



Committee Report

To: Warden Janice Jackson
Members of the Museum Committee

From: Cathy McGirr
Director, Museum & Cultural Services

Date: April 1, 2021

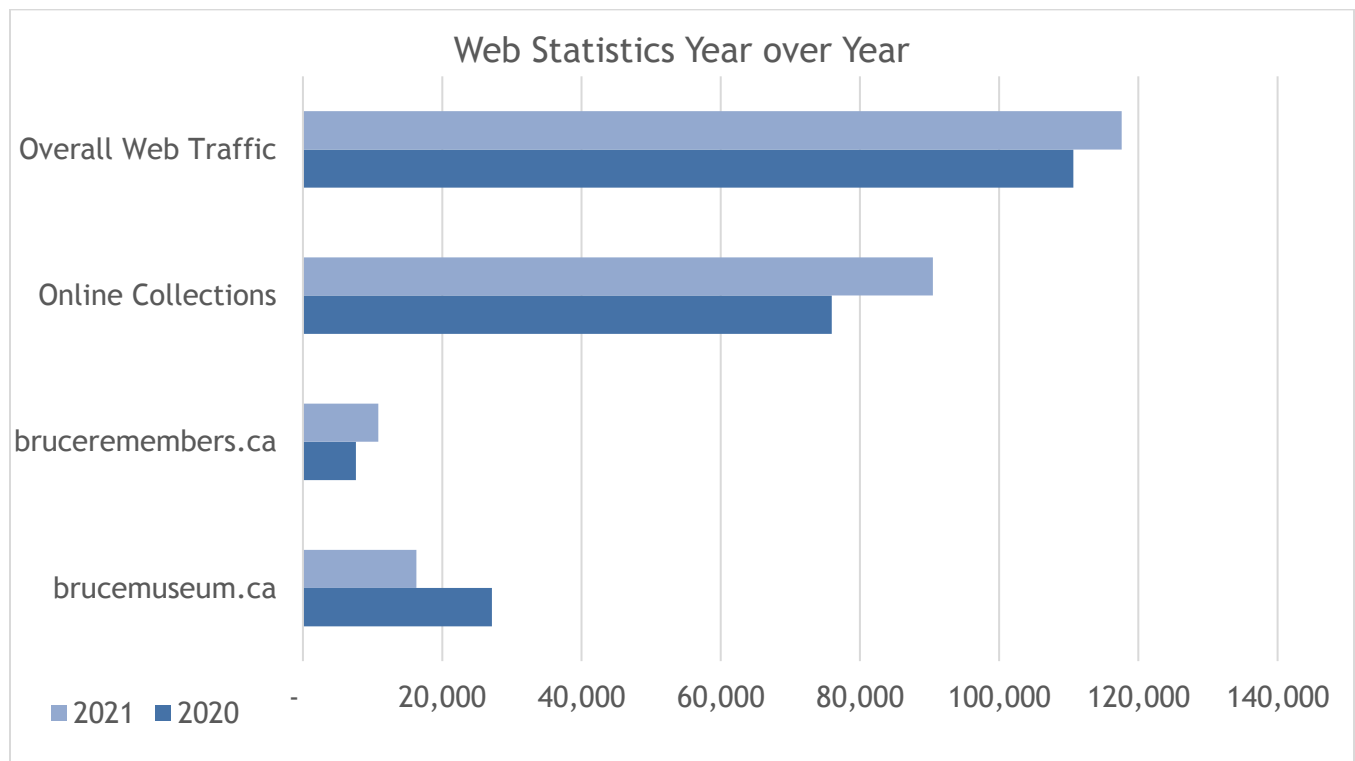
Re: Marketing Report

Staff Recommendation:

The Marketing Report is for information.

