

TheWellnessAlmanac.com : April - June 2018 Update

Our evolving mission: be a grassroots tool for reconciliation and a platform for genuine conversations, engagement and for promoting wellness in our communities.



Thank you to the Lil'wat Nation, Village of Pemberton and Squamish-Lillooet Regional District for support for the Wellness Almanac for 2018.

I'm pleased to share highlights from our second quarter (April 1 - June 30 2018).

- We've reached almost 160,000 views and over 90,000 visitors to the website, since launching mid 2012.
- This quarter saw 7000 views, averaging 60 views each day, to 90 posts.
- The three month rolling average of traffic to TheWellnessAlmanac.com was 2273 monthly page views and 1426 monthly unique visits. By comparison, the now defunct Whistler Question reported 30,802 monthly page views and 13,812 monthly unique visits - placing the Almanac at 10% of the newspaper's traffic, suggesting the Almanac is growing into a legitimate hyperlocal news source.

My favourite takeaways from the blog this quarter:

- [**It takes 200 hours to make a friend:**](#)
- A young First Nations artist today has to work out [**how to make art**](#) from a culture he is reclaiming
- Once upon a time in Pemberton, almost [**everyone was related**](#)
- If you lose your Chewbacca toy in Victoria, and [**the Force is strong with you**](#), it just may be returned by good-hearted strangers



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Successes:

One of the original goals, in 2012, for the Wellness Almanac was to shift the media narrative, as well as community narratives, and become a source of positive, grassroots and pro-indigenous news for local media.

We're starting to see this, with stories breaking on the Wellness Almanac, and being picked up in the Pique - like:

- news of [Levi Nelson's](#) IDEA-award-win
- promoting the collaboration between the Lil'wat Nation and Graham Murphy Construction

We're also well-positioned to spread local news stories put out by the media or local groups or officials, especially through Facebook.

Winds of Change shared a post.
May 30 at 6:34 PM · [View on Facebook](#)
Yesterday, we shared a video of MP Pamela Goldsmith-Jones sharing the successes of the Lil'wat Nation, the new Ts'zil Learning Centre and their partnership with Murphy Construction Corp..
This is what that looks like on the ground - talented hard-working people getting a chance to improve their formal qualifications.
Congratulations on achieving your Red Seal, Shayne Peters.
Awesome.



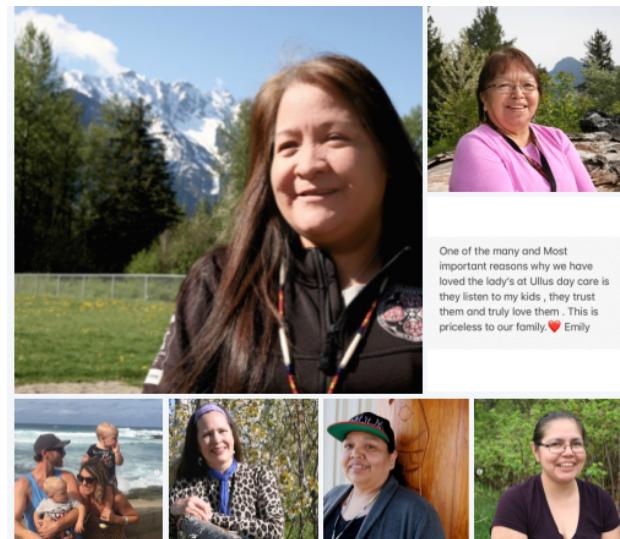
Murphy Construction Corp. May 30 at 2:47 PM · [View on Facebook](#)
Like Page
The official certificates have arrived: Shayne Peters' Red Seal is the real deal. And we couldn't be more proud!

72 people reached · Boost Post
2 Comments
Like · Comment · Share · [More](#)
Oldest ·
Pamela Goldsmith-Jones · An inspiration. · 2
Like · Reply · Message · 4w
Sara Noort · Way to go Shayne Peters · 1
Like · Reply · Message · 3w

The annual 2018 Best of Pemberton awards added [several new categories](#) this year that align deeply with what the Wellness Almanac has been promoting: recognizing a favourite First Nations artist and wellness service providers.

Lisa Richardson's two-part story on Dr Lorna Williams' indigenous language revitalization work was shared across the province by the Ministry of Indigenous Relations & Reconciliation, and generated local awareness that the Xetolacw school was a globally ground-breaking initiative.

