

Greening Vic Park



The following data has been collected and analysed based on (some) digital performance for Urban Forest related communications and promotional activities, from January - May 2021.

Through this data, we can somewhat "gauge" at the residents' and community's engagement / sentiment when it comes to the Urban Forest program.



Organic social media posts show positive engagement with UF key messages & programs



Urban Forest Program (UF at Home):

- 49 likes, 31 comments (100% positive), 20 shares

Achievements (Tree Cities of the World):

- 97 likes, 17 comments (82% positive), 27 shares

Third party shares (e.g. verge planting):

- 27 likes, 6 comments (83% positive), 3 shares



Urban Forest posts (achievements / third party shares) get good engagement and comments from mostly other LG professionals and some residents.



Our Insta takeover grid for Tree Cities of the World received 17 comments (100% positive) and 174 reactions for one grid.



Social ads show a high interest in Urban Forest at Home

Results from Urban Forest at Home (first week Facebook ads) so far, generated a high level of response:

- 26,788 targeted residents reached
- 47 link clicks (1.14% CTR, the average is 0.98%)
- \$0.02 per click (industry average is \$0.15. A lower cost per click means more potential lead)
- 11.38% (~3050 ppl) of targeted residents who saw the ad will remember seeing the ad. Some experts say between 750 - 1000 for a brand awareness campaign is a good result.



Unique link clicks for Urban Forest program's webpages indicate there is **good interest** in the Town's efforts:

- 941 link clicks for UF at Home page, over 80% referred via FB
- 263 link clicks for Urban Forest reports, over 80% referred via FB
- 227 link clicks for Request a Street Tree, over 90% referred via FB

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Positive comments on community engagement and education projects is evident via the Town's social channels and also other communications as shown here



Tree Cities of the World Status

- "Wow!! What a recognition. Once again proud of the team work TOVP" -Janine Hucker
- "That's fabulous, well done. Greening and making Vic Park a lovely big canopy." - Fiona Godden
- "Congratulations it's a joy to see the new trees/shrubs appearing." - Anne Riddout
- "Wonderful! We are so proud to be part of this amazing Vic Park community ♥" - Perth Eco Store
- "We wish you well on your endeavours to 'green' Victoria Park and other initiatives that you have engaged with that make Victoria Park a great place in which to live." - Bahá'ís of Victoria Park, Inc.



Urban Forest at Home

- "Town of Victoria Park a really good effort! Well done! The State government were promoting their 2400 tree giveaway... for a small town and limited resources we've done incredibly well in comparison." - Peter Melrosa
- "What a great thing to do! Well done ToVP." - Gaye Last
- "A big thank you to all involved! LVE this initiative and can't wait to get planting." - Danielle Clark



Urban Forest community programs

- "Loving the focus on tree planting, Vic Park. Thinking of future generations of residents and our planet." -Nola Knowland (Tree Tags)
- "I did get one and absolutely loved it! what a clever chap - good initiative ToVP!" Jacqueline Limb (Patrick's Postcards)