

Fulcrum Publishing Society  
Board of Directors  
MINUTES

Sunday, October 28<sup>th</sup>, 2018  
141 Louis Pasteur, 10:30 a.m. - 12:59 p.m.  
Meeting #6 2018-2019 Publishing Year

**Present:** Kate Murray, Jonathan Rausseo, Raghad Sheikh-Khalil, Kaylum Bobal (ex-officio), Dorian Ghosn (ex-officio), Justin Turcotte

**Partially Present:**

**Absent (with reason):** Anchal Sharma (ex-officio), Graham Robertson

**Absent (without reason):** Marguerite Gollish

1. Opening of Meeting

J. Rausseo agreed to serve as chair for the meeting in M. Gollish's absence. He opened the meeting at 10:52am.

2. Approval of Agenda

R. Sheikh-Khalil motioned to approve the agenda. J. Rausseo seconded the motion. All voted in favour and the motion passed.

3. Approval of Meeting Minutes

J. Rausseo motioned to approve the meeting minutes. R. Sheikh-Khalil seconded the motion. All voted in favour and the motion passed.

4. Standing Actions List

J. Rausseo presented the standing actions list and made the necessary changes.

5. Marketing Manager

K. Bobal went over *The Fulcrum's* current advertising sales numbers, noting that they're a bit lower because he's still waiting for some contracts to be signed. He updated the Board that there is still no contract in place for Sports Services and Community Life. He went on to say that he's still trying to confirm *The Fulcrum's* presence (a table) at the women's soccer championship. J. Rausseo wondered if it would be possible to have a media pit with interviews. R. Sheikh-Khalil suggested that K. Bobal talk to Andrew (the Sports Editor) and Zoom productions, and maybe they could partner together to do videos at games. K. Bobal said that he will look into it. He noted that he is saving the other *Fulcrum* presence for Capital Hoops.

K. Bobal announced that he's raised \$1600 so far for NASH, and that he's set \$5000 as a total fundraising goal. He added that he's also organized a CATAN tournament which has gone live and seven people have registered so far. K. Bobal reported that he'll be refereeing with Ball Till I Fall, a non-profit, in exchange for a donation to NASH. He mentioned that he's also reached out to several departments at UOttawa as well as Carleton's journalism program and student newspaper.

K. Bobal indicated that he held another social media contest this week about how people embrace autumn. He said that going forward, he'll report on increasing social media numbers.

K. Bobal enthusiastically stated that D. Ghosn set up a workshop for him with a marketing specialist who is a former classmate of D. Ghosn and who will give a free consultation.

## 6. Editor-in-Chief

J. Rausseo read A. Sharma's report aloud to the Board in her absence.

A. Sharma began her report by noting that this month has been particularly trying due to a series of unfortunate events, notably: website issues, impromptu resignations, and NASH deadlines, but stated that she has outlined plans for each issue in her report.

### *Hiring*

A. Sharma reported that unfortunately two edboard members have resigned this month: the Production Manager and the News Editor. She continued by saying that she's received an application for the Production Manager position, and that she and D. Ghosn will be meeting with the applicant later this week. A. Sharma further explained that if it doesn't work out with this applicant and the deadline for applications needs to be extended, Christine Wang has offered to take on the duties of the Production Manager for the special issue that's coming out on November 7th.

A. Sharma mentioned that Marissa, the former News Editor, resigned effective immediately due to health reasons. A. Sharma added that she'll be contacting *The Fulcrum's* Associate News Editor to ask if she's willing to take on the role of the News Editor, and then start advertising for the Associate News Editor position. A. Sharma continued that if she doesn't agree, A. Sharma will start putting out hiring posts for the News Editor position, and in the meantime will takeover as much of the news section this week as she's able to. She added that she's also looking for longer term solutions as well in case *The Fulcrum* needs to temporarily hire for this position.

J. Rausseo suggested that given the large scope of the position, maybe having two News Editors in addition to an Associate News Editor is something to look into in the future.

### *Content*

A. Sharma mentioned that *The Fulcrum* had its Food Issue on stands this month, which did really well on *The Fulcrum's* social media and in turn increased numbers on *The Fulcrum's*

website. A. Sharma also informed the Board that *The Fulcrum's* features editor, Matt, collaborated with the *Ubysey*, the *Gauntlet*, and the *Charlatan*, for a piece on cannabis legalization, which also seemed to increase *The Fulcrum's* visibility. She added that she hopes to do more collaborations in the future.

A. Sharma mentioned that editors had last week off since *The Fulcrum* doesn't publish over Reading Week, but that they did do some work over Reading Week so *The Fulcrum* will be returning to its normal publishing schedule this coming week.

A. Sharma indicated that *The Fulcrum's* next special issue will be about the SFUO, and that the Ed Board plans to break down the situation with student government for students in accessible way to help them understand what this could mean going forward.

A. Sharma noted that some of *The Fulcrum's* content has been delayed due to the previous website issues, which she explained is why there have been less opinion stories that usual recently, but that everything is up-to-date as of this weekend.

#### *Content Enhancement/Freelancing*

A. Sharma stated that she believes *The Fulcrum* had some content enhancement for an arts story this month. She wondered if Iain got in touch with D. Ghosn about it, adding that it was the story for the Boost App.

A. Sharma announced that Ryan Pepper, who was *The Fulcrum's* former arts and culture editor, is back as a freelancer. She noted that he wrote one article this month that *The Fulcrum* owes him for.

A. Sharma mentioned that there's also been interest from volunteers about the freelance program in general. She explained that they have to go through the application process with individual editors, so *The Fulcrum* will likely be paying for more freelance stories next semester.

D. Ghosn said that maybe *The Fulcrum* could create a separate account that it could use to pay freelancers so that *The Fulcrum* could perform e-transfers.

#### *NASH 81*

A. Sharma informed the Board that she's had six Ed Board members who have shown interest in attending NASH and have been communicating with D. Ghosn. She wondered if there is room in the fundraising budget for anymore people to attend.

A. Sharma reported that CUP has extended the deadline for JHM Award Submissions to this Wednesday. She added that Ed Board has already given her their content submissions, but she's asked them if they have any others since the deadline was extended.

#### *Marketing Strategies*

A. Sharma indicated that K. Bobal and Christine have promoted a photo contest on social media over the past couple of weeks, which got a good response from *The Fulcrum's* current followers

and helped *The Fulcrum* gain followers on both Twitter and Instagram. She noted that the numbers reflecting the contest will appear in next week's social media report. A. Sharma stated that she isn't sure if a winner has been announced yet, but that she will follow up with Christine and K. Bobal about it.

A. Sharma mentioned that she heard that the halloween party went well, and that a few volunteers attended. She said that she'll look into other volunteer-friendly events that *The Fulcrum* can host before the holidays.

A. Sharma explained that the Ed Board was planning to promote the new website as a launch or a countdown on *The Fulcrum's* social media, but since it came as a bit of a surprise, it's no longer on their radar. R. Sheikh-Khalil urged that *The Fulcrum* should still promote the website change, suggesting that perhaps an infographic would be good.

A. Sharma stated that she believes she mistook a marketing strategy for a fundraising strategy due to miscommunication, and she apologizes for that. She offered to help with the tournaments if needed, and what the timeline of the events looks like.

### *Social*

The Board proceeded to review the latest social media statistics that Christine provided the Board in her report. Christine noted that the numbers in this report are pretty low as it was during Reading Week during which *The Fulcrum* doesn't promote new content because nothing is published. She added that she's also shared the report following the release of stories from the food issue for comparison.

### *Completed/Upcoming*

- A. Sharma asked the Board to let her know if there are any changes that they'd like her to make to the readership survey before she shares it on *The Fulcrum's* socials tomorrow. She noted that the survey will be up for three weeks.
- A. Sharma reported that she completed performance evaluations this month, and the next round will be in February. She said that they went well, but that Marissa's resignation came as a surprise following her evaluation.
- A. Sharma indicated that *The Fulcrum* has been more active on Instagram. She mentioned that *The Fulcrum* needs to get Instagram for Hootsuite so that it's easier for Christine to schedule posts.
- A. Sharma excitedly announced again that the website is up. She noted that there are still some bugs that need to be fixed that she spoke with D. Ghosn about (ie wrong contributors names attributed to articles, etc). She also wondered if a date could be set for WordPress training for Ed Board.
- A. Sharma thanked the business team for setting office hours and for coffee!
- A. Sharma stated that the computers need to be installed, and that everyone has saved their files on their desktop except for herself, which she will do on October 29th.
- A. Sharma reminded everyone that *The Fulcrum* still needs the equipment for visual, and asked if there are any updates on this and/or the purchasing of the adobe suites package.

