



## Windsor-Essex County Health Unit Board of Health

### INFORMATION REPORT

**PREPARED BY:** Communications Department

**DATE:** September 21, 2023

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

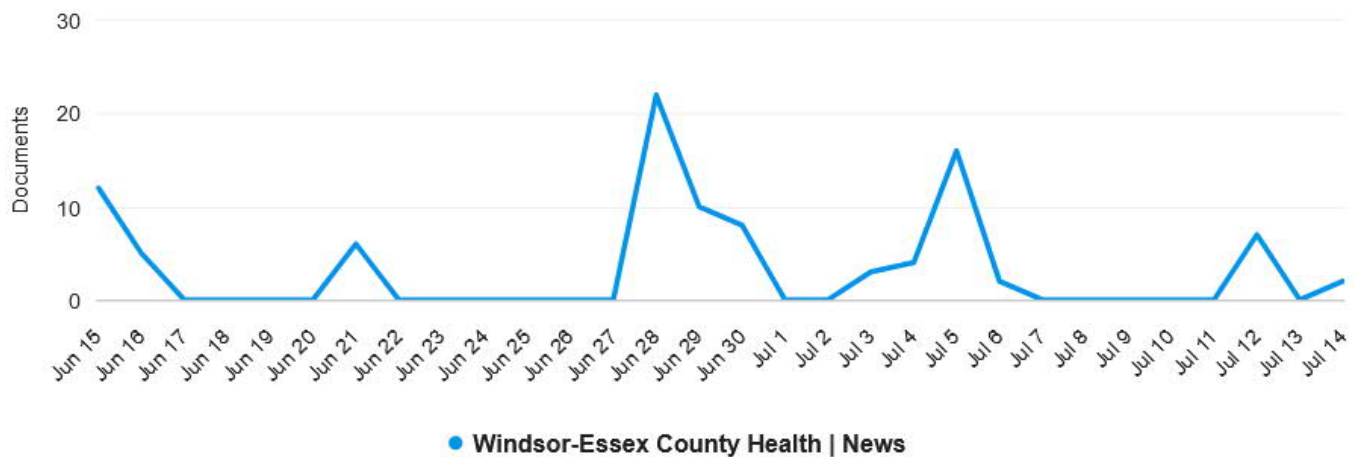
#### **BACKGROUND/PURPOSE:**

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

SOURCE	June 15 – July 14	May 15 – June 14	DIFFERENCE
News Releases, Media Advisories and Statements, or Notices Issued	10	8	2
Media Requests Received	20	25	-5
Wechu.org pageviews	94,832	90,097	4,737
YouTube Channel Subscribers	1,741	1,731	10
Email Subscribers	7,353	7,419	-66
Emails Distributed	16	10	6
Facebook Fans	19,128	19,097	31
Facebook Posts	71	65	6
Twitter Followers	8,679	8,691	-12
Twitter Posts	69	66	3
Instagram Followers	1,557	1,555	2
Instagram Posts	45	31	14
LinkedIn Followers	1,546	1,511	35
LinkedIn Posts	22	17	5
Media Exposure	97	99	-2

Data Notes can be provided upon request.

## Media Exposure Overview Graph



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

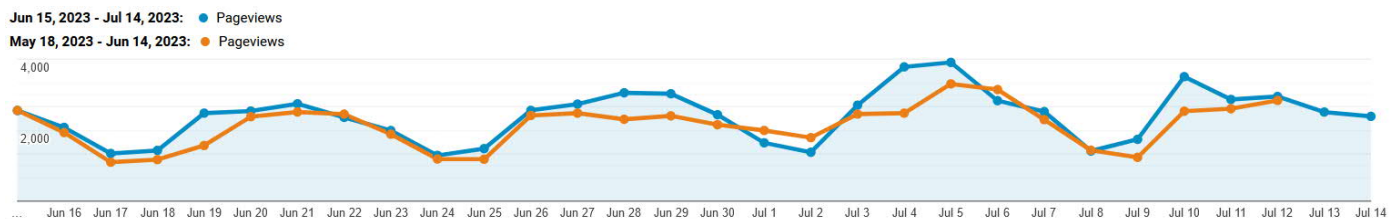
**June 15 & 21** – Beach water results were shared via email and social media posts on these two dates, resulting in 11 and 5 stories, respectively.

**June 28** – An air quality statement for our region was issued due to the forest fires in Northern Ontario and Quebec, as well as beach water testing results. Combined, this resulted in 21 news stories.

**July 5** – We issued beach water testing results, a heat alert, and an opioid overdose alert, which resulted in 17 stories (total).

**July 12** – Beach water testing results were issued, resulting in 8 stories.

## Website Overview Graph



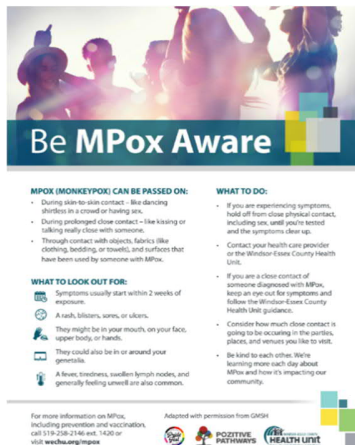
**Notes:** During the timeframe of June 14 – July 15, we saw similar website traffic as the previous period. There was a small uptick on July 5, corresponding with the release of the weekly beach water testing results.

## Social Media Overview Graph



**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 raise awareness of, and educate people about, MPox. The campaign was multi-faceted, including components such as paid social media posts and a full-page ad in Windsor Life magazine.

There were three paid posts on Facebook which resulted in 702 total link clicks, which took viewers to <https://www.wecu.org/mpox>. This achieved the goal of boosting web traffic.

Windsor Life magazine has a reach of 60,922 via the printed edition.