



## Callander Community Council

Meeting Date: 13<sup>th</sup>. September, 2021

Subject: Callander Community Council  
Website Report

Report from: Moe Guertin

### Callander Community Council Website and Facebook Report

CCC website visitation has increased in the past month. As previously highlighted, the CCC website needs to be more accessible from the main InCallander Homepage which is addressed below.

Work to improve the CCC presence on the InCallander website is underway with phase 1 due to be released imminently followed by phase 2 in the coming weeks.

July minutes which were discussed during the August meeting should be approved in the September meeting and will then be made available on the CCC website.

### Website Statistics

	<u>People Visiting the Site</u>	<u>Pages Viewed</u>
June 2020	110	1098
July 2020	413	1912
August 2020	301	1624
September 2020	144	1276
October 2020	398	2395
November 2020	247	1955
December 2020	317	2208
January 2021	224	1700
February 2021	154	1428
March 2021	129	1066
April 2021	154	1394
May 2021	215	1281

June 2021	332	2695
July 2021	183	1411
August 2021	153	1708

Top page views in August:

1. Home, 227
2. Meetings, 144
3. Minutes, 112
4. About Us, 45
5. July Meeting Reports, 44
6. August Meeting Reports, 38
7. Rural Housing, 33
8. Your Council, 27
9. May Meeting Reports, 20
10. June Meeting Reports, 20

### **Facebook Statistics**

	<b><u>Facebook Page Reach</u></b>
June 2020	7116
July 2020	26,400*
August 2020	2831
September 2020	5841
October 2020	4417
November 2020	5061
December 2020	3776
January 2021	3284
February 2021	1121
March 2021	1229
April 2021	1830

May 2021	1297
June 2021	1573
July 2021	1716
August 2021	1753

### **Video Recordings of CCC Meetings**

Per CCC agreement, all recordings will only be accessible by the CCC chair, secretary and notetaker and are to be used for notetaking purposes only.

### **Virtual Meetings**

During the August meeting it was discussed with Ward councillor Earl regarding meeting face to face. He is in contact with SC in this regard and we should receive an update on Monday 13<sup>th</sup> September. In the meanwhile, the Zoom account will continue to be used and is due for monthly renewal on 19<sup>th</sup> September.

### **Ongoing Updates**

The website administrator has created a 'Meeting archive' using the November reports as the initial instalments. This can be located by navigating from the CCC homepage, Select Meetings from the top row bar, and then meeting archive in the left-hand bar. All reports and minutes which have been submitted are available in the archive from November 2020 to date. Callander Community Councillors with any historical reports or documents are now invited to send those to myself for inclusion in the archive which dates back to 9 January 2017.

### **InCallander Website**

The CCC website hosted on the InCallander website will shortly be realigned to allow more pertinent information to be front and centre for users on traditional as well as mobile devices. The new layout will also include a built in Facebook feed to allow non-Facebook users to see the most up to date information which they can click through to see the full screen post.

Following on from this will be an update to the InCallander website itself to move CCC to a more prominent position, followed by a more in-depth review of the InCallander landscape.

Moe Guertin

13<sup>th</sup> September