J. Rausseo said that he's going to ask Christine to compare *The Fulcrum's* social media numbers with those from his office because *The Fulcrum's* don't look right.

#### Ongoing

- A. Sharma noted that she sent an updated constitution to the Board and she's waiting for their approval.
- A. Sharma announced that she wants to arrange a CBC/Ottawa Citizen tour, and informed everyone that the soccer game with La Rotonde was postponed due to a scheduling conflict.
- A. Sharma said that she will send her conflict of interest and code of conduct forms to K. Murray later this week. She wondered if there are different forms for Ed Board, and if not, she will distribute those to Ed Board this week as well.
- A. Sharma mentioned that she created a Slack account over the summer, but that she hasn't had a chance to play around with it too much yet. She continued by noting that she will add the Board and Ed Board to it soon though.

#### 7. General Manager

D. Ghosn began his report by reviewing *The Fulcrum's* current financial numbers. He explained that the RBC is a little down because the market is down.

D. Ghosn reported that the forms from Ontario Business have been sent back due to a few errors.

D. Ghosn exclaimed that the new website is done! He noted that there were a few bugs, but they seem to be mostly fixed. J. Rausseo wondered if the Board can send a list of any potential missing things from the website. D. Ghosn answered that as long as it's not too long it shouldn't be a problem. He continued to say that everything seems to be running smoothly. D. Ghosn thanked everyone for their understanding with the website hosting issues.

D. Ghosn mentioned that all new computers are set up except for the Arts and Culture computer.

D. Ghosn announced that six people are ready to go to NASH. J. Rausseo asked if NASH has a cancellation policy. J. Rausseo also clarified that the fundraising budget line is meant to be on top of the NASH budget line, which is \$6000 this year. D. Ghosn replied that because *The Fulcrum* is a member of CUP, it is able to extend the early bird pricing to November 19th. He added that usually there are no refunds accepted, NASH representatives have indicated that under special circumstances it might be okay. R. Sheikh-Khalil suggested that D. Ghosn should get a list of people who are interested in going. Discussion ensued on how many tickets D. Ghosn should purchase and all agreed on purchasing ten. R. Sheikh-Khalil asked if *The Fulcrum* has aeroplan points. D. Ghosn said that he will look into it.

D. Ghosn indicated that the new business cards have arrived.

D. Ghosn informed the Board that he's been dealing with a new auditor over the past month. R. Sheikh-Khalil suggested that *The Fulcrum* should make an audit folder with notes on any of things issues that D. Ghosn had trouble with to review next year. D. Ghosn noted that a lot of the issues stem from *The Fulcrum* switching from Sage to Quickbooks. R. Sheikh-Khalil wondered whether *The Fulcrum* can pay the auditors on May 1st. D. Ghosn answered that he'll ask them when the time comes.

D. Ghosn stated that *The Fulcrum* has a Hootsuite account now, but explained that the account only lets *The Fulcrum* use one social media account. He continued by saying that the social media manager would like to purchase another type of Hootsuite account that will allow *The Fulcrum* to optimize all accounts. D. Ghosn mentioned that it costs \$29 per month for ten social media accounts. J. Rausseo suggested that *The Fulcrum* could explore the option of using Buffer, which is a platform that's free and that he has experience with. J. Rausseo and D. Ghosn both agreed to meet with the social media manager to discuss the different options.

## 8. President

### *Finance*

R. Sheikh-Khalil informed the Board that she received a response from the university about the SFUO, which was vague and not helpful. She urged that the finance committee should begin to draft a ghost budget with no levy. R. Sheikh-Khalil announced that non-discretionary spending is on hold for the moment. She added that she met with TD to get D. Ghosn a new credit card.

### *HR*

R. Sheikh-Khalil indicated that she had bilats with D. Ghosn, K. Bobal, and A. Sharma, which all went well. She noted that performance evaluations will be taking place within the next month.

R. Sheikh-Khalil suggested that *The Fulcrum* could post the production manager role on Workable.

### *Other*

R. Sheikh-Khalil announced that the topic of the upcoming strategic planning session will be the future of online.

R. Sheikh-Khalil reminded D. Ghosn that the typo of the meeting minutes on *The Fulcrum's* website needs to be changed.

R. Sheikh-Khalil said that the Halloween social was really fun, and suggested that *The Fulcrum* should do a secret santa in December.

R. Sheikh-Khalil urged the Board that they should be advertising for open Board seats.

## 9. Marketing Committee

J. Rausseo read G. Robertson's report in his absence.

G. Robertson excitedly announced that *The Fulcrum's* new website went live this week! He asked if the Board is interested in having any special promotion for it on social media, and noted that he will talk with A. Sharma and Christine about it.

G. Robertson proceeded to inform the Board that he and R. Sheikh-Khalil met with Matthew Boulden (the organizer of Model Parliament) to discuss possible collaboration. He explained that right now, they're securing a venue for the closing events, which *The Fulcrum* could possibly be a part of. G. Robertson added that they are also interested in playing some of *The Fulcrum's* videos at their Election Night event in November. He mentioned that Matthew was hoping that *The Fulcrum* could publish an article about Model Parliament, but A. Sharma told G. Robertson that probably won't be able to happen because *The Fulcrum* is looking to collaborate with them at their closing event, which would mean it would be a conflict of interest to publish an article. G. Robertson stated that A. Sharma would be okay with promoting some of their events on social media though.

G. Robertson concluded his report by indicating that K. Bobal is in the process of fundraising for NASH, and will be hosting a Settlers of Catan tournament in mid-November.

#### 10. Interboard Relations Committee

J. Turcotte informed the Board that he'll be having a meeting with the Ed Board next week to discuss any updates. He reported that the plan is to have another committee meeting sometime in January to plan for an event in February.

#### 11. Strategic Planning Session Planning

All agreed to set a tentative date for the Strategic Planning Session to be on November 25th, directly following the Board meeting that morning, providing that the date also works well with the Editorial Board. R. Sheikh-Khalil said that she will give a presentation on lean training, and J. Rausseo said that he could give a presentation on social media.

#### 12. Performance Evaluations

Performance evaluations for K. Bobal and D. Ghosn were set for November 14th and 15th starting at 5pm. R. Sheikh-Khalil stated that she and J. Turcotte will be conducting them and that K. Murray will be taking notes.

#### 13. Other Business

J. Rausseo motioned to adjourn the meeting at 12:59 pm. All voted in favour and the motion passed.

Appendices

### **October Board Report 2018**

## **Sales**

Current Sales Totals:

September: \$2864

October :\$4017 (\$3217)

November : \$831

Total Sales \$6912

This Months ad sales are not as high as last months. I am still waiting on a few clients to return a signed contract for the November issue. \$831 should be going up.

Free Media total: \$752

Online Ads \$300

## **Sports Services and Comm life Contract.**

Still no contract in place.

Currently trying to confirm our presence at the Women's soccer Championship. Which is hosted at U Ottawa November 8-11.

## **Fundraising for NASH**

We currently have raised \$1600 for NASH.

Dorian and I have set a goal for \$5000 to reduce the cost as much as possible for those attending.

I have organized a CATAN tournament fundraiser as well.

The event will take place at the Fulcrum office on November 17<sup>th</sup>.

Originally the entry fee was \$10. I have now changed it to \$15.

I am aiming to have between 20-24 people. This will bring in \$300-\$360.

Currently have 7 people registered.



## **Ball Till I Fall**

I have recently been in Contact with Adam who is the founder of Ball till I fall. A not for profit organization dedicated to building stronger communities through basketball.

They are starting a youth league in November at U Ottawa.

I will be volunteering as a referee for the league and in exchange Ball till I fall will provide a donation that will go toward NASH.

We should be expecting a minimum of \$500 that will be given.

Other Plans for fundraising are still in place.

We have reached out to numerous departments at U Ottawa as well as Carleton's journalism program and student newspaper.

I will update everyone continuously.

## **Social Media.**

We have another Social media contest this week. This time we asked our followers to show us how they embrace the fall and to share a picture.

We shared this contest on all platforms.

This week we will be running our Halloween Contest. We will be giving away prize for the best costume.

Stay Tuned.

## **Workshop**

Dorian has set up a workshop that should be taking place some time next week. Will update you how it goes.

This month has been especially trying due to a series of unfortunate events; the website issues, impromptu resignations, and NASH deadlines being a few, but I've outlined my plans for each in this report. I apologize for being unable to attend today's meeting, however, if anyone has questions or concerns, or wants to follow up about anything, you can always reach me at [editor@thefulcrum.ca](mailto:editor@thefulcrum.ca) or give me a call!