Brenda Bakker dedicated her [week-long instagram takeover](#) to the staff at the Ullus Day Care generating feedback and comments like: "I love Ullus. Thank you for shining a light on all the women that make this daycare so amazing."

One of the many and Most important reasons why we have loved the lady's at Ullus day care is they listen to my kids , they trust them and truly love them . This is priceless to our family.Emily







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Disappointments:

We explored turning the Wellness Almanac into a monthly e-newsletter - to maximize it's reach, help time-crunched people find out what's going on in the community (without having to resort to Facebook), build partnerships with a wide range of community groups, and create a stronger community base.

The grant application for \$4000 was supported by the Pemberton and District Public Library, who've been exploring the idea of a newsletter, but stymied by lack of resources. It felt like a constructive collaboration.

Unfortunately, despite making it through two rounds of consideration in the grant process, the Community Foundation of Whistler's Community Grants Advisory Committee opted in April not to fund the project.

The CFW felt that the project was challenged by the fact it's really relying predominantly on one individual to make happen. I was invited to reapply next year, and to include "a strategy for building organizational capacity to carry out the initiative."

Content Review:

Through our channels, we have supported almost 30 different community groups and organizations by amplifying events and calls for community engagement like:

- SPARK (Supporting Parents on the Road to Kindergarten) classes
- Dad's Night support outing for fathers presented by Growing Great Children
- increased logging activity
- Emergency Preparedness evening hosted by Blackwater Elementary and N'Quatqua Children's Centre
- Gates Lake Park Community cleanup
- library events
- Cook Book Club (a free community potluck taking place once a month),
- the Multicultural Network's Bee-keeping workshop and Community Kitchen
- Chamber of Commerce instagram seminar
- Stewardship Pemberton's Field Trips
- breeding bird survey
- the SLRD's Repair Cafe, Regional Growth Strategy Open House, Trails Master Plan
- VoP's Boundary Extension open house, zoning and sign bylaw surveys, call for artists
- Post Indian Horse movie conversation groups
- Ryan Scouler's Open House to showcase his completed totem pole project
- PORCA fundraiser, the Spudcrusher Endure
- Lillooet Lake Rodeo
- Lil'wat Nation Pow-Wow
- Pemberton Workers Collective monthly social for people who work from home
- the new Lil'wat Employment and Training Resource centre
- dance recitals
- Women's Institute Strawberry tea
- Lil'wat Sun Run
- Coast to Cascades Grizzly Bear Initiative workshop
- Canada Day celebration plans
- prenatal wellness retreats

We've shared contributions from 19 different community members: Connie Sobchak, John Tschopp, Tat7ush Peters, Shayla Wallace, Meesh Moran, David Ward, Dawn Johnson,

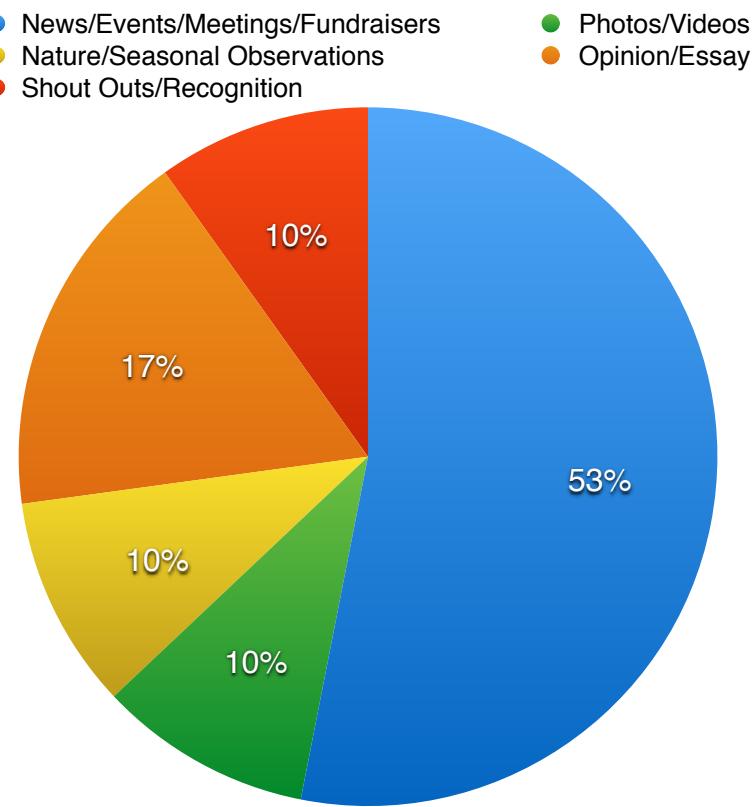
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Veronica Woodruff, Kristyn Zakall, Diane Zaste, Ray Mason, Donna Andrew, Elaine Richard, Al Cowan, Deanna Pilling, Judith Hoilett, Allison MacDonald and Lisa Richardson.

