

Middlesex Centre Online 2020



Website - middlesexcentre.on.ca

98,692
Visitors
in 2020!

TOP PAGES VISITED

1. Info on COVID-19
2. Careers
3. Waste & Recycling
4. Building Permits
5. Komoka Wellness Centre

VISITOR FACTS

- 688,133 Pages Viewed
- 50% visitors on mobile phone, 44% on desktop
- 80% visitors used Safari or Chrome



Social Media - @MiddlesexCentre



FACEBOOK

- Followers: 1,650 (24% ↑)
- Posts: 14 per week avg
- Total Reach: 491,213



YOUTUBE

- Videos: 14 and 21 Council Meetings (live-streamed)
- Subscribers: 73 (630% ↑)
- Channel Views: 8,543



TWITTER

- Followers: 1,183 (14% ↑)
- Tweets: 9 per week avg
- Impressions: 212,619



E-NEWSLETTER

- Subscribers: 977 (82% ↑)
- Issues Published: 27 (includes COVID-19 Updates)
- Open Rate: 70% avg



LINKEDIN

- Followers: 281 (41% ↑)
- Page Views: 741
- Impressions: 7,492



**middlesex
centre**
in the centre of it all