## **Hiring**

Unfortunately, two edboard members have resigned this month (Jackie; Production Manager, and Marissa; News Editor). We have received an application for Production Manager, and Dorian and I will be meeting with the applicant this week. In the case that it doesn't work out and we need to extend the application deadline, I have spoken with Christine, who is willing to take over the duties for Production Manager for our next special issue on Nov. 7, so we can hire and pay her for that week.

As for News, Marissa has resigned effective immediately stating health reasons; I will be contacting Sarah, the associate news editor this evening to ask if she is willing to take on the role of News Editor, and then put out hiring posts for associate news if she agrees. If not, I will put out hiring posts for a new News Editor this week, and I'll take over as much of the news section for this week as I'm able. I'm looking into longer-term solutions as well in the case that we need to hire someone temporarily to fill the role.

## **Content**

We had our Food Issue on stands this month, which did really well on our social media and increased the numbers on our website. Our features editor, Matt, also collaborated with the *Ubysssey*, the *Gauntlet*, and the *Charlatan* for a piece on cannabis legalization which increased our visibility as well. I'm looking into doing more collaborations in the future.

Editors had last week off, since we don't publish during reading week which was this past week, but they did work during reading week so we will return to our normal publishing schedule this coming week.

Our next special issue, coming out on Nov. 7th, will be about the SFUO; we're going to break down the situation with student government for students in an accessible way, to help them understand what possibilities to expect going forward (e.g. new union? Competing unions? SFUO fighting for life? University's role etc.)

Some of our content has been delayed due to the previous website issues, which is why there have been less opinion stories than usual in the last couple weeks, but everything is up to date as of this weekend.

## **Content Enhancement/Freelancing**

- I believe we had some content enhancement for an arts story this month, Dorian, I'm not sure if Iain got in touch with you regarding that? It was the story for the Boost App.
- Ryan Pepper, our previous arts and culture editor is back with us as a freelancer. He wrote one article this month that we need to pay him for.
- We also have interest from volunteers in the freelance program in general. They need to go through the application process with individual editors, so we'll likely be paying for more freelance stories next semester.

## **NASH 81**

We have six edboard members who have shown interest in attending NASH and have been communicating with Dorian. Do we have room in the fundraising budget for any more? I will be funding my own conference ticket/flight costs so as to allow for more edboard members to attend as well.

CUP has also extended the deadline for JHM Award Submissions to this Wednesday; Edboard has already given me their content submissions, but I have asked them since the deadline was extended if they have any others, which I will send if they respond with further submission requests.

## Marketing Strategies

Kaylum and Christine have promoted a photo contest on social media in the last couple weeks relating to fall which got a good response from our current followers, and helped us gain followers on Twitter, and Instagram as well. It ended on Saturday Oct. 27, so the numbers reflecting the contest will appear in next week's social media report. I'm not sure if a winner has been announced, but I'll follow up with Christine and Kaylum about this. The prize is an fns gift card in the amount of 25 dollars.

I heard the halloween party went well, and a few volunteers showed up, but I'll look into other volunteer friendly events we can host before the holidays.

We were planning to promote the new website as a launch or a countdown on our social media as well, but since it came as a bit of a surprise, that's no longer on our radar.

I believe I previously mistook a marketing strategy for a fundraising strategy due to some miscommunication, and I apologize for that. Let me know if I can help with the Catan tournaments, and what the timeline for the events looks like.

## Social

\*See most recent social media report by Christine, shared with Kate, Raghad\*

- The numbers in this one are pretty low, since it's for reading week, during which we did not promote new content since we don't publish. I've also shared the one following the release of stories from the food issue, for comparison.

## Completed/upcoming:

- **Readership Survey:** <https://thefulcrum.typeform.com/to/Ux5SF4> — let me know if there are any changes you want to make to it before I share it on our social tomorrow. The survey will be up for three weeks.
- **Performance evaluations:** I completed performance evaluations this month, the next round will be in February. They went well, however Marissa's resignation came as a surprise following her evaluation.
- **Instagram:** We have been more active on Instagram; need to look into getting Instagram for Hootsuite so it's easier for Christine to schedule posts rather than doing it manually. She discussed this with Dorian.

- **Website:** It's up yay! Still some bugs that I spoke to Dorian about that need fixing (e.g. wrong contributors' names attributed to articles etc.) Can we look into a date for WordPress training for edboard? Dorian, let me know about this please.
- **Feedback** about business team: Thank you for setting office hours and for coffee!
- **Computers** need to be installed; Everyone has saved their files on their desktop (except me, will do Monday Oct. 29)
- **Equipment:** We still need the equipment for visual; Rame talked to Dorian, any updates on this? Also, have we bought the adobe suites package or whatever software was necessary yet?

## On-going

- Sent updated constitution to board; waiting for approval
- Want to set up CBC/Ottawa Citizen tour; Soccer game with La Rotonde (got postponed due to scheduling conflict)
- Kate, I will send my code of conduct/conflict of interest forms to you this week! Did we decide we're using different ones for edboard? I can't recall. Please let me know, and if not, I will distribute those to edboard this week as well, and have them back to you ASAP.
- Slack: I created one in the summer but haven't had a chance to play around with it too much; I will add the board, and edboard to it soon though, to help with smoother communication.

## Fulcrum Analytics Report October 15 to October 22

### FULCRUM WEBSITE ANALYTICS

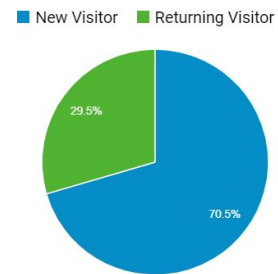
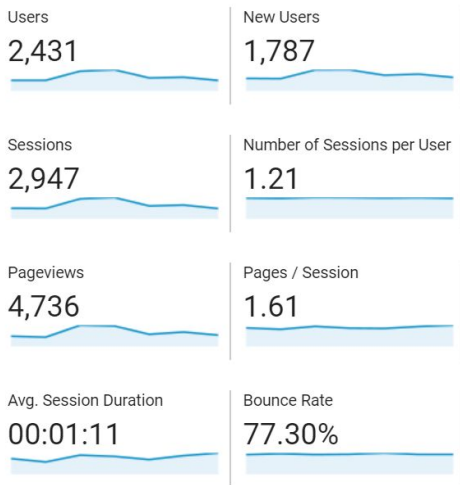
#### Audience Overview



Sad sad numbers this week, probably because we had not a lot of new content. I'm expecting the next week to be quite slow as well since we are hitting reading week. At least bounce rate has gone down.

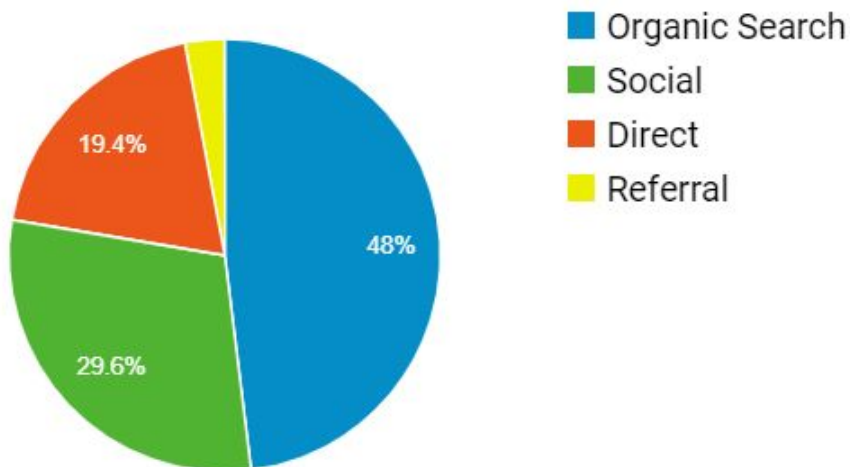
Users	Sessions	Bounce Rate	Session Duration
2.4K	2.9K	77.3%	1m 10s
↓33.8%	↓36%	↓2.5%	↑8.2%
vs last 7 days			

Returning visitor ratio is quite high this week probably because a lot of people on our website right now is just staff.







## Acquisition

### Top Channels



Again, organic search has gone up which happens a lot during slow weeks.





















