



#BePrepared 8-Week Challenge

Website analytics at a glance

Overview

In February 2022, the Alberta Emergency Management Agency launched the first #BePrepared 8-week challenge. The challenge aimed to build capacity for preparedness public education by providing pre-drafted communications that partners could use to educate their community.

Overall, we consider this initiative a success. Each weekly message led to an increase in views of the Be Prepared web pages and much higher quality engagement with preparedness information (increased time spent on webpages). 45 partners expressed interest in running the challenge, leading to an increase in partners' social media posts sharing our content. We are encouraged by these results and intend to use this approach in future initiatives.

Highlights



Total page visits

8,932

+101%

Compared to 2021



Average time spent per visit

11:28

+762%

Average time spent: 1:20



Social media shares by partners

58

+300%

Compared to previous 2 months



Video views

1,352

+72%

Compared to 2021

Weekly stats

Measured using Site Improve and YouTube analytics between February 1 and April 22, 2022

Week	Challenge topic / web page	Total web page visits	Traffic growth from 2021 (same period)	Average time spent per visit	YouTube views
1	Hazards	371	45%	10:00	574
2	Get informed	N/A*	N/A*	8:35	No video
3	Knowing your community	487	30%	11:26	171
4	Start a conversation	670	157%	10:05	No video
5	Financial resilience	1,894	58%	14:12	104
6	Gather supplies	2,396	152%	9:26	248
7	Build an emergency kit	2,325	139%	13:27	255
8	Make a plan	789	79%	14:33	No video
Total		8,932	101%	11:28	1,352

*Alberta Emergency Alerts webpage (used in week 2) not included in tracking

#BePrepared: <https://www.alberta.ca/emergency-preparedness.aspx>

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