

DCC MarCom Report Nov 24, 2018

We published the first SWC Newsletter [October 9](#) and the second [Nov 16](#). The target date is mid-month so it doesn't collide with the national ScoutScene newsletters.

Time Sent	Campaign Name	Total Sent	Open Rate	Click Through Rate	Bounce Rate	Unsubscribe Rate
Fri, Nov 16, 2018 2:01 PM	SWC Newsletter 2018-11	4070	51.6% 2057	3.2% 65	2% 82	0.1% 6
Tue, Oct 9, 2018 11:34 PM	SWC Newsletter 2018-10	4075	59.3% 2375	11.8% 280	1.7% 70	0.2% 8

The SWC Mailing list was refreshed from myScouts October 7, 2018. It currently contains 4066 unique email addresses.

Approximately 80 email addresses were bouncing. Some were of the format 'noemail@scouts.ca' which should have been filtered out. Others were filtered and sent to each Area for correction in myScouts.

How can you contribute? Send us an email along with 2 or 3 pictures to our email address (Shining Waters Council Marketing and Communications): swcMarCom@scouts.ca. Of course, you must have permission to publish the picture (everyone in the picture must have their Photo Release set to Yes). The article is 2 or 3 paragraphs long and best if written primarily by a youth. Scouters can contribute but we want to see credit given to the youth who plan, do and review. We need the author's name and group so credit is given. **Submissions are due the first of each month so they can be published mid-month.**

During last month's national Marcom call it was announced the Council web site rollout would be delayed until next year. I expressed my displeasure since we've already waited 3+ years. The current platform is very difficult to work with. For an example look at <http://northernlights.scouts.ca/>.

Yours in Scouting,

Wayne Morrison, DCC Marketing & Communications, Shining Waters Council