



Cobourg Police Service

Paul VandeGraaf
Chief of Police

Board Report:

In Camera Session: No

Date of report: February 8, 2021
Date of meeting: February 16, 2021

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 January.

Report:

In January, Cobourg Police Service had two radio features and one on camera appearance in local media. Both radio features aired on 93.3 MyFM. In the first, Chief VandeGraaf was interviewed about how Cobourg police continue to be active in the community. The second interview addressed enforcement concerns for the Stay at Home Order. Today's Northumberland ran a feature on community concerns over gatherings taking place downtown Cobourg. The video included an appearance from Cobourg Police Service members and a statement from Chief VandeGraaf.

Media Releases sent out by Cobourg Police Service in January:

Positive Stories	Media Invitations	Crime-Related
5	0	18

Media coverage earned by local news in January:

News Source	Positive (10)
Cobourg Now	2
Global	1
My Broadcasting Corporation	3
Northumberland 89.7	1
Northumberland News	2
Today's Northumberland	1

News Source	Neutral (52)
Cobourg News Blog	1
Cobourg Now	1
Global	3
My Broadcasting Corporation	20
Northumberland News	8
Today's Northumberland	17
Other	2

News Source	Negative (1)
Today's Northumberland	1

Social Media Activity in January:

Account	Post Made	Top Post	Reach	Mentions	New Page likes/Follows	Profile Visits
Facebook	57	<p>It is an emotional day at Cobourg Police Service today.</p> <p>After 23 years of service, Constable Frankie Francella #242 is retiring.</p> <p>Frank joined the Cobourg Police Service in January of 2001 from Nishnawbe-Aski Police Service. He spent his initial years learning the Town of Cobourg, quickly establishing himself as an asset to the Service and the Town of Cobourg, building lasting relationships w...<i>post continues</i></p>	47,332	14	316	2,816
Twitter	51	<p>After 23 yrs of service, Cst Frank Francella #242 is retiring. @ChiefVandeGraaf presented him with a personalized #cobourgpolicesservice Challenge coin & retiree badge. #242 will be greatly missed. We wish him the very best of health & happiness. @TownofCobourg @OACPOfficial pic.twitter.com/Ofk2eslfQg</p>	47,075	134	34	3,260

Some highlights for the month of January:

- Presentation to the Canadian Federation of University Women Northumberland on local issues
- Virtual Bingo hosted by the CPS M-HEART team in partnership with Community Living
- Virtual S.T.E.P. Winter Driving Campaign
- Festive R.I.D.E. Results
- Stay At Home Order Educational Enforcement Campaign with the Town of Cobourg
- Corporate Services Presentation at Council Budget Meeting
- First virtual Lunch N Learn wellness workshop at CPS
- Bell Let's Talk Participation

Comments from the community:



Liked by [angelagodfrey](#) and others

[eatfitsleep](#) RETURNED!!!! Can't express how grateful we are to @cobourgpolic for being SO awesome at their job. Makes me super happy to be calling Cobourg home.

[View all 14 comments](#)

[riacolquoun](#) Great great news!



Tweet



1

1

5



[CJ #peaceplease](#)
[@HockeyMominSide](#)

Replying to [@ChiefVandeGraaf](#) [@CobourgPolice](#) and 4 others

Thank you to our local police for keeping us safe. They do amazing work. Can't say I'm surprised though with previous busts and a death at that location. When does bldg owner have to take some responsibility. Scarey

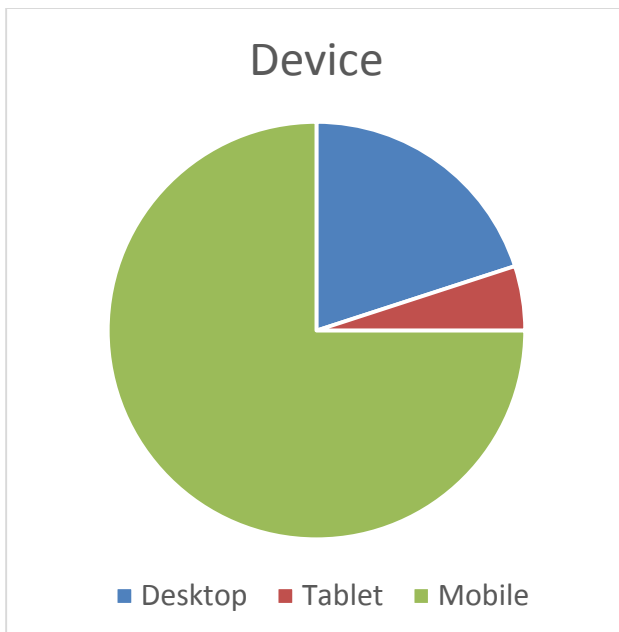
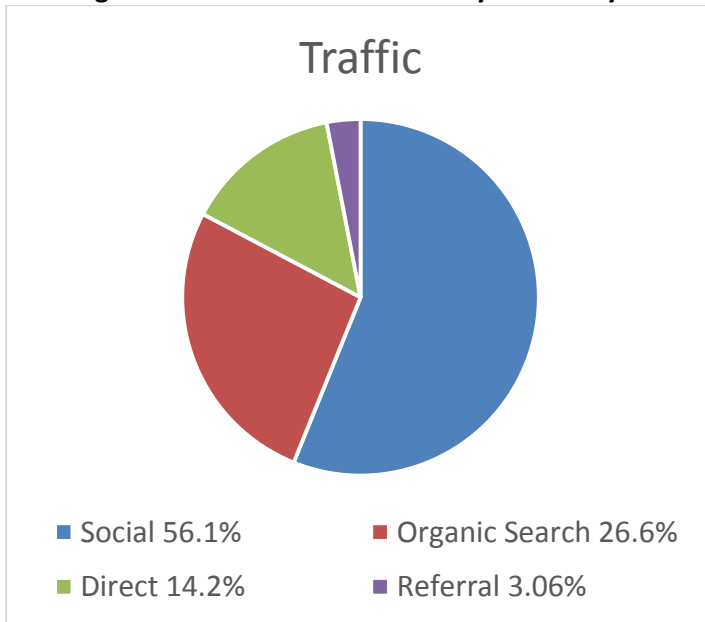


11:26 AM · Jan 12, 2021 · Twitter for Android

Online Reporting and Bike Registration Stats

	Online Reports (excluding bike registration)	Online Bike Registration
2020 (May – Dec)	47	33
2021 Q1		
2021 Q2		
2021 Q3		
2021 Q4		

Cobourg Police Service Website Activity in January



Top 3 sources

1. Facebook
2. Google
3. Direct

Top three pages visited in January:

1. Homepage
2. Careers
3. Media Releases

Respectfully Submitted,

Paul VandeGraaf
Chief of Police