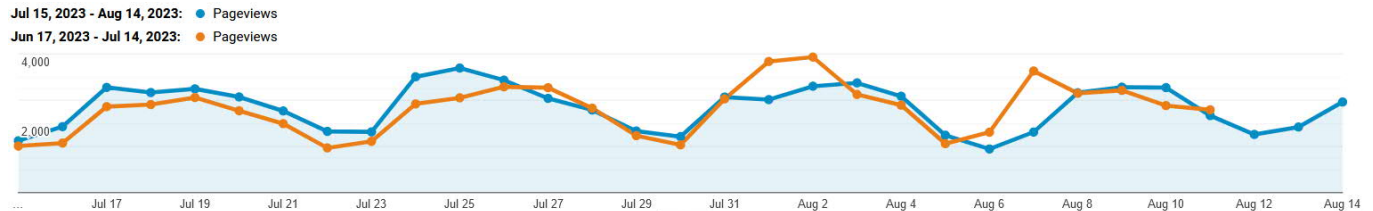
**July 21** – Dr. Mehdi provided guidance and an update on COVID-19 boosters in the fall, for 3 stories.

**July 26** – An extended heat warning was issued. This resulted in 18 news stories.

**August 2** – We issued beach water testing results and an opioid overdose alert, which resulted in 10 total stories.

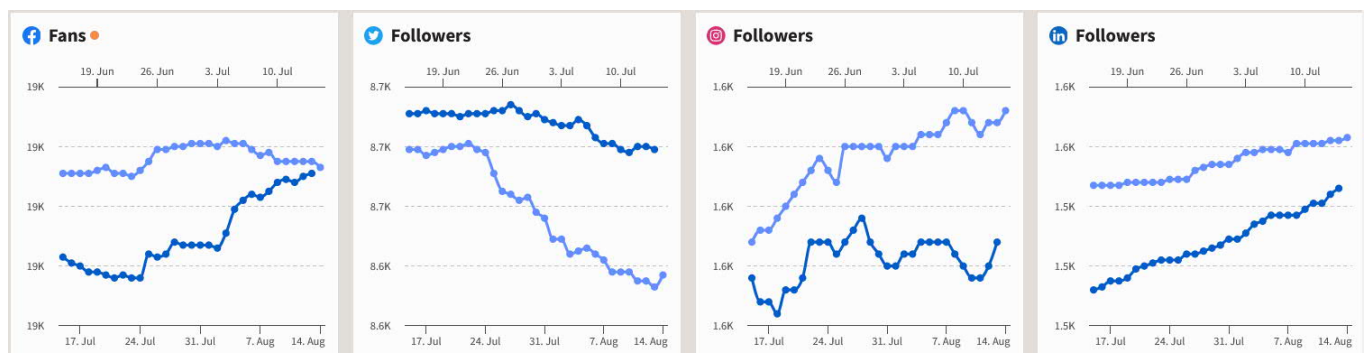
**August 10** – Beach water testing results were issued, and stories around the need to recruit physicians to Windsor-Essex County, resulting in 10 stories.

## Website Overview Graph



**Notes:** During the timeframe of July 14 – Aug 15, we saw similar website traffic as the previous period. Over this timeframe, our Safe Water pages consistently took spots in our weekly top ten (test results page as well as individual beach pages).

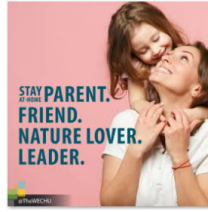
## Social Media Overview Graph



*Lighter blue line represents the current month, darker blue line represents the previous month.*

**Note:** Overall, our social media followers / fans remained consistent over the month.

## DISCUSSION



The Communications Department worked closely with the Infectious Disease Prevention Department on a campaign to reduce the stigma of sexually transmitted and blood borne infections. The campaign was multi-faceted, including components such as paid social media posts and a full-page ad in Biz X magazine.

There were two boosted posts on Facebook which reached 15,018 people and resulted in 215 total link clicks, which took viewers to <https://www.wechu.org/STI>.