

BELLEVILLE  
**DOWNTOWN**  
**DISTRICT**  
ESTD 1878

# Media and Social Dashboard

SEPTEMBER BOARD MEETING

SEPTEMBER 17, 2019

PREPARED BY KELSEY MONIZ

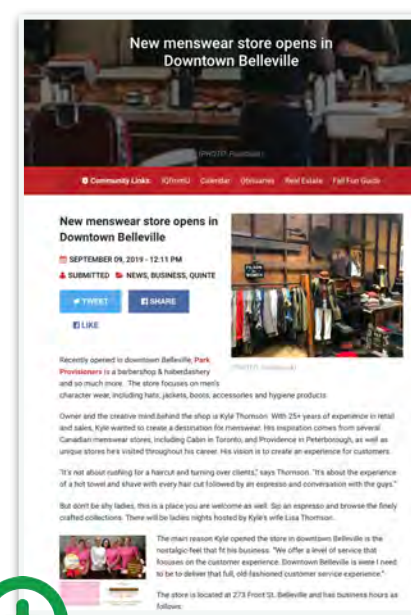
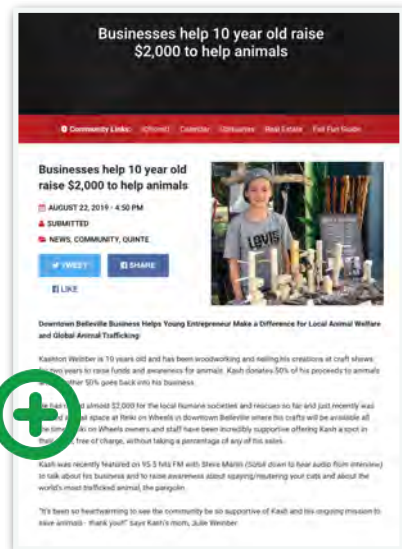
# MEDIA COVERAGE

## AUGUST 16 - SEPTEMBER 10

4 Press Releases

4 Articles mentioning downtown + radio coverage

1 TV segment

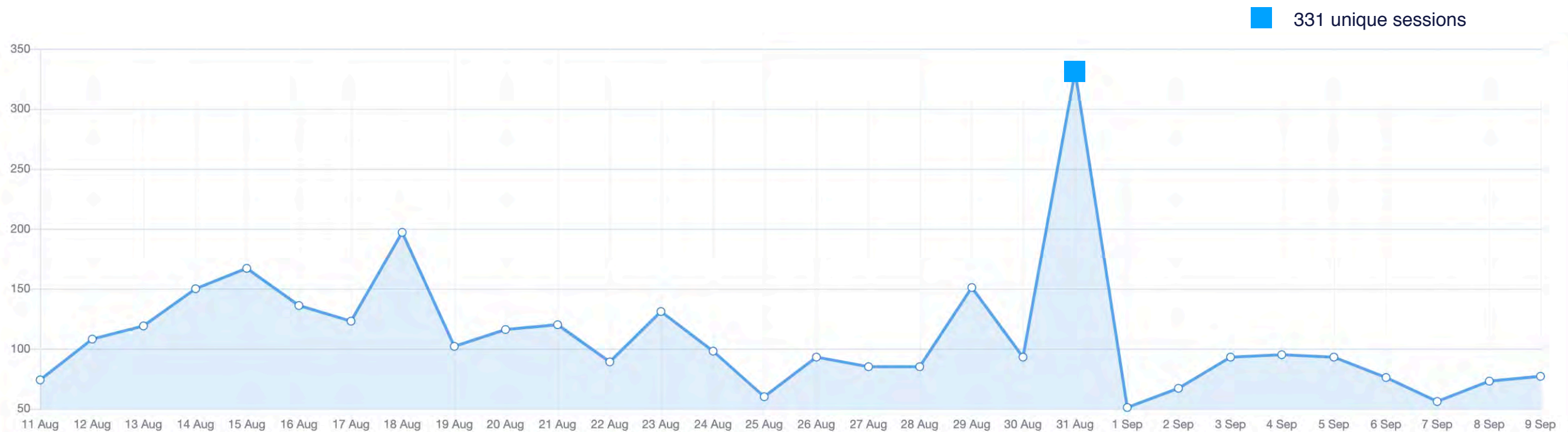


# WEBSITE

## AUGUST 11 - SEPT 9

### Summary:

- Traffic down up since July
- Peak driver is unknown, not driven by our social posts



