

**Communications Report for 1 June, 2026 – HCCA Annual General Meeting
Submitted by Dong Ngo
May 31, 2026**

Introduction

- The central focus of my first six months as Vice President and head of communications has been to update and modernize the HCCA website. Key pages that have been updated include Our Association, Local Issues, Membership and News and Events.
- Social media activity has been focused on our Facebook page with posting done by myself, Christine and Mireille. HCCA has a LinkedIn account that currently is not used and an Instagram account, however login information has not been found as of yet.

Facebook page stats

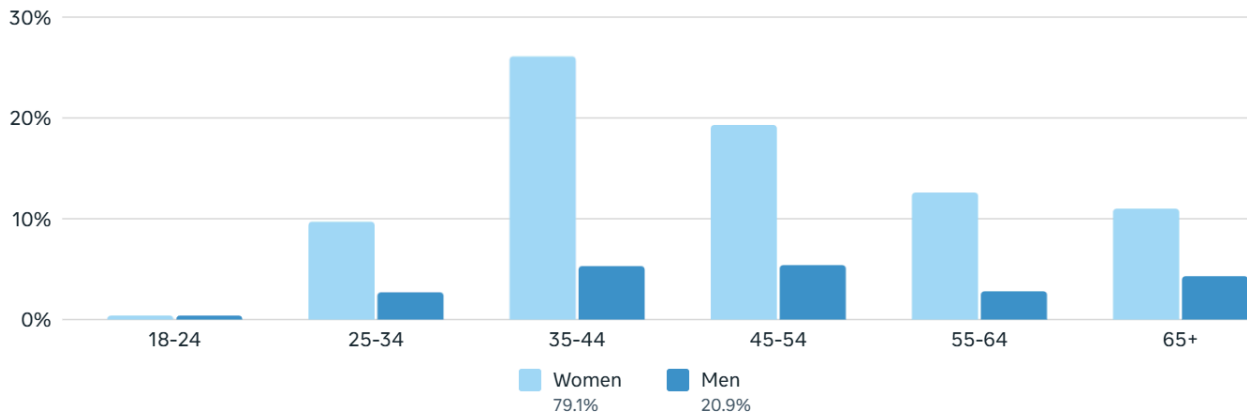
- The HCCA Facebook page currently has 1,052 followers. The largest demographics of our followers are women and the 35-44 age and 45-54 age group.
- Page views have picked up in April and May. The biggest day so far this year occurred on April 14th where our page saw 4741 views.

Followers ⓘ

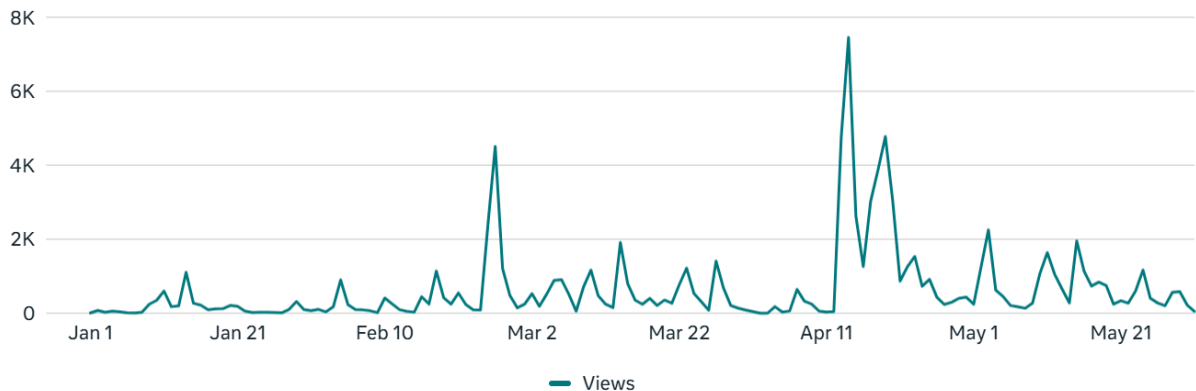
Lifetime

1,052

Age & gender ⓘ



Views **96.3K** ↑ 130.9% Interactions **1.5K** ↑ 240.8%



Website Refresh Project

- The current website has been in operation since 2019 and is a central part of the HCCA’s operations.
- The HCCA Website Refresh Project aims to create a new website that is easier to keep up to date, has improved accessibility and improved functionality.
- The project will commence in three stages

Stage	
Information gathering	<p>An analysis of the current website using existing analytics and reviewing the utility of each section of the website will commence.</p> <p>A survey will be launched to gain insight on how members at large and directors currently use our website and what they would like to see on the new site.</p>
Official proposal	<p>Following an analysis of the information gathered. A project proposal will be put forward to the board containing:</p> <ul style="list-style-type: none"> • an estimated project timeline, project plan and resources required (financial and people)
Launch	<p>If passed, the project will commence at a date to be determined in the proposal.</p>

Looking Forward

- As we shifted into the back end of 2026. My main objectives will be the following:

- Launching the Website Refresh Project
- Growing the reach of our social media accounts
- Creating a social media strategy and assembling a team of 2-3 people to help with content creation and posting
- Creating a streamline system for partners, board members and community members to submit content for posting on social media
- Exploring new content ideas including creating a virtual neighborhood bulletin board and monthly posts of a list of fun or interesting events in Ottawa.