



# Cobourg Police Service

Paul VandeGraaf  
Chief of Police

**Board Report:**

**In Camera Session: No**

Date of report: December 11, 2020

Date of meeting: December 17, 2020

Mr. Dean Pepper, Chair  
and members of the Cobourg Police Services Board

**Subject:** Communication

**Chief's Recommendation:** "That the Cobourg Police Services Board review and file for information."

**Background:**

This report shows a snapshot of how the Cobourg Police Service is managing its social media, and the media coverage earned for the month of November.

**Report:**

In November, the Cobourg Police Service (CPS) were in two (2) radio segments that aired on 93.3 MyFM on the Operation Red Nose cancellation and the Ontario CCTV Grant Announcement. On Today's Northumberland, Chief VandeGraaf appeared on camera for the Legion Remembrance Day Tour of local senior homes, and CPS uniformed officers appeared in on-scene coverage of two collisions. Chief VandeGraaf and Chair Pepper appeared on camera for the Ontario CCTV Grant Announcement on Today's Northumberland and the Government of Ontario's live stream.

Media Releases sent out by Cobourg Police Service in November:

Positive Stories	Media Invitations	Crime-Related
3	1	14

Media coverage earned by local news in November:

News Source	Positive (17)
Cobourg News Blog	1
Cobourg Now	1
My Broadcasting Corporation	7
Northumberland 89.7	1
Northumberland News	4
Today's Northumberland	2
Government of Ontario website	1

News Source	Neutral (25)
Cobourg New Blog	1
Cobourg Now	1
Global	3
My Broadcasting Corporation	8
Northumberland News	10
Today's Northumberland	2

News Source	Negative (1)
Today's Northumberland	1

Social Media Activity in November:

Account	Post Made	Top Post	Reach	Mentions	New Page likes/Follows	Profile Visits
Facebook	61	<p>Today <a href="#">#cobourgpolicesservice</a> raises the Trans Flag at half-mast to pay tribute to those that lost their lives to transgender-based violence.</p> <p><a href="#">#TransgenderDayofRemembrance</a> (TDoR) - November 20th A day to memorialize those that have been murdered as a result of transphobia, anti-transgender hatred and/or prejudice. This day is observed to bring attention to the continued violence endured by the transgender community.</p> <p>Virtual vigil hosted tonight by <a href="#">PFLAG Canada-Cobourg, Ontario Chapter</a>/PFLAG Port Hope and <a href="#">Cobourg Queer Collective</a> Visit their Facebook page for details.</p>	3,589	14	28	1,753
Twitter	61	<p>Community spirit is alive and well, even in these hard times. Thank you to everyone for their generous donations. CRAM-A-CRUISER in support of <a href="#">@FareShareFB</a> and <a href="#">#GivingTree</a> continues at No Frills and Walmart in <a href="#">@TownofCobourg</a> until 3p <a href="https://pic.twitter.com/aTiKlpAMax">pic.twitter.com/aTiKlpAMax</a></p>	5,884	59	4	1,224

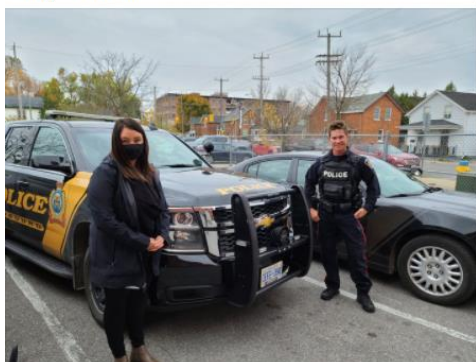
Some highlights for the month of November:

- Crime Prevention Week
- Woman Abuse Prevention Month - Wrapped In Courage Campaign
- S.T.E.P. Distracted Driving Campaign
- Participation in the Remembrance Day Town of Cobourg virtual ceremony
- Participation in the Royal Canadian Legion - Cobourg Branch 133 Remembrance Day Tour of local senior homes
- Flags lowered to half-mast for OPP Constable Marc Hovingh
- Transgender Day of Remembrance
- Cram-A-Cruiser in support of Northumberland Fare Share Food Bank and the Salvation Army
- Chair Pepper and Chief VandeGraaf delivered a presentation at the OAPSB
- Ontario CCTV Grant Announcement at Venture 13

Comments from the community:

Lisa Martin, Community Outreach Case Worker, Northumberland County, and Constable Cunningham, Cobourg Police Service, heading out into the community

Northumberland County partners with the Cobourg Police Service on several programs geared at increasing residents' safety and well-being. ... See More



2,184 People Reached    763 Engagements    [Boost Post](#)

55    11 Comments    2 Shares

Like    Comment    Share



Comment as Cobourg Police Service



**Leslie Sherk**  
 It's a start .. goodness we have to start somewhere .. one step at a time !  
 Glad to see this initiative !

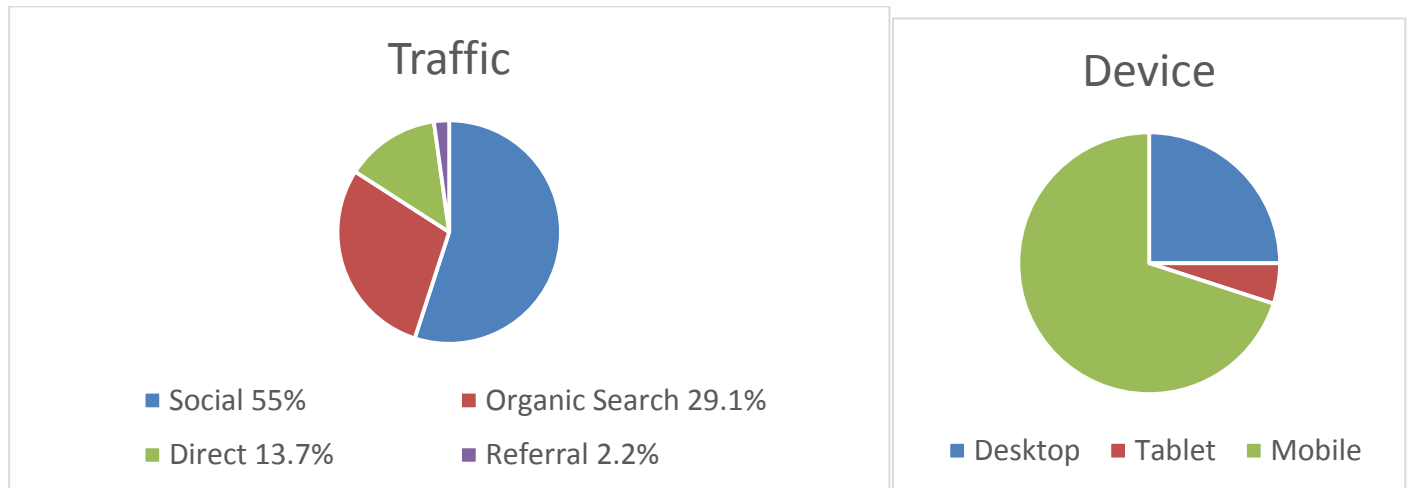
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### Online Reporting and Bike Registration Stats

	Online Reports (excluding bike registration)	Online Bike Registration
May	3	3
June	4	5
July	11	16
August	8	2
September	4	3
October	8	1
November	6	2

## Cobourg Police Service Website Activity in November



### Top 3 sources

1. Facebook
2. Google
3. Direct

### Top three pages visited in November:

- Media Releases
- Careers
- Homepage

Respectfully Submitted,

Paul VandeGraaf  
Chief of Police