

Middlesex Centre Online 2024



Website - middlesexcentre.ca

133,500
Users in
2024!

TOP PAGES VIEWED

- Recreational Skating
- Komoka Wellness Centre
- Book a Facility
- Waste & Recycling
- Recreation Programs

VISITOR FACTS

- 413,400 webpage views
- 65 sec avg visit length
- 60% on mobile phone
- 68% from organic search
- 84% use Safari or Chrome



Social Media - @MiddlesexCentre



FACEBOOK

- Followers: 3,410 (+16%)
- Posts: 14 per week avg
- Total Post Reach: 1.32M



X (TWITTER)

- Followers: 1,395 (-0.5%)
- Tweets: 10 per week avg
- Impressions: 47,204



INSTAGRAM

- Followers: 254 (+117%)
- Posts: 9 per week avg
- Impressions: 23,353



YOUTUBE

- Subscribers: 367 (+5%)
- Video Views: 7,435
- All Council Meetings shared via YouTube in 2024



LINKEDIN

- Followers: 959 (+39%)
- Posts: 2 per week avg
- Impressions: 71,791



E-NEWSLETTER

- Subscribers: 2,392 (+19%)
- Issues Published: 13
- Open Rate: 77% avg