

Communication Committee Report First Quarter 2025

Projects

Website - Hired Dan Miller for a refresh.

Social Media - Needs a dedicated person. Ranger Hannah to start doing educational videos. Looking to collaborate with the new TDTD Outdoor Recreation person, Jenni Veal.

Getting ready for Trails & Trilliums

Newsletter stats:

2025

January - 2471 subscribers

Ttl Opens - 1344 (54%)

Ttl Clicks - 278 (5%)

Unique Clicks - 20%

Unsub - 8

2024

February - 2284 subscribers

Ttl Opens - 2431 (52%)

Ttl Clicks - 105 (3%)

Unique Clicks - 6%

Unsub - 9

March - 2352 subscribers

Ttl Opens - 2855 (59%)

Ttl Clicks - 258 (5%)

Unique Clicks - 8%

Unsub - 9

April - 2377 subscribers

Ttl Opens - 2605 (57%)

Ttl Clicks - 75 (2%)

Unique Clicks - 3%

Unsub - 2

May - 2395 subscribers

Ttl Opens - 2533 (55%)

Ttl Clicks - 102 (3%)

Unique Clicks - 5%

Unsub - 5

June - 2393 subscribers

Ttl Opens - 2514 (54%)

Ttl clicks - 71 (2%)

Unique Clicks - 4%

Unsub - 7

July - 2390 subscribers

Ttl Opens - 2149 (51%)

Ttl Clicks - 84 (2%)

Unique Clicks - 4%

Unsub - 5

August - 2392 subscribers

Ttl Opens - 2287 (50%)

Ttl Clicks - 199 (4%)

Unique Clicks - 9%

Unsub - 3

September - 2379 subscribers
Ttl Opens - 2450 (54%)
Ttl Clicks - 82 (2%)
Unique Clicks - 4%
Unsub - 4

October - 2389 subscribers
Ttl Opens - 1886 (45%)
Ttl Clicks - 144 (4%)
Unique Clicks - 8%
Unsub - 1

November - 2398 subscribers
Ttl Opens - 1721 (38%)
Ttl Clicks - 133 (2%)
Unique Clicks - 6%
Unsub - 0

December - 2428 subscribers
Ttl Opens - 1245 (31%)
Ttl Clicks - 212 (4%)
Unique Clicks - 14%
Unsub - 2

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