



Communications Strategy Update



Communications Strategy

- The Middlesex County Communications Strategy was approved by Council on April 5, 2022
- Over the past 6 months the Legislative Services Department has been working to implement Year 1 Recommendations
- We have seen an increase in social media reach/followers and an increase in website traffic



**Communications
Strategy**

APRIL 2022

Social Media Analytics (Apr 6, 2022 – Oct 19, 2022)



Profile Visits The number of times the Middlesex County Page was visited.

Facebook	Instagram	Twitter
6,275	380	7,840

Page Reach The number of people who saw any content from the Middlesex County Page or about the Page, including posts, stories, ads, social information from people who interact with your Page and more.

Facebook	Instagram	Twitter
46,353	546	34,737

Social Media Following (Apr 6, 2022 – Oct 19, 2022)



Previous Total

Facebook	Instagram	Twitter
605	365	2003

Current Total As of October 19, 2022

Facebook	Instagram	Twitter
801	488	2,059

Videos (Stats as of October 19, 2022)



Facebook Analytics



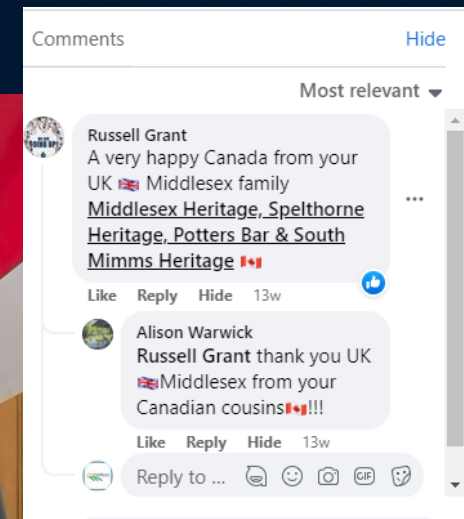
National Day for Truth and Reconciliation

Reach	Views	Reactions
1000	424	27



Canada Day

Reach	Views	Reactions
615	292	26



Alison Warwick

Warden of Middlesex County

Website Analytics



Audience Overview



137,657 Pageviews

(Total number of pages views)



43,217 Users

(Users who have initiated at least one session)



73,270 Sessions

(A session is the period time a user is actively engaged with the website)



83.6% New Visitors and
16.4% Returning Visitors

Media Releases



All Media Releases, 1 Council Highlights, and 1 Warden's Statement Picked Up by 1 or more media outlets

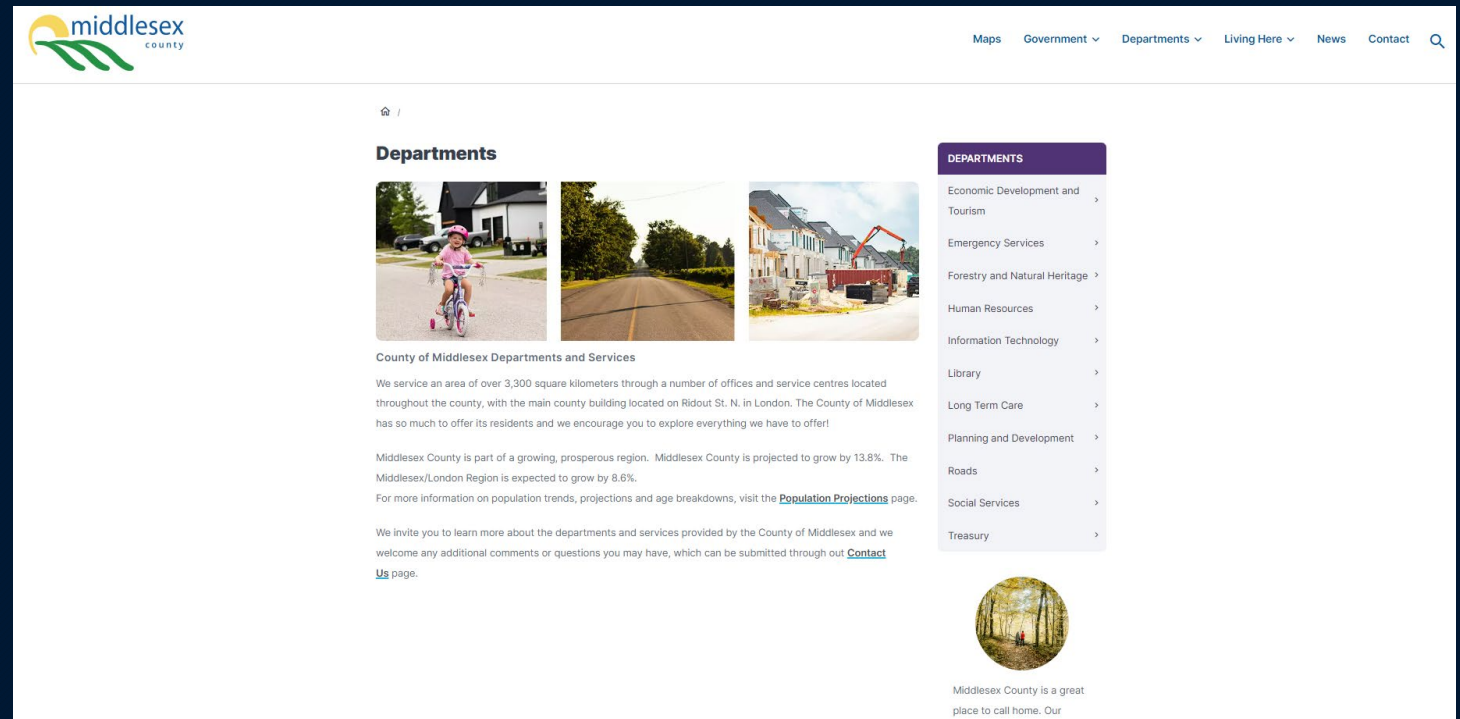
- Middlesex Municipal Day 2022 hosted by Thames Centre
- Council Highlights - May 10, 2022
- Middlesex County Terminates Declared Emergency
- Middlesex County Council announces the creation of the Middlesex County Early Childhood Education Bursary in partnership with Fanshawe College
- Middlesex County Warden's Statement on 2022 Warden's Charity Golf Tournament
- Middlesex County attends AMO
- Middlesex County Attainable Housing Review Project Launch
- Middlesex County is undertaking a Public Transportation Needs Assessment Study
- Middlesex County's decentralization project in final stages
- Middlesex County and City of London Conduct an Early Childhood Education Labour Market Study