<b>Sessions</b> 3309 ↑ 3% vs. Previous 30 Days	<b>Pageviews</b> 5790 ↓ -8% vs. Previous 30 Days	<b>Avg. Session Duration</b> 1m 6s ↓ -15% vs. Previous 30 Days	<b>Bounce Rate</b> 68.03% ↑ 15% vs. Previous 30 Days
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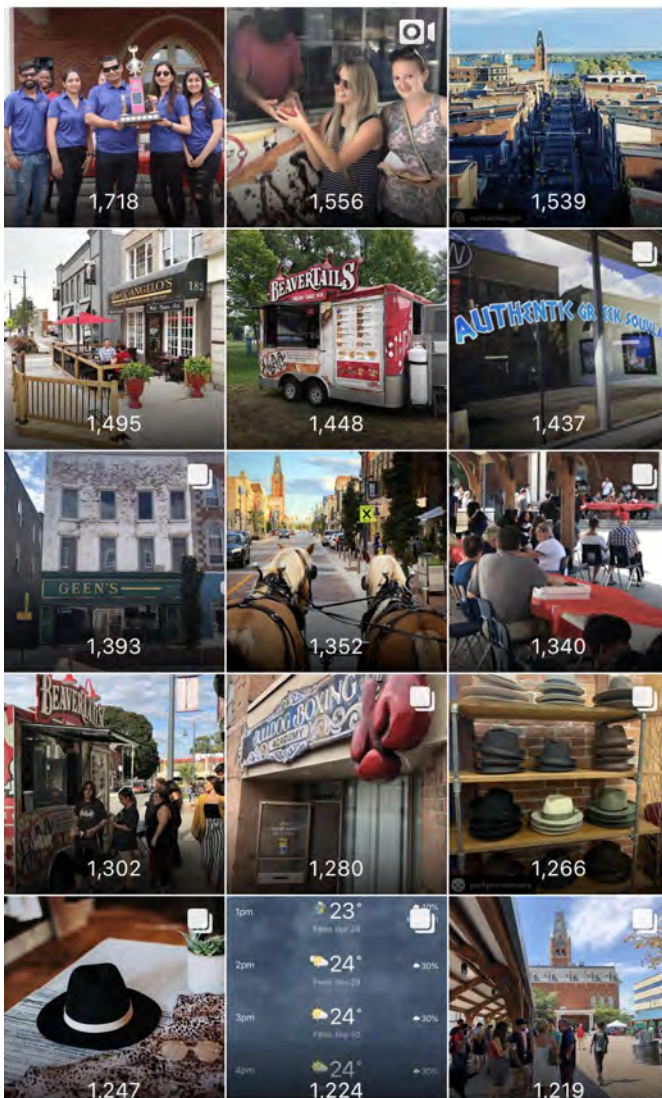
# SOCIAL MEDIA

AUGUST 15 - SEPTEMBER 9



Followers: 2,338 **up 5.3%**

Showing All posted in the past 30 days sorted by Impressions



## Interactions <sup>i</sup>



Profile Visits	138
-43 vs. Aug 27 - Sep 02	
Website Clicks	2
-2 vs. Aug 27 - Sep 02	
Get Directions	2
+2 vs. Aug 27 - Sep 02	

## Discovery <sup>i</sup>



Reach	1,684
-379 vs. Aug 27 - Sep 02	
Impressions	12,507
-1,843 vs. Aug 27 - Sep 02	



Followers: 4,357 **up 4.25%**

Page Likes  
August 13 - September 9

201  
Page Likes **▲105%**



Post Reach  
August 13 - September 9

78,144  
People Reached **▲147%**



Post Engagements  
August 13 - September 9

32,756  
Post Engagement **▲82%**



# EBLASTS

AUGUST 17 - SEPTEMBER 10

## MEMBERS

Database: 272 subscribers

4 emails sent to members this period

45% average open rate

Launched new segment - *From The Core*

BELLEVILLE  
**DOWNTOWN DISTRICT**  
ESTD 1878  
MEMBERS EDITION

**ACTION REQUIRED THIS WEEK:**

- Nominate a new board member - [Click here](#)
- Book a one-on-one with the BDIA - [Click here](#)

[Nominate a new board member](#)

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**Nominations**

**LAST CALL - Nominate a new Board member!**

A position on the downtown Board of Directors has become available. Nominate a new board member today!

[Click here to nominate](#) or call us at 613-968-2242

*Deadline to submit is September 10th, 2019 at 11:59pm.*

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**Member Meetings**

**Downtown Member One-on-One Meetings**

We're conducting a thorough analysis of the downtown core and need only 15 minutes of your time for one-on-one meetings!

BELLEVILLE  
**DOWNTOWN DISTRICT**  
ESTD 1878  
MEMBERS EDITION

**ACTION REQUIRED:**

- Read From The Core - [Click here](#)
- Book a one-on-one with the BDIA - [Click here](#)
- Nominate a new board member - [Click here](#)
- Attend the downtown members tour of The Pinnacle (details below)

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**From The Core**

In this week's post read about the **key events for Fall** and the upcoming member **one-on-one** visits.

[Click here to read the post](#)

We're conducting a thorough **analysis of the downtown core** and need 15 minutes of your time for one-on-one meetings!

[Book a time that is convenient for you here!](#)

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**Nominations**

**Board Member Position Open**

A position on the downtown Board has become available. Nominate a new board member today!

[Click here to nominate](#)

BELLEVILLE  
**DOWNTOWN DISTRICT**  
ESTD 1878  
MEMBERS EDITION

**ACTION REQUIRED THIS WEEK:**

- Take note of the change from Long Table to **The After Party** (details below)
- Create a **Student Offer** for September and [let us know what it is](#)
- Read the new Business Blog
- Apply for the Bay of Quinte [IGNITE Program Opportunity](#)
- Look out for a Committee email (details below)

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**New blog!**

**From The Core**

**From The Core** is a new blog designed to give you the inside scoop of what's happening downtown and how to be involved.

In this week's post read about our wins and future events. Mark down these key dates and learn how to get featured on the downtown feed!

[Read more...](#)

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**Saturday, September 28**

**Important Event Update**

With careful evaluation of the Long Table date and extensive requirements for an SGP event,