



# Communications Report

Ben Hayle, Communications Coordinator

# 2019 Year in Review



- ▶ Social Media (Facebook, Twitter, Instagram, LinkedIn)
  - ▶ 18.8 percent increase in total followers/fans
  - ▶ 39,373 total followers/fans
  - ▶ 6,183 net follower growth
  - ▶ 8,857,609 social media impressions
  - ▶ 574,878 social media engagements



# 2019 Year in Review



## ▶ BlaineMN.gov

- ▶ 346,288 different users
- ▶ 504,733 different sessions
- ▶ 1.2 million page views
- ▶ 52/48 split desktop vs. mobile
- ▶ 50,563 total website subscriptions
  - ▶ 7,746 new in 2019
- ▶ 80 messages sent via website – 136,024 emails sent



# 2019 Year in Review



- ▶ CityConnect
  - ▶ City newsletter, six issues mailed
  - ▶ Approximately 29,000 mailed per issue
- ▶ BizConnect
  - ▶ Economic development focused newsletter, two issues mailed
  - ▶ Approximately 29,000 mailed per issue
- ▶ RecConnect
  - ▶ Recreation programs catalog, three issues mailed
  - ▶ Approximately 29,000 mailed per issue

# 2019 Year in Review



- ▶ Media coverage
  - ▶ More than 700 Blaine news stories
    - ▶ Total potential reach of over 370 million
  - ▶ Large event impact
    - ▶ 3M Open – 2,700 news stories
    - ▶ USA Cup – 107 news stories



# 2020 Communication Efforts



- ▶ Evaluate 2019 and prioritize for 2020
- ▶ Facebook Live
- ▶ Community conversations
- ▶ Development focus
- ▶ Share more stories