Public safety announcements covered tick season awareness, school bus courtesy.

Recognition was given to:

- Laoyam Eagles on winning the 2018 Dragon Boat Festival and the Pemberton Canoe Club,
- Lil'wat Nation and Murphy Construction on winning 2018 BC Economic Development Award,
- Best of Pemberton 2018 winners
- property owners who kindly accommodated the 2018 bird count
- Pemberton Chamber of Commerce for its new Data Portal collaboration
- young stop motion video makers taking part in the Library's Maker Mondays after school program
- volunteers who cleaned up the illegal dump zone at the Green River FSR
- Dr Nigel Mathews who rescued some baby hairy woodpeckers after a windstorm
- Signal Hill students crafting their own Boomerang Bags for Earth Day



The content break-up on the website is a balance of news/events (53%); opinion/exploration of wellness topics (17%); recognition of local success stories (10%), photos and video content (10%); and seasonal observations (10%):

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The website and its daily posts are supported by two social media channels - Facebook and Instagram, both of which generate daily content.

All our reach is organic. We don't pay Facebook for ads, or sponsor content. So the content that does well can fairly be said to have tapped into something important for the community. Our average post reach is 184. Posts that exceed that regular readership tap into something of broader significance for the community, beyond our core loyal audience.

Top 4 most successful posts on Facebook this quarter

Our biggest stories this quarter:

1. Announcing Levi Nelson's IDEA Art Award - reaching 1588 people
2. Linking to a blog post that picked up on a Facebook community forum conversation about people passing school buses - reaching 1214 people
3. Connie Sobchak's reflection about reacting to the surge in busy growth in town - reach of 741
4. Inviting people to share what signals spring to them - reached 645 people

Winds of Change
Published by Lisa Richardson [?] · April 3 · 

Levi Nelson's art career is going from strength to strength. He has just won the 2018 IDEA Art Award and his work will join the UBC and VGH permanent art collection which houses such artists as Andy Warhol, Jack Shadbolt, Fred Herzog, Attila Richard Lukacs, Karin Bubaš, and Stephen Waddell.

<https://thewellnessalmanac.com/.../lilwats-levi-nelson-wins-.../>



Performance for Your Post

| |
|---|
| 1,588 People Reached |
| 148 Reactions, Comments & Shares  |
| 83 Like 32 On Post 51 On Shares |
| 27 Love 11 On Post 16 On Shares |
| 5 Wow 0 On Post 5 On Shares |
| 21 Comments 9 On Post 12 On Shares |
| 12 Shares 12 On Post 0 On Shares |

143 Post Clicks

Performance for Your Post

| |
|--|
| 1,214 People Reached |
| 45 Reactions, Comments & Shares  |
| 35 Like 8 On Post 27 On Shares |
| 1 Angry 0 On Post 1 On Shares |
| 0 Comments 0 On Post 0 On Shares |
| 9 Shares 9 On Post 0 On Shares |

54 Post Clicks

| |
|--|
| 0 Photo Views 31 Link Clicks 23 Other Clicks  |
|--|

NEGATIVE FEEDBACK

| |
|------------------|
| 0 Hide Post |
| 0 Hide All Posts |

THEWELLNESSALMANAC.COM
Red flashing lights mean stop! Give the school bus a brake.
On the last day of April, Michelle Beks who lives up the Valley on what...

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 **Winds of Change**
Published by Lisa Richardson [?] · April 23 · 

How to squelch the urge to install a large "no vacancy sign" and gate at the entrance to town?
So much YES to so much in Connie Sobchak's latest post.
<https://thewellnessalmanac.com/2018/04/22/changes/>



THEWELLNESSALMANAC.COM
Changes
I've been meeting quite a few new folk around town lately, since joining...

