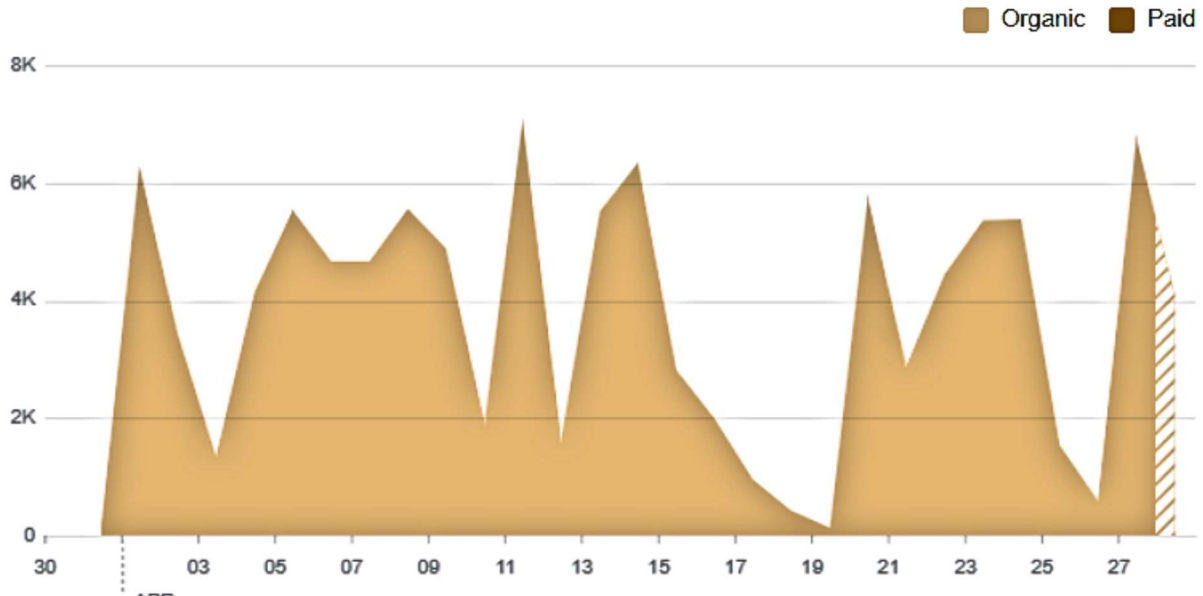





Communications & IT Report – April 2021

Communications:

Facebook Activity – March 31, 2021 to April 28, 2021



Noteable Posts:

| | | |
|---|---|---|
| <p>Apr 11, 2021 – 5778 Views – 1218 Engagements</p> <p>North Peace Housing Foundation April 11 at 10:02 AM · 🌐</p> <p>Cheers to Angela for taking some residents out for a drive from the Harvest Lodge today and stopping and grabbing them a Sundae! Yummm</p>  <p>Get More Likes, Comments and Shares When you boost this post, you'll show it to more people.</p> <p>5,776 People Reached 1,218 Engagements Boost Post</p> | <p>Apr 27, 2021 – 4900 Views – 1264 Engagements</p> <p>North Peace Housing Foundation Yesterday at 12:10 PM · 🌐</p> <p>Happy Birthday wishes for our one and only maintenance man here at the Harvest Lodge.. Ben Snisarenko 🥳 Any guesses how old he turned on Monday?</p>  <p>Get More Likes, Comments and Shares When you boost this post, you'll show it to more people.</p> <p>4,618 People Reached 1,207 Engagements Boost Post</p> | <p>Apr 23, 2021 – 4315 Views – 186 Engagements</p> <p>North Peace Housing Foundation April 23 at 2:27 PM · 🌐</p> <p>To all of our volunteer's, This past year has been hard on everyone, especially our seniors. Because of covid, we had to close our doors to all who have volunteered in the past. A huge THANK YOU to everyone who has volunteered their... See More</p>  <p>Get More Likes, Comments and Shares When you boost this post, you'll show it to more people.</p> <p>4,315 People Reached 542 Engagements Boost Post</p> |
|---|---|---|

| | |
|--------------------------------|----|
| /seniors-self-contained.html | 48 |
| /links.html | 44 |
| /seniors-self-contained.html | 43 |
| /nphf-contacts.html | 41 |
| /employment-opportunities.html | 40 |
| /harvest-lodge.html | 37 |
| /seniors-lodges.html | 36 |
| /business-plan.html | 36 |

| Referring Sites | Views |
|------------------|-------|
| www.google.com | 230 |
| www.google.ca | 155 |
| M&I.facebook.com | 152 |
| www.bing.com | 39 |
| kuula.co | 3 |