Website Updates



We have been updating each department's pages on the website

- Emergency Services
- MLPS
- Ec Dev
- Roads
- Planning
- Long Term Care
- Library
- Legislative Services
- Social Services
- Treasury
- IT
- HR



Warden and Councillors



Middlesex County Council is made up of representatives from 7 member municipalities within the County's boundaries. The Head of County Council is elected from among the Council members in December of each year by a vote at Council and is known as the Warden.

WARDEN

Alison Warwick - 2022 Warden
Mayor, Municipality of Thames Centre

COUNCILLORS

Councillor Kurtis Smith
Mayor, Municipality of Adelaide Metcalfe

GOVERNMENT

Warden and Councillors

- [Adelaide Metcalfe](#)
- [Lucan Biddulph](#)
- [Middlesex Centre](#)
- [North Middlesex](#)
- [Southwest Middlesex](#)
- [Strathroy Caradoc](#)
- [Thames Centre](#)
- [Past Wardens](#)
- [Agendas and Minutes](#)
- [Committee and Board Recruitment](#)
- [Accountability](#)
- [Legislative Services](#)
- [Municipalities](#)
- [Chief Administrative Officer](#)
- [Who Does What?](#)

Long Term Care



Strathmere Lodge, a not-for-profit, long-term-care home is owned by the County of Middlesex. Rebuilt in 2006, this facility sits on a five-acre site on the outskirts of Strathroy. The home provides care to 160 residents in accordance with Ontario legislation and standards established and monitored by the Ministry of Long Term Care.

We invite you to [Take a video tour of Strathmere Lodge](#).

Read our [September Newsletter](#)

See our [S L Holiday Video 2013](#) [S L Sunshine Video 2020](#)

- [Provincially Required Postings](#)
- [About Us](#)
- [Related Links](#)
- [Contact Details](#)

DEPARTMENTS

- [Economic Development and Tourism](#)
- [Emergency Services](#)
- [Forestry and Natural Heritage](#)
- [Human Resources](#)
- [Information Technology](#)
- [Library](#)
- [Long Term Care](#)**
- [Accommodations](#)
- [Admissions & Care](#)
- [Maps & Brochures](#)
- [Recreation](#)
- [Services](#)
- [Planning and Development](#)
- [Roads](#)
- [Social Services](#)
- [Treasury](#)

Committee and Board Recruitment



The County of Middlesex will select committee and board members each new term of council or when a vacancy becomes available.

- [Current Vacancies](#)
- [How to Apply](#)
- [Selection Process](#)
- [Term of Appointment](#)

GOVERNMENT

- [Warden and Councillors](#)
- [Agendas and Minutes](#)
- [Committee and Board Recruitment](#)**
- [Accountability](#)
- [Legislative Services](#)
- [Municipalities](#)
- [Chief Administrative Officer](#)
- [Who Does What?](#)



Middlesex County is a great place to call home. Our modern telecommunications infrastructure, excellent health and social services,

Planning and Development



What's New...



- > [Population and Housing Projections 2021-2045](#) have been endorsed by Council.
- > We are updating our [Official Plan](#). Learn about the process and get involved!
- > Learn how to help control the spread of invasive species such as [LDD Moths \(Gypsy Moths\)](#).
- > Learn more about the [Digital Planning System](#) being implemented by the County of Middlesex in partnership with participating local municipalities.

Planning is the management of land, resources, and development in our communities. It is a process that helps determine where homes, stores, and factories are built and which services are provided. The Planning Department advises County Council on all planning matters and provides resources and information to other County departments, local Municipalities, and the public.

DEPARTMENTS

- [Economic Development and Tourism](#)
- [Emergency Services](#)
- [Forestry and Natural Heritage](#)
- [Human Resources](#)
- [Information Technology](#)
- [Library](#)
- [Long Term Care](#)
- [Planning and Development](#)**
- [County Official Plan](#)
- [Mapping](#)
- [Development Applications](#)
- [Resources](#)
- [Contact Us](#)
- [Middlesex 2046 - Official Plan Update](#)
- [Roads](#)
- [Social Services](#)

Photography





Thank You!