	Acquisition			Behavior		
	Users ↓	New Users ↓	Sessions ↓	Bounce Rate ↓	Pages / Session ↓	Avg. Session Duration ↓
	2,431	1,787	2,947	77.30%	1.61	00:01:11
1  Organic Search	1,180	<div><div></div></div>		70.91%	<div><div></div></div>	
2  Social	727	<div><div></div></div>		83.96%	<div><div></div></div>	
3  Direct	476	<div><div></div></div>		81.97%	<div><div></div></div>	
4  Referral	73	<div><div></div></div>		73.56%	<div><div></div></div>	

Numbers here aren't very surprising. Facebook still in the last with Twitter following (at an improving ratio now, though).

	Social Network ?	Acquisition			Behavior			Conversions	
		Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions ?
		727 % of Total: 29.91% (2,431)	271 % of Total: 15.17% (1,787)	960 % of Total: 32.58% (2,947)	83.96% Avg for View: 77.30% (8.62%)	1.45 Avg for View: 1.61 (-9.71%)	00:01:05 Avg for View: 00:01:11 (-8.42%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)
<input type="checkbox"/>	1. Facebook	609 (83.42%)	211 (77.86%)	801 (83.44%)	85.27%	1.40	00:01:02	0.00%	0 (0.00%)
<input type="checkbox"/>	2. Twitter	117 (16.03%)	57 (21.03%)	152 (15.83%)	77.63%	1.70	00:01:17	0.00%	0 (0.00%)
<input type="checkbox"/>	3. Instagram	2 (0.27%)	1 (0.37%)	5 (0.52%)	60.00%	2.00	00:03:49	0.00%	0 (0.00%)
<input type="checkbox"/>	4. LinkedIn	2 (0.27%)	2 (0.74%)	2 (0.21%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)

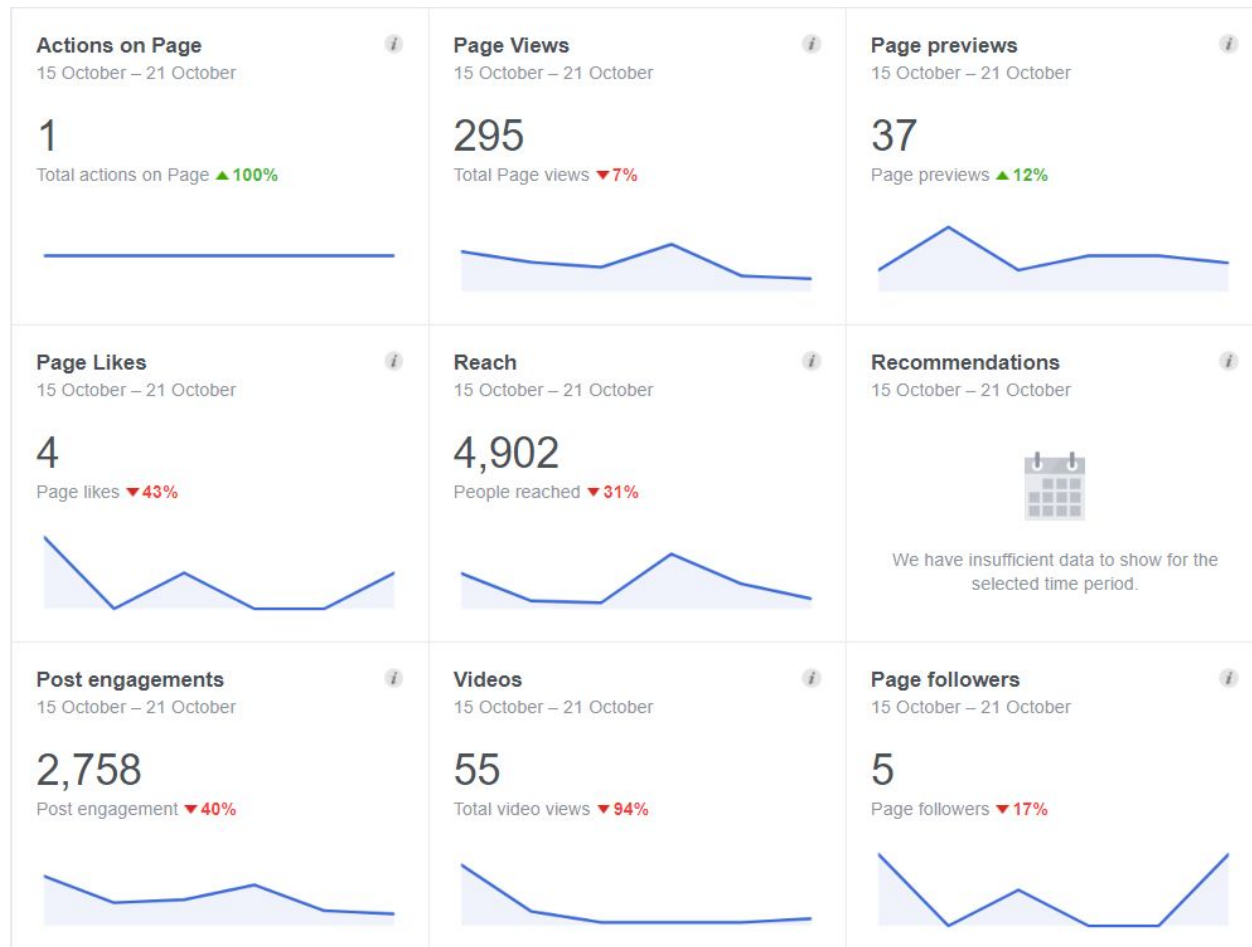
## Behaviour

News section continues to do well this week. Also, arts finally got into top 10! The cannabis feature is also doing quite well but could probably do much better than this with more promo, which I will be doing this week and next.

Page		Pageviews	% Pageviews
1.	<a href="#">/</a> 	565	 11.93%
2.	<a href="/news/students-bog-senate-call-vote-student-union/">/news/students-bog-senate-call-vote-student-union/</a> 	230	 4.86%
3.	<a href="/news/boa-meeting-sees-governance-overhaul-online-voting-loss-quorum/">/news/boa-meeting-sees-governance-overhaul-online-voting-loss-quorum/</a> 	209	 4.41%
4.	<a href="/news/break-u-o/">/news/break-u-o/</a> 	191	 4.03%
5.	<a href="/news/harassment-reported-former-sfu-p-president/">/news/harassment-reported-former-sfu-p-president/</a> 	174	 3.67%
6.	<a href="/breaking-2/incoming-sfu-p-president-executive-director-face-allegations-fraud/">/breaking-2/incoming-sfu-p-president-executive-director-face-allegations-fraud/</a> 	86	 1.82%
7.	<a href="/tag/hadi-wess/">/tag/hadi-wess/</a> 	86	 1.82%
8.	<a href="/features/higher-education/">/features/higher-education/</a> 	79	 1.67%
9.	<a href="/arts/catch-club-uottawa-parks-canada-club/">/arts/catch-club-uottawa-parks-canada-club/</a> 	75	 1.58%
10.	<a href="/arts/u-o-affiliates-crack-governor-generals-literary-award-nomination/">/arts/u-o-affiliates-crack-governor-generals-literary-award-nomination/</a> 	68	 1.44%

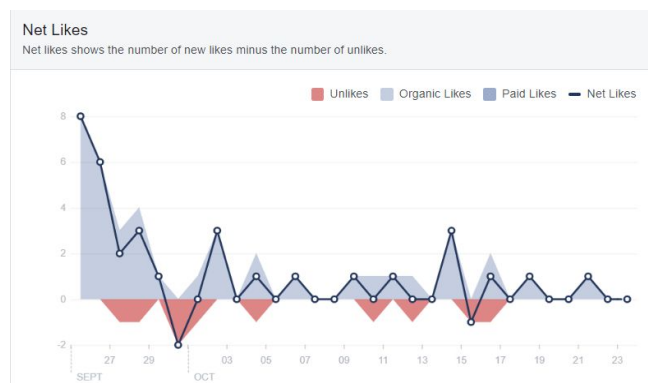
## FACEBOOK INSIGHTS

### Post Reach/Net Likes



Pretty much everything is down this week, as with the theme of this report.

We had net +4 likes this week, which is down from before.