 **Get More Likes, Comments and Shares**
Boost this post for \$4 to reach up to 1,600 people.

 **741 people reached** 

 Michelle Bek, Rachel Kleinman and 7 others  1 Comment  3 Shares

 Like  Comment  Share 

 **Winds of Change**
Published by Lisa Richardson [?] · April 12 · 

The toads and the frogs are mating in the bogs. Signs of spring. We've started a list. What is your signal that spring has arrived?
<https://thewellnessalmanac.com/.../seasonal-observations-its.../>
Photo courtesy John Tschopp.



 **Get More Likes, Comments and Shares**
Boost this post for \$4 to reach up to 1,600 people.

 **685 people reached** 

 Jean Hamilton, Mary MacDonald and 2 others  7 Comments  4 Shares

 Like  Comment  Share 

Performance for Your Post

741 People Reached

22 Likes, Comments & Shares 

| | | |
|----------------------|---------------------|-----------------------|
| 17 Likes | 9 On Post | 8 On Shares |
| 2 Comments | 2 On Post | 0 On Shares |
| 3 Shares | 3 On Post | 0 On Shares |

132 Post Clicks

| | | |
|-------------------------|--------------------------|---|
| 0 Photo Views | 78 Link Clicks | 54 Other Clicks  |
|-------------------------|--------------------------|---|

NEGATIVE FEEDBACK

1 Hide Post **0** Hide All Posts

0 Report as Spam **0** Unlike Page

Reported stats may be delayed from what appears on posts

Performance for Your Post

685 People Reached

49 Reactions, Comments & Shares 

| | | |
|--|---------------------|------------------------|
| 8  Like | 4 On Post | 4 On Shares |
| 1  Love | 0 On Post | 1 On Shares |
| 2  Haha | 0 On Post | 2 On Shares |
| 34 Comments | 9 On Post | 25 On Shares |
| 4 Shares | 4 On Post | 0 On Shares |

67 Post Clicks

| | | |
|-------------------------|-------------------------|---|
| 5 Photo Views | 3 Link Clicks | 59 Other Clicks  |
|-------------------------|-------------------------|---|

NEGATIVE FEEDBACK

0 Hide Post **0** Hide All Posts

0 Report as Spam **0** Unlike Page

Reported stats may be delayed from what appears on posts

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The Instagram Takeover Experiment has evolved into a platform for real life community conversations. With a following of 752 community members, guests say that they get a lot of feedback during their week about their posts and the topics they cover.



instagram.com/thewellnessalmanac invites people to take over the account and to share a week in their lives, with the brief that “wellness” is an inquiry into what it takes to be the best version of myself, in this life, in this place.

Our instagram project
this quarter welcomed:
snowmobile guide
Julie-Ann Chapman,
Korean immigrant,
forager and support
teacher Misun
Lammens, PORCA
Board member Suki
Cheyne, fitness trainer
Anngela Leggett,
Aboriginal Support
Worker Tanina Williams
(coinciding with the 24
hour Drum celebration),
Brenda Bakker (who
dedicated her week to
recognizing the staff at
Ullus Day Care), PSS
teacher Steve Evans,
self-care champion
Michelle Butler,
naturalist and
Stewardship Pemberton
founder Veronica

Woodruff, the Pemberton Canoe Association, organic horse-powered farmer Naomi Martz of Four Beat Farm, local mom, Signal Hill PAC members and plastics-solutions-seeker Claire Fuller and off-grid Lillooet Lake Estates grandmother Diane Zaste, bringing the total of guest takeovers of the account to 89 community members, generating 1599 posts and bringing along 752 followers. Together, they show us the faces of our community.

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“It’s been really fun to do and led to lots of interesting conversations I wouldn’t have had otherwise. It allows people to see each other through the fog of daily life.”
Claire Fuller

| | March 30 | June 28 | Increase |
|-----------------------------|----------|---------|---|
| Total guestagrammers | 76 | 89 | 13 new perspectives shared |
| Total posts | 1459 | 1599 | 140 new posts (approx 11 per guestagrammer) |
| Total followers | 663 | 752 | 89 new followers (approx 7 per guestagrammer) |

A review of our statistics from the end of June, compared to the end of March, we can see ongoing growth even on a quarterly level:

| | March 2018 | June 2018 | % increase |
|----------------------------|------------|-----------|------------|
| Blog followers | 392 | 430 | 10% |
| Facebook followers | 533 | 547 | 3% |
| Twitter followers | 382 | 388 | 1.5% |
| Instagram followers | 663 | 752 | 13.5% |

We look forward to continuing our mission for the rest of the year. Feedback, news, events and story ideas, or interested instagrammers are very welcome.

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TheWellnessAlmanac.com