

Draft Election Period Policy

ENGAGEMENT SNAPSHOT

WHEN: Wednesday, July 17 to Tuesday, August 6, 2024.

ENGAGEMENT MEASURES

Reach	Actions	Engagement rate	Responses	Participation rate	Total activity rate
35,170	50	0.142	0	0	0

ENGAGEMENT METHODS: To encourage residents to get involved, we promoted the opportunity for people to have their say through our communication channels, including public notices, emails, social media and a have your say page on makewodongayours.com.au.

COMMUNICATIONS

2212 emails — **45.31%** average open rate — **2** click-throughs

5 Facebook posts — **1629** reach — **3** likes and reactions

5 Instagram posts — **408** reach — **4** likes and reactions

1 LinkedIn posts — **135** impressions — **2** likes and reactions

1 public notices

ONLINE

50 website visits

39 unique pageviews

RESPONSES

0 submissions through Make Wodonga Yours

0 relevant comments on social media

CITY OF WODONGA VIC