



**Haliburton  
Highlands  
Arts Centre  
Foundation**

**October 2022**

**COMMUNICATIONS & SOCIAL MEDIA AD HOC COMMITTEE REPORT**

**Members: Beth Kipping, Dan Manley, Drew Allen**

The Committee's aim is to keep the public informed of what HHACF is doing to make the dream of having our own Performing Arts Centre in Haliburton County.

We keep our public informed through email, social media, radio, and the press.

This year we have been lucky to partner with The Highlander Newspaper and Canoe FM Radio Station. These partnerships have allowed us to keep you informed about what is happening with HHACF by allowing us to place ads, Public Service Announcements and Press Releases. We are extremely grateful for these partnerships.

We have also published two online Newsletters to help keep everyone up to date on our activities.

Recently we have promoted the AGM.

**Stay informed. Follow us on Facebook and Instagram.  
Or visit our website at <https://hhartscentrefoundation.ca/>**

Attached is our Social Media Report

Respectfully submitted

Beth Kipping  
Director: Haliburton Highlands Arts Centre Foundation

## Summary

First half of the year was very active on social media with regular “inspirational” posts to both Facebook and Instagram. Once the Project Feasibility Study started though, those posts stopped for fear of giving the impression of publicizing study findings. We did post announcements which included the awarding of the study contract, public survey invitation, new board member joins and the Founding Sponsor program. This included posts for each sign up for sponsors, including EvergreenCSD, Shop Close By, Technicalities Plus, and Home Hardware.