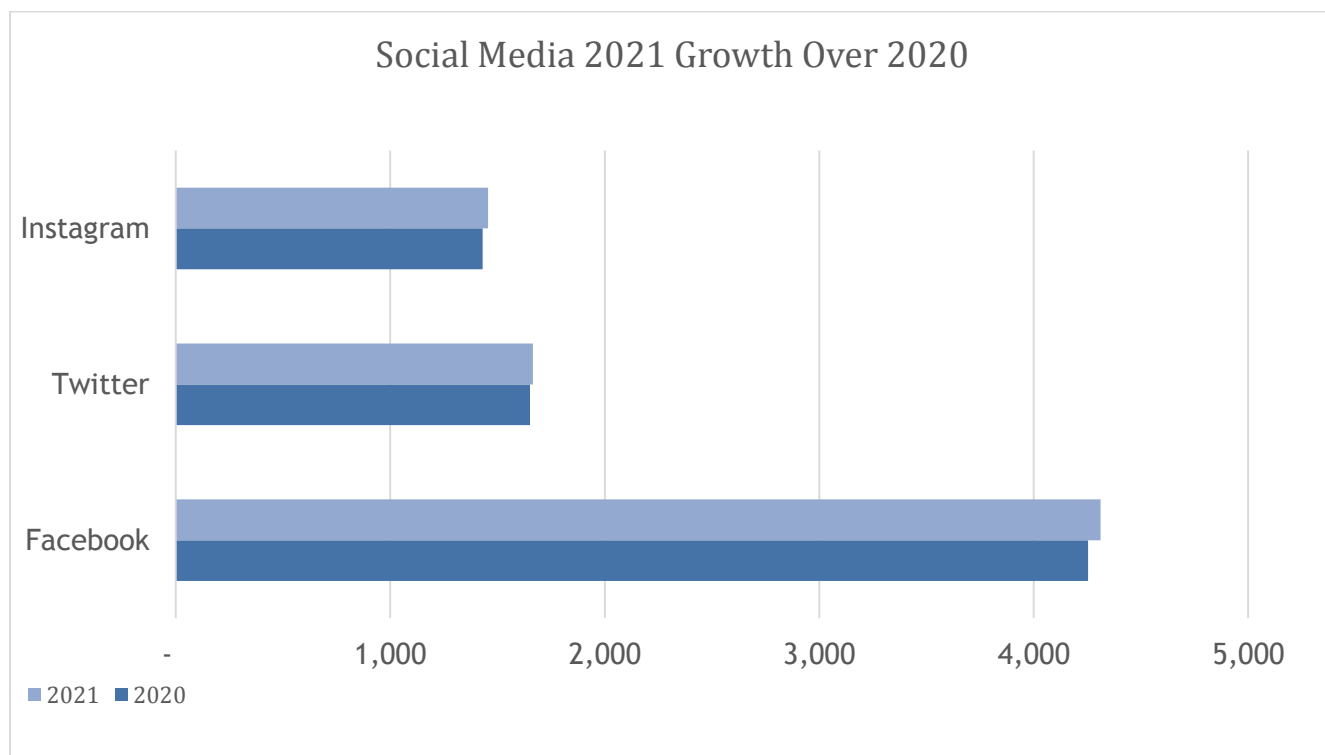
Background:

Q1 Marketing Update



The Online Collections and Bruce Remembers websites continue to see substantial growth in visitation comparatively year-over-year. Online Collections visitation has increased by 20%, this can be attributed to the increased social media coverage and interest in researching history throughout the pandemic. However, the BCM&CC's main website has seen a decline in year-over-year visits. This decline can be attributed to the COVID-19 pandemic, the Provincial shut down in January and February, and limited events and exhibits being offered

during the first quarter of 2021 in comparison to usual operations. In addition, the new website was launched during Q1 of 2020 which saw an increase in visitation at that time.



Social media channels continue to be an important part of the marketing strategy, engaging visitors and informing them of exhibitions, events, and educating about Bruce County history. Each of the three channels used, Facebook, Twitter, and Instagram, have seen modest growth in followers and engagement during Q1.

During the month of March, the BCM&CC executed a Twitter campaign that was developed by Ontario of Archives called “Archives A to Z”. This campaign fit with our realigned Twitter strategy and provided a focus to rate engagement. Overall, this campaign was a success seeing an increase in followers for the BCM&CC page, tweet likes, and receiving retweets from Archives of Ontario, University of Toronto Media Commons Archives, the Association of Canadian Archivists, University of Ottawa Library, and Vancouver Archives throughout the month.

The BCM&CC has also received social media recognition by the International Council of Museums Canada (ICOM). ICOM reached out to us through our Instagram channel requesting permission to use images that the BCM&CC shared in 2020 for May is Museum Month on our social media channels to assist them in promoting 2021 May is Museum Month. In each of their posts on their social media channels they tag our page providing national recognition.

Upcoming Exhibit Openings

When the Earth Shakes - May 19, 2021

Hold on tight! Get ready for earthquakes and tsunamis! Jump on the Quake Karaoke platform and match an earthquake seismogram. Build your structure, set it on a “beach,”

and launch a wave in the 16-ft Tsunami Tank. Then replay the impact in slow-mo and improve your design. Complete Puzzled Earth, the plate tectonic puzzle, before time runs out and the pieces fall. Spin through geologic time to make Earth's continents move and reform. Be an engineer as you design and build structures to withstand earthquakes on the Shake Table. Find out what engineers do to keep our world safer...When the Earth Shakes! Through eight earth-shaking interactive exhibits, family audiences will explore the seismic science that's shaped Earth's evolution and continues to impact our lives today. When the Earth Shakes was developed by the Sciencenter and funded by the National Science Foundation and Network for Earthquake Engineering Simulation. This exhibition is proudly presented by Ontario Power Generation and 101.7 The One.

Financial/Staffing/Legal/IT Considerations:

There are no financial, staffing, legal or IT considerations associated with this report.

Interdepartmental Consultation:

There was no interdepartmental consultation relating to this report.

Link to Strategic Goals and Elements:

Goal #1 - Develop and implement tactics for improved communications

Goal #2 Leverage technology

Element A - Increase use of social media across all County departments

Element C - Effective, understandable communication (web based and social media)

Goal #3 - Find creative new ways to engage our public

Museum Strategic Plan Alignments:

Strategic Pillar #1 -Expanding BCM&CC's role as a Community Hub for the entire County

Objective 1.3 - Build profile as a core tourism destination

Strategic Pillar #2 - Building affinity across the County

Objective 2.3 - Enhance digital outreach and engagement

Report Author:

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Departmental Approval:

Cathy McGirr
Director, Museum & Cultural Services

Approved for Submission:

Sandra Datars Bere
Chief Administrative Officer