*kuula.co (not .com) is the site that hosts our 360 views on our website

IT & Technical

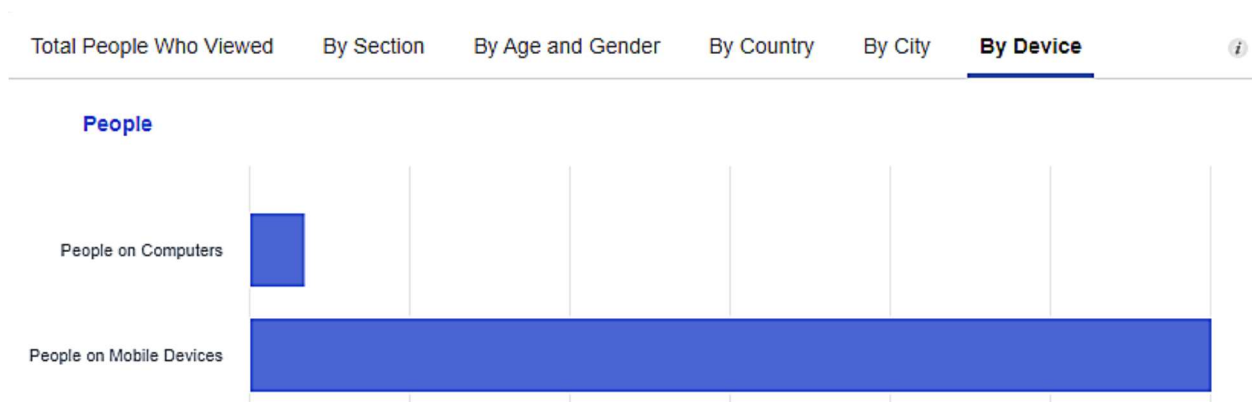
The Datto move has been delayed as the shared drive has not fully been moved to the cloud. Once this is done, the decommissioning of one of our Datto backups will occur shortly.

Discussions around the Virtual Reality Headsets continue but, at present, we are having difficulty finding a supplier where their programs fit our logistics of 2 smaller lodges and 2 larger. Work is ongoing.

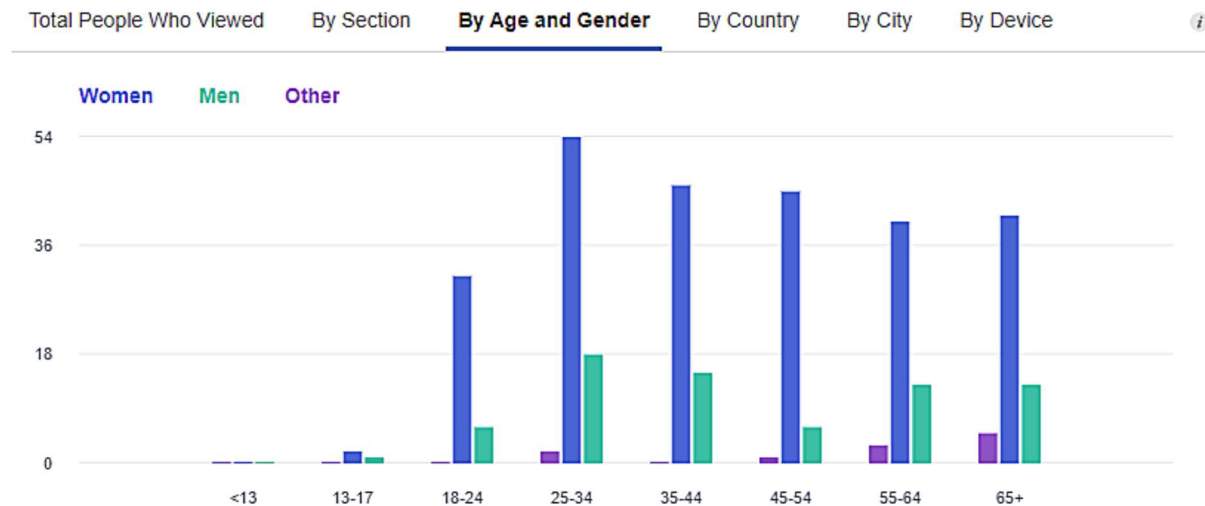
One older system was rebuilt successfully, and speed issues were resolved on several PCs. These issues appear to have been caused by a faulty Windows update.

Communications

You may find the next two graphs interesting. The first is a graph of the ratio of mobile devices to computers for the people interacting with us on Facebook.



And another interesting graph. This is by age and gender:



Increasing time is being spent responding to residents, family members and potential clients and responding to questions & messages through Facebook messenger and our website. The trend, for many, appears to be forgoing verbal communication and interacting in a manner like texting; short quick questions which, paradoxically, take more time to answer by texting or writing than would be necessary in a phone call. An example would be the question “I’m single and what type of housing do you have available?” with only a non-specific yahoo.ca email address provided for a response. We are exploring ways to respond more efficiently and appropriately to these clients.

The Spring NPHF Times is almost ready and should be going out early next week after final review.

Policy Updates

As shown on the Agenda, and there will be a verbal report as well.

Respectfully submitted,

Don

Don Good

Director - IT, Communications and Stakeholder Relations