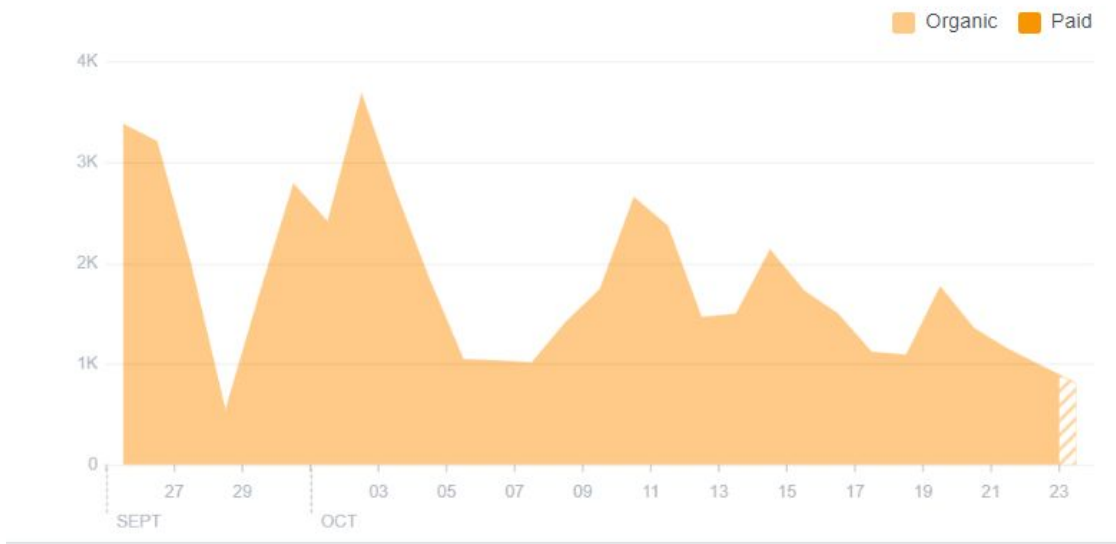


Same with our post reach: it has been getting lower.



## Post Reach

The number of people who had any posts from your Page enter their screen.



## Top posts

The first years freezing tomato re-post did surprisingly well. Other notable posts include the cannabis feature and the dear ty cannabis one as well as the breaking BOG news.






















Published	Post	Type	Targeting	Reach 	Engagement	Promote
23/10/2018 12:23	 Looking for more ways to get involved on campus while			30 	0 0 	<a href="#">Boost Post</a>
22/10/2018 22:36	 They're huddled together in large packs, attempting to stave			1.2K 	125 38 	<a href="#">Boost Post</a>
22/10/2018 20:36	 Kavanaugh's hearing is another reminder that sexual assault isn't			315 	7 2 	<a href="#">Boost Post</a>
22/10/2018 18:35	 Social Media Contest! This month, our Arts and Culture			126 	10 2 	<a href="#">Boost Post</a>
22/10/2018 16:33	 The Fulcrum editorial board sat down and put together a list of			192 	7 0 	<a href="#">Boost Post</a>
22/10/2018 14:33	 Ever wonder what it would be like to work at the infamous			323 	13 1 	<a href="#">Boost Post</a>
22/10/2018 12:33	Remember that today is voting day! Haven't had the time to			262 	4 0 	<a href="#">Boost Post</a>
21/10/2018 20:29	 Have you had the chance to try out these recipes?			349 	33 2 	<a href="#">Boost Post</a>
21/10/2018 18:28	 The municipal election taking place in Ottawa on Oct. 22.			392 	4 1 	<a href="#">Boost Post</a>
21/10/2018 16:28	 Should university free speech policies be universal or should			122 	1 0 	<a href="#">Boost Post</a>

21/10/2018 14:27		ICYMI: The Gee-Gees football team has clinched second place			114	<div><div></div></div>	1 0	<div><div></div></div>	<a href="#">Boost Post</a>
21/10/2018 12:42		Today is the final day to apply for Production Manager! Check out			383	<div><div></div></div>	2 1	<div><div></div></div>	<a href="#">Boost Post</a>
21/10/2018 10:27		Wondering why the LRT is taking so long to finish? The Tomato			460	<div><div></div></div>	22 2	<div><div></div></div>	<a href="#">Boost Post</a>
20/10/2018 20:38		The U of O just managed to outlast the Queen's Gaels on the			422	<div><div></div></div>	22 4	<div><div></div></div>	<a href="#">Boost Post</a>
20/10/2018 20:00		The Tomato has connected the dots. "Construction" on the LRT			557	<div><div></div></div>	17 10	<div><div></div></div>	<a href="#">Boost Post</a>
20/10/2018 18:59		In this week's 'catch me at the club,' Fulcrum Contributor Owen			369	<div><div></div></div>	14 2	<div><div></div></div>	<a href="#">Boost Post</a>
20/10/2018 16:01		TOMORROW is the deadline to apply for Production Manager for			219	<div><div></div></div>	3 0	<div><div></div></div>	<a href="#">Boost Post</a>
20/10/2018 14:54		ICYMI: Quorum lost as United slate walked out during ethics			831	<div><div></div></div>	83 11	<div><div></div></div>	<a href="#">Boost Post</a>
20/10/2018 12:54		In this month's Campus Style, Staff Contributor Sophie Miller			291	<div><div></div></div>	4 0	<div><div></div></div>	<a href="#">Boost Post</a>
20/10/2018 10:54		Women's rugby squad roll to two more huge wins, remain			256	<div><div></div></div>	2 0	<div><div></div></div>	<a href="#">Boost Post</a>
19/10/2018 20:36		The Gee-Gees were victorious in their first two games of the			465	<div><div></div></div>	12 7	<div><div></div></div>	<a href="#">Boost Post</a>

19/10/2018 18:36	Tis the season to win money. The Office of the Vice-President,			305		7 0		
19/10/2018 16:34	"You're dealing with two languages that you're bringing			564		20 7		
19/10/2018 14:37	There are two days left to apply for the position of Production			204		3 1		
19/10/2018 12:35	The women's soccer squad picked up two more wins, hold			263		6 0		
19/10/2018 11:39	 #BREAKING: The Board of Governors and the Senate			2.1K		442 57		
18/10/2018 22:27	Are you looking for a fun weekend activity? Why not			319		3 0		
18/10/2018 20:25	 Read our coverage of this month's SFUO BOA meeting			555		54 9		
18/10/2018 18:25	U of O experts discuss technology based gendered			342		2 3		
18/10/2018 17:31	The Fulcrum is hiring a Production Manager for the			148		1 0		
18/10/2018 16:24	The UOttawa Gee-Gees Football team saw their five-game			315		2 3		
18/10/2018 12:25	 Over a span of 9 days at the end of September, the U of O was			1.1K		262 20		

17/10/2018 22:32	 A new U of O study shows that screen time is the main culprit			589		19 3		<a href="#">Boost Post</a>
17/10/2018 20:31	 The guidelines put forth by the Ford administration have been			264		10 3		<a href="#">Boost Post</a>
17/10/2018 18:30	 The Fulcrum is hiring a Production Manager! Think you			77		1 0		<a href="#">Boost Post</a>
17/10/2018 16:29	 Is the service industry an incubator for mental health			341		5 2		<a href="#">Boost Post</a>
17/10/2018 14:29	 ICYMI: Top-ranked U of O team wins tight one versus crosstown			323		7 0		<a href="#">Boost Post</a>
17/10/2018 12:26	 Have you visited the exhibition of technology addiction-inspired art			337		3 1		<a href="#">Boost Post</a>
16/10/2018 20:45	 With cannabis about to be legal nationwide, estimates suggest			1.1K		202 13		<a href="#">Boost Post</a>
16/10/2018 18:44	Do your notes look like artwork? Are you organized and good at			132		4 0		<a href="#">Boost Post</a>
16/10/2018 16:27	 Comment below with your wildest renting story.			806		213 12		<a href="#">Boost Post</a>
16/10/2018 13:10	On Oct. 17 Canada will make history by becoming the second			1.1K		89 29		<a href="#">Boost Post</a>
16/10/2018 12:38	 Want to make good food without breaking the bank? Try out these			438		16 0		<a href="#">Boost Post</a>

## How we compare

Page	Total Page Likes	From last week	Posts This Week	Engagement This Week
1  Ottawa Citizen	139.4K 	▲ 0.3%	250	13.8K 
2  Ottawa Sun	38.5K 	▲ 0.2%	250	3.5K 
3  FÉUO SFUO	5.4K 	0%	22	93 
4  The Charlatan	2.9K 	▲ 0.6%	29	214 
YOU 5  The Fulcrum	2.5K 	0%	43	152 
Keep up with the Pages you watch. <a href="#">Get More Likes</a>				
6  Canadian University Press	1.2K 	0%	0	0 
7  La Rotonde	2.6K 	▲ 0.2%	20	120 

Unfortunately, no growth for us this week and the Charlatan continues to pull ahead. I will be looking into what they're doing with their social media this week.

