

Village Community Association

Communications Report – November 2020

Sue Henry – Communications Officer

Newsletter

38 newsletters have been sent out so far this year. This exceeds last year's total of 31. Additional newsletters were sent out with COVID-19 information in the spring.

Newsletter has 320 recipients who consistently open most editions. We have an open rate over 80%. Which warms my heart. Thank you for taking the time to ready the newsletter.

Website

We have no way of tracking the website traffic as it is now set up. However, every effort it made to keep the website up to date with Village events and VCA services.

The new web page with **local COVID-19 information** was added this spring and has been updated several times to keep our members current with COVID data in the Niagara and Ontario regions.

Additional photo gallery pages have been added for the

- 2020 Second Annual Golf Tournament
- 2020 Canada Day Porch Parade – Contest Winners!
- 2020 The Village Rocks!
- 2020 Make Some Noise – April
- Drone footage of the 2019 Christmas lights

Suggestions?

Suggestions are welcome on any way you can see the VCA Communication services improved for our members.