

YYC Matters – 2019 Provincial Election Overview

Highlights

- Council launch of YYC Matters
- Seven Councillors pen op-ed on flood mitigation
- Councillor champions for different issues
- All major parties participate in YYC Matters survey / questionnaire
- Traffic to YYC Matters website
- Strong media uptake

Metrics – Traditional Media

- 60+ media references, circulation / audience of 5.8M
- \$80K+ worth of exposure

Metrics – Website

- 30K+ views
- Approximately 350 views/day
- 11% of views from City of Calgary employees
- Most popular page: “Honouring Commitments to Calgarians”

Metrics – Social Media

- 14 videos
- Performed strongly
- Views: 18K via Twitter; 1.4K via YouTube
- All City social media channels were successful in sharing messages, driving visits to website
- YYC Matters posts among the most popular on The City’s Instagram