## TWITTER ANALYTICS

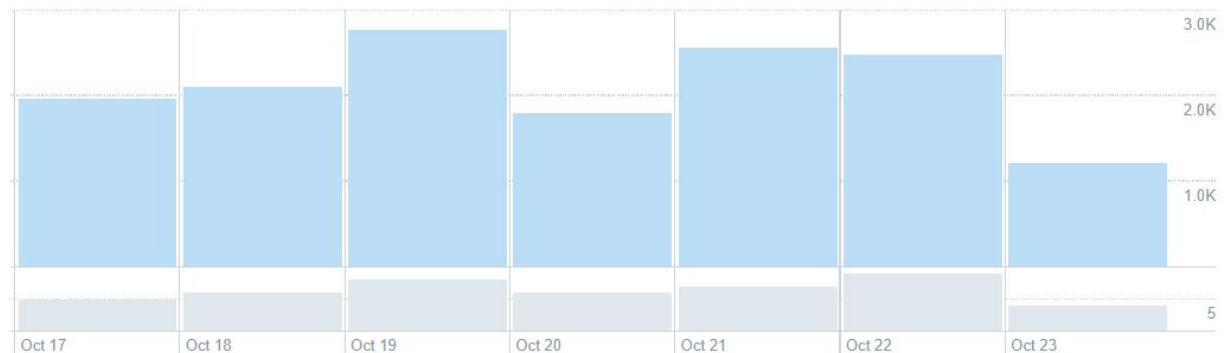
### Overview

**28 day summary** with change over previous period

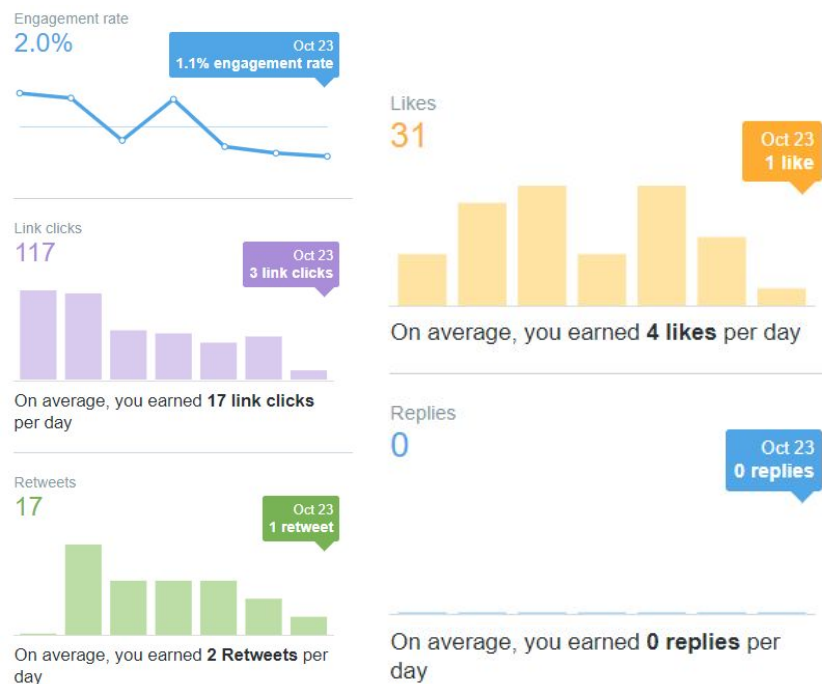


28 day summary of our impressions has gone up, which is good! Same with mentions and followers.

Your Tweets earned **15.9K impressions** over this **7 day** period







Impressions have gone down a little as well as link click and we stand at exactly zero replies but hopefully, this should get better with our social media contests over the next week.



**Top Tweets**

Top tweet this week is the Parks Canada thing which is pretty cool. Arts posts have been doing quite well on Twitter recently, actually. It's followed by the breaking BOG news and the election posts.



Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
	<b>The Fulcrum</b> @The_Fulcrum · Oct 20 Did you know that there's a U of O <a href="#">@ParksCanada</a> Club? Boasting free membership, healing walks, and tons of other activities, this club may be for you. <a href="#">ow.ly/1nbp30miJ0z</a> <a href="#">pic.twitter.com/dC6nsa86yV</a>			1,628	22	1.4%
	View Tweet activity				Promote	
	<b>The Fulcrum</b> @The_Fulcrum · Oct 19 <b>#BREAKING:</b> In a recently released letter, BOG and Senate student representatives call for a vote on the student union and highlight a series of recommendations for a new student union: <a href="#">ow.ly/qZ5130miE1N</a>			519	15	2.9%
	View Tweet activity				Promote	
	<b>The Fulcrum</b> @The_Fulcrum · Oct 21 The municipal election taking place in Ottawa on Oct. 22. Students should be getting involved because if enough of us vote, we may be able to make real change. <a href="#">ow.ly/i3Fj30mjtVT</a> <a href="#">pic.twitter.com/IsFBjDvfmF</a>			426	7	1.6%
	View Tweet activity				Promote	
	<b>The Fulcrum</b> @The_Fulcrum · Oct 17 Screen time may be biggest factor in cognitive development: <a href="#">ow.ly/LxF830mgRJq</a> <a href="#">pic.twitter.com/YKCvI6TJ3I</a>			390	7	1.8%
	View Tweet activity				Promote	



**The Fulcrum** @The\_Fulcrum · Oct 17

The Fulcrum is hiring a Production Manager! Think you would be good in this role? Email [editor@thefulcrum.ca](mailto:editor@thefulcrum.ca) or check out our website at [thefulcrum.ca/were-hiring/](http://thefulcrum.ca/were-hiring/) Deadline to apply is October 21st.

[View Tweet activity](#)

375

5

1.3%

Promote



**The Fulcrum** @The\_Fulcrum · Oct 19

Are you a [#UOttawa](#) student? Do you have a background in design? If so, you might be able to win \$2,000 from [@uOttawaResearch](#)'s holiday greeting card contest. Find out more below. [ow.ly/23kE30miHSp](https://ow.ly/23kE30miHSp) [pic.twitter.com/g7M6NuGFbE](https://pic.twitter.com/g7M6NuGFbE)

[View Tweet activity](#)

361

5

1.4%

Promote



**The Fulcrum** @The\_Fulcrum · Oct 20

[@uOttawaGeeGees](#) secure first-round bye following win over Queen's: [ow.ly/SnJA30mjkOp](https://ow.ly/SnJA30mjkOp) [pic.twitter.com/yl6Y89fkyq](https://pic.twitter.com/yl6Y89fkyq)

[View Tweet activity](#)

357

9

2.5%

Promote



**The Fulcrum** @The\_Fulcrum · Oct 18

Do you like experimental [#theatre](#)? The Ottawa-based Fresh Meat theatre festival returns for its last show this weekend, with over 50% of artists attending, or having attended, [#UOttawa](#) [ow.ly/7YCL30mhYwo](https://ow.ly/7YCL30mhYwo) [pic.twitter.com/PqN1C9Lcoi](https://pic.twitter.com/PqN1C9Lcoi)

[View Tweet activity](#)

340

5

1.5%

Promote



**The Fulcrum** @The\_Fulcrum · Oct 16

On Oct. 17 cannabis will be/was legalized nationwide. You know what else will be/is legal? High sex. [ow.ly/shTL30mfZku](https://ow.ly/shTL30mfZku) [pic.twitter.com/Lbfk9wxuz](https://pic.twitter.com/Lbfk9wxuz)

[View Tweet activity](#)

339

8

2.4%

Promote



**The Fulcrum** @The\_Fulcrum · Oct 18

[@Dillon\\_Black](#), [@SuzieMDunn](#) and [@AnaBerwald](#) discuss technology based gendered violence in [@Greenbergfem/](#)[@uOttawaTechLaw](#) speaker series. [ow.ly/xmw330mhYs8](https://ow.ly/xmw330mhYs8) [pic.twitter.com/MJ350GGoA1](https://pic.twitter.com/MJ350GGoA1)

[View Tweet activity](#)

319

16

5.0%

Promote



**The Fulcrum** @The\_Fulcrum · Oct 21

TOMATO: Five years of construction on the LRT revealed to be workers making fake noises. [ow.ly/dqt330mjtTy](https://ow.ly/dqt330mjtTy) [pic.twitter.com/wh5FIGk0Jw](https://pic.twitter.com/wh5FIGk0Jw)

[View Tweet activity](#)

