

2024 AGM - Communications Committee Report

Director: Kerstin Auer

This past year we started to organize and optimize our communications within the Nicola Valley Community Arts Council to ensure that any new directors, volunteers, and staff will easily find their way around the inner workings of the Arts Council. We continued to improve on our website and regular communications with the community, to meet our mandate.

A special thanks to the members of the communications committee - Jano Howarth for her expertise and experience and the many images she contributes for the NVCAC to use in our newsletters and social media; Marilyn Kelly for her enthusiasm and tackling the huge task of organizing our Shared Google Drives and thus establishing a solid foundation for all NVCAC communications.

A few communication highlights from the year:

- We continued to build out the blog of our website to continuously offer artisan and volunteer spotlights, the latest show at the Art Gallery, and coming soon the City Arts Project
- We continued a monthly column called “Art at Heart” where our board members and summer student talked about what art means to them and what place it has in their lives; starting in October 2024, this will shift to a monthly column about the City Arts Project

The work of the Communications Committee included:

- Send out a newsletter twice a month, with news from the Gallery, programs, and to introduce artisans and artists from our gift shop
- Monthly feature of both artisans as well as board members, artists, and volunteers in the newsletter and on our blog
- We continue to work with all local media outlets and publications to promote the NVCAC and continue building our partnership with the City of Merritt to spread the word about the Arts Council and its programs
- Continue to optimize our website and provide a platform for local artists and artisans through our blog
- We added paid Facebook ads to ensure our communications reach more people in the Nicola Valley

Media Statistics (as of August 2024):

Instagram followers: 507 - engaging on average 1,000 people per month

Facebook followers: 1,240 - engaging on average 10,000 people per month

Newsletter: 668 - average of 50% opening rate

Our website receives up to 950 visitors a month, viewing up to 1,500 pages.

50% of visitors are on mobile devices.

	FB follow	FB reach	IG follow	Website visits	Page views	Newsltr subs	Newsltr open
Sept 2023	1000	4655	490	456	991	612	51%
Oct 2023	1064	2011	489	354	807	611	52%
Nov 2023	1071	5290	490	283	661	606	55%
Jan 2024	1080	7929	494	596	1347	651	52.6%
Feb 2024	1088	3216	503	544	1051	648	55%
Mar 2024	1100	2900	506	491	1000	655	50.3%
Apr 2024	1131	8300	506	953	1514	656	54%
May 2024	1152	9443	507	802	1270	668	54%
June 2024	1164	12237	507	653	1012	668	52.6
July 2024	1220	12600	508	480	762	666	52.3%
Aug 2024	1240	10800	507	814	1317	668	47%