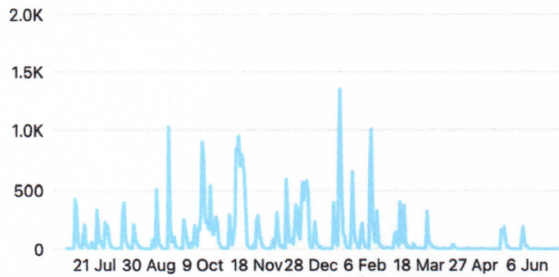
## Facebook

July 2021 starting likes/followers - 339

Page likes gained to June 2022 - 184

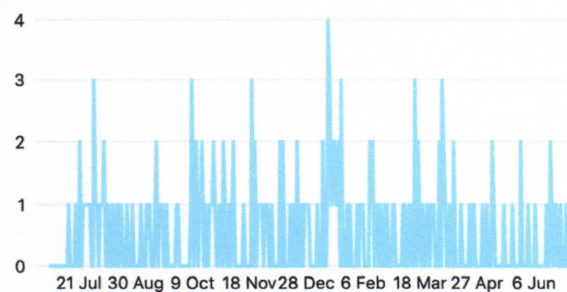
Facebook Page reach ⓘ

11,553 ↓ 34.3%



Facebook Page new likes ⓘ

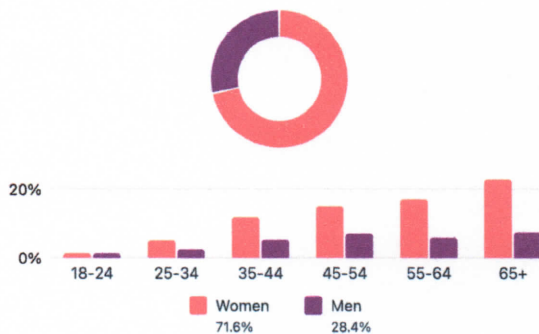
184 ↑ 174.6%



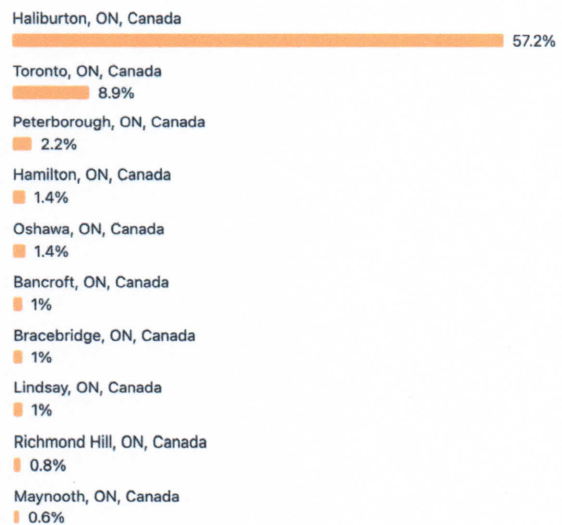
Facebook Page likes ⓘ

507

Age & gender ⓘ



Top towns/cities



# Instagram

July 2021 starting followers - 249

Followers gained to June 2022 - 184

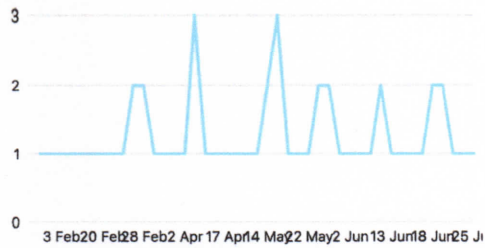
Instagram reach ⓘ

6,036 ↓ 41.4%



Instagram new followers ⓘ

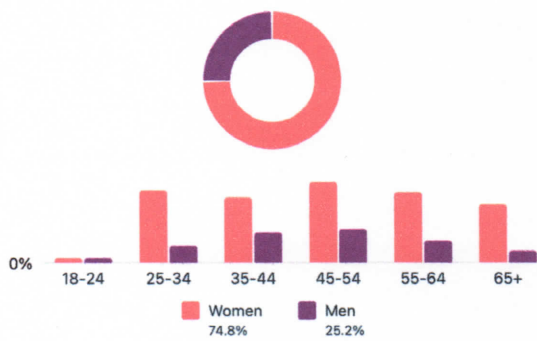
55



Instagram followers ⓘ

394

Age & gender ⓘ



Top towns/cities



## Boosted Content

We boosted 9 posts total between Facebook and Instagram with a total spend of 242\$.

Ad trends

Paid reach ⓘ

11,148 ↓ 71.6%

Paid impressions ⓘ

25,529 ↓ 54.6%



# Website

The website remained hosted on Squarespace, though there was talk about redesigning it and rehosting locally. This effort has been put on hold.

Major changes to the website included:

- blanking out the FAQ page due to potentially misleading information while performing the feasibility study.
- Creation of founding sponsor program page
- More letters of support and endorsements added to the endorsements page
- Addition of donation via securities page
- Minor tweaks to wording

Blog entries were added to latest news:

- Canoe FM sponsorship announcement
- August newsletter
- Hiring of Janis A. Barlow & Associates press release
- Public survey press release
- Funding announcement from provincial government
- Funding announcement from federal government
- Home Hardware sponsorship press release
- February newsletter

Website statistics:

## Traffic



## Visits

Jul 1, 2021 - Jun 30, 2022 • 2,086 Total • +47% yr/yr

Monthly



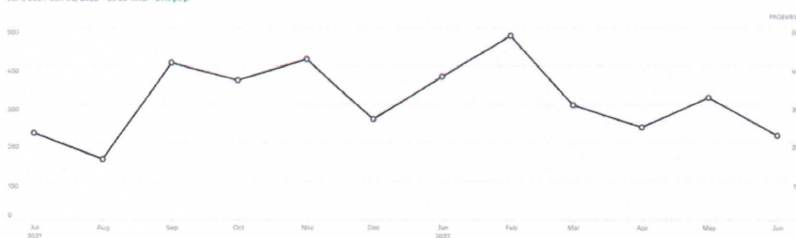
## Traffic



## Pageviews

Jul 1, 2021 - Jun 30, 2022 • 3,752 Total • +67% yr/yr

Monthly



## Traffic Sources

Source	▼ Visits
Direct	1,038 (49.8%)
▶ Search	546 (26.2%)
▶ Referral	309 (14.8%)
▶ Social	164 (7.86%)
▶ Email	29 (1.39%)