295

17

5.8%

Promote



**The Fulcrum** @The\_Fulcrum · Oct 18

This month's SFUO BOA meeting sees 9 governance motions pass, ratification of online voting for the by-elections, and loss of quorum after close to 7 hours of discussion. [ow.ly/crgV30mhYtT](https://ow.ly/crgV30mhYtT) [pic.twitter.com/eG2Pqoc0HX](https://pic.twitter.com/eG2Pqoc0HX)

[View Tweet activity](#)

284

8

2.8%

Promote



## INSTAGRAM INSIGHTS

### Interactions



Profile visits 53  
+2 vs. 9 October - 15 October

Website clicks 7  
+4 vs. 9 October - 15 October

### Discovery



Reach 338  
-10 vs. 9 October - 15 October

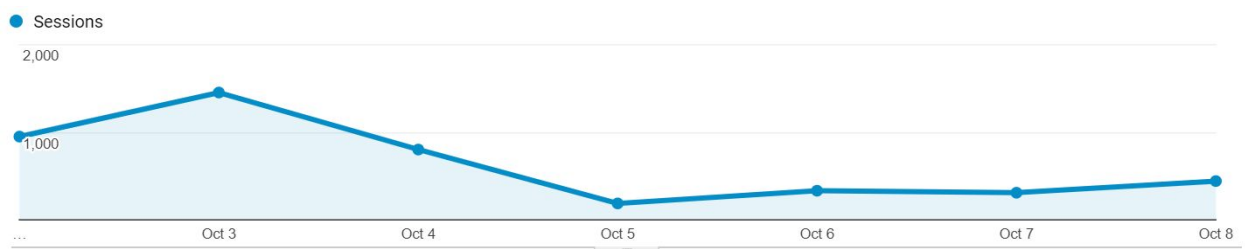
Impressions 1,429  
+289 vs. 9 October - 15 October

Interactions have gone down on Instagram but Discover has gone up. I will be sending out an email about getting Insta Hootsuite later today.

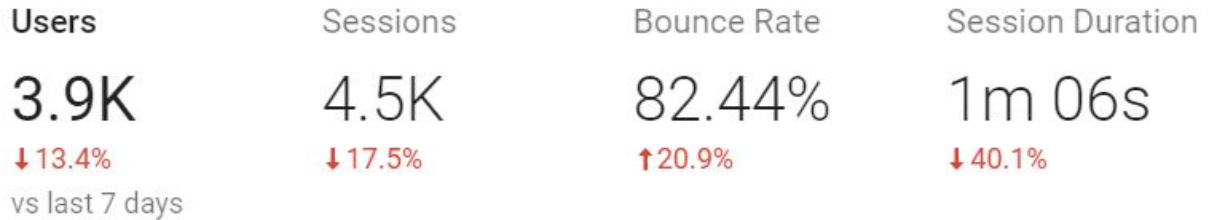
## Fulcrum Analytics Report October 2 to October 8

## FULCRUM WEBSITE ANALYTICS

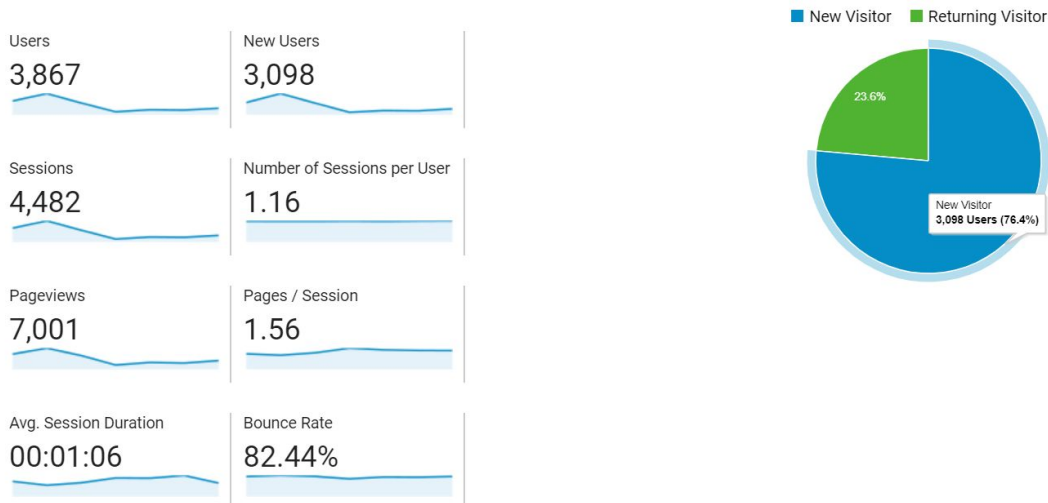
### Audience Overview



Another rough week for our website this week. The website going up and down is quite obvious in the fluctuations in our website analytics. Unfortunately, all our metrics are down (unsurprisingly). However, with the new website and new server going back up soon, I'm optimistic that our numbers will start to rise again.

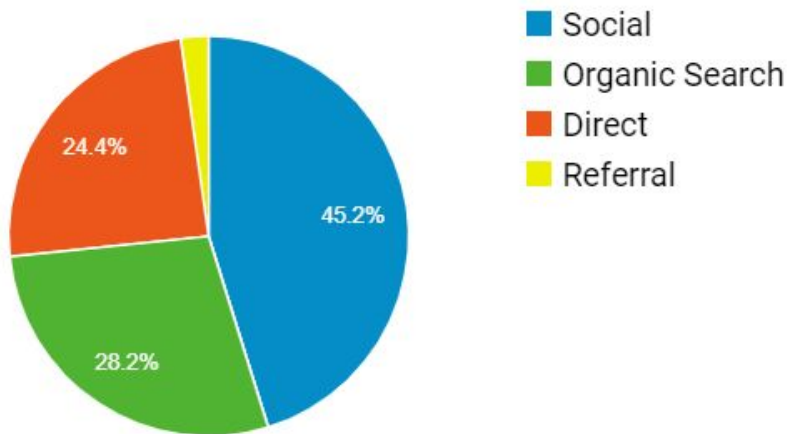


New visitor ratio went up quite a lot this week. This can probably be explained with the McDonald's features story getting so many new views.



## Acquisition

## Top Channels



Social continues to stand above organic search! Hopefully that means I'm at least doing something right.

	Acquisition			Behavior		
	Users ↓	New Users ↓	Sessions ↓	Bounce Rate ↓	Pages / Session ↓	Avg. Session Duration ↓
	3,867	3,098	4,482	82.44%	1.56	00:01:06
1 <span style="color: blue;">■</span> Social	1,769	<div><div style="width: 57%;"></div></div>		87.82%	<div><div style="width: 100%;"></div></div>	
2 <span style="color: green;">■</span> Organic Search	1,104	<div><div style="width: 34%;"></div></div>		69.44%	<div><div style="width: 88%;"></div></div>	
3 <span style="color: orange;">■</span> Direct	955	<div><div style="width: 27%;"></div></div>		87.55%	<div><div style="width: 100%;"></div></div>	
4 <span style="color: yellow;">■</span> Referral	88	<div><div style="width: 2%;"></div></div>		80.65%	<div><div style="width: 95%;"></div></div>	

Facebook also continues to bring in overwhelmingly more views. The bounce rate is not terrible on Twitter though, so that's a good sign. Instagram numbers have started going up again since I

finally got my instagram to work this week.

	Social Network ?	Acquisition			Behavior			Conversions	
		Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions ?
		1,769 % of Total: 45.75% (3,867)	1,192 % of Total: 38.48% (3,098)	2,101 % of Total: 46.88% (4,482)	87.82% Avg for View: 82.44% (6.52%)	1.30 Avg for View: 1.56 (-17.06%)	00:00:48 Avg for View: 00:01:06 (-27.01%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)
<input type="checkbox"/>	1. Facebook	1,590 (89.58%)	1,082 (90.77%)	1,880 (89.48%)	88.35%	1.29	00:00:49	0.00%	0 (0.00%)
<input type="checkbox"/>	2. Twitter	173 (9.75%)	101 (8.47%)	204 (9.71%)	85.29%	1.30	00:00:36	0.00%	0 (0.00%)
<input type="checkbox"/>	3. Instagram	9 (0.51%)	6 (0.50%)	14 (0.67%)	50.00%	2.36	00:01:18	0.00%	0 (0.00%)
<input type="checkbox"/>	4. reddit	3 (0.17%)	3 (0.25%)	3 (0.14%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)

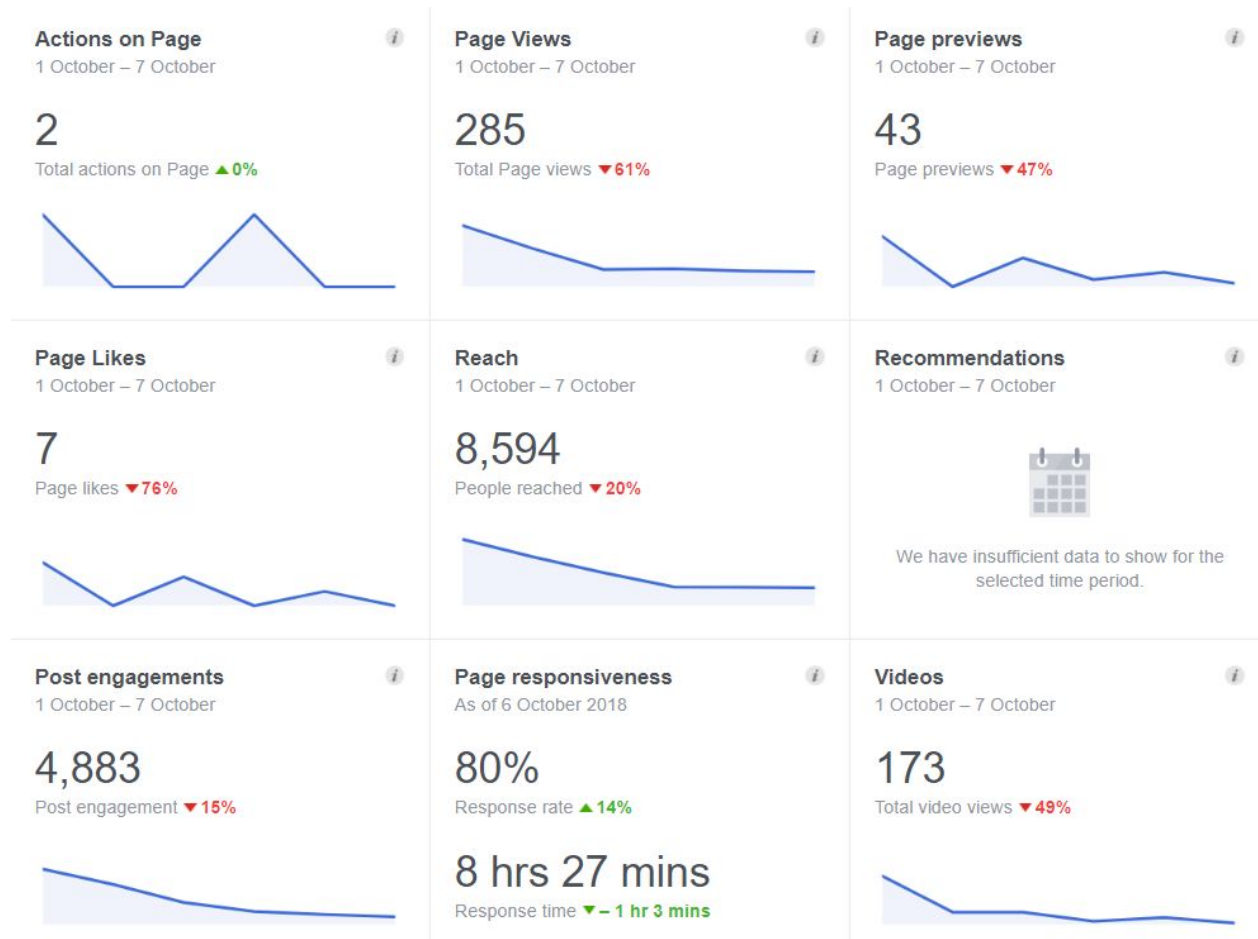
## Behaviour

The life inside Rideau McDonald's did really well this week, beating out homepage! The BOG news story also did really well and the rest of the top 10 have to do with the SFUO (no surprises there).

	Page	Pageviews	% Pageviews
1.	<a href="/features/food-features/life-inside-rideau-mcdonalds/">/features/food-features/life-inside-rideau-mcdonalds/</a> 	1,580	 22.57%
2.	<a href="/">/</a> 	666	 9.51%
3.	<a href="/features/spent-friday-night-inside-rideau-mcdonalds/">/features/spent-friday-night-inside-rideau-mcdonalds/</a> 	473	 6.76%
4.	<a href="/news/bog-announces-15-million-surplus-prohibits-canabis/">/news/bog-announces-15-million-surplus-prohibits-canabis/</a> 	191	 2.73%
5.	<a href="/opinions/give-particular-student-unions-not-student-unions/">/opinions/give-particular-student-unions-not-student-unions/</a> 	142	 2.03%
6.	<a href="/news/executives-named-fraud-allegations-will-vacate-office/">/news/executives-named-fraud-allegations-will-vacate-office/</a> 	126	 1.80%
7.	<a href="/breaking-2/incoming-sfu-p-president-executive-director-face-allegations-fraud/">/breaking-2/incoming-sfu-p-president-executive-director-face-allegations-fraud/</a> 	116	 1.66%
8.	<a href="/features/inside-heron-gate-eviction/">/features/inside-heron-gate-eviction/</a> 	101	 1.44%
9.	<a href="/news/u-o-prof-stand-trial-social-justice-tribunal/">/news/u-o-prof-stand-trial-social-justice-tribunal/</a> 	96	 1.37%
10.	<a href="/features/food-features/life-inside-rideau-mcdonalds/?platform=hootsuite">/features/food-features/life-inside-rideau-mcdonalds/?platform=hootsuite</a> 	93	 1.33%

## FACEBOOK INSIGHTS

### Post Reach/Net Likes



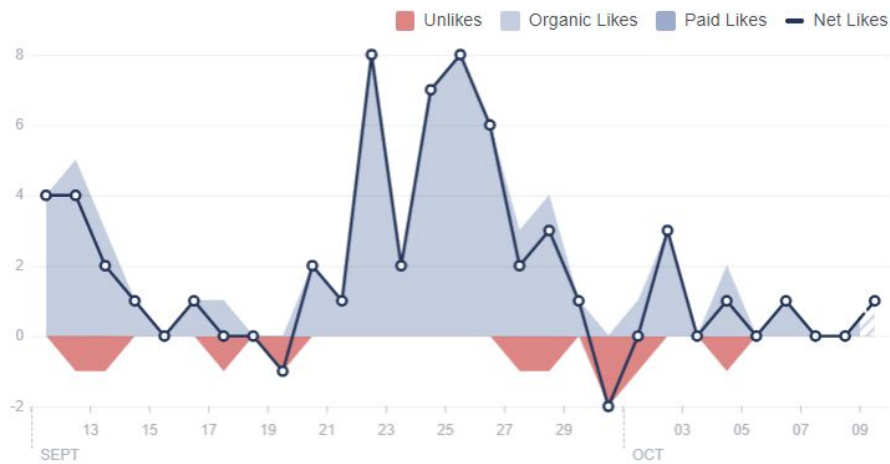
Not the best looking numbers on Facebook this week but we did go down in posts this week, while the website was still trying to figure itself out.

Positive net likes this week but the growth has slowed down a bit.



### Net Likes

Net likes shows the number of new likes minus the number of unlikes.



As usual, engagement decreased a bit over the weekend but will hopefully go up as we get our new website.

### Post Reach

The number of people who had any posts from your Page enter their screen.



### Top posts




Top posts this week are the two McDonald's features, the re-post of the BOA meeting, movie review, and the letter to the editor.

Published	Post	Type	Targeting	Reach 	Engagement	Promote
09/10/2018 10:45	 "This kind of treatment is enough to discourage women from			118 	40 	<a href="#">Boost Post</a>
08/10/2018 22:01	 ICYMI: U of O president, Jacques Frémont, announced			1.1K 	29229 	<a href="#">Boost Post</a>
08/10/2018 20:42	 Forget about whipped cream. Ty opens up a reader to the world			407 	260 	<a href="#">Boost Post</a>
08/10/2018 18:41	 In light of the new trans fat ban, the Tomato spoke with			480 	164 	<a href="#">Boost Post</a>
08/10/2018 16:41	 Ottawa's upcoming municipal election takes place on Oct. 22,			674 	393 	<a href="#">Boost Post</a>
07/10/2018 18:27	 Our movie review column is back this week, but with a new			1K 	5828 	<a href="#">Boost Post</a>
07/10/2018 14:55	 Here are five things you can do to embrace autumn.			453 	161 	<a href="#">Boost Post</a>
07/10/2018 12:54	 Who said you couldn't make five star food in your residence			515 	353 	<a href="#">Boost Post</a>
07/10/2018 10:53	 Is the service industry an incubator for mental health			302 	60 	<a href="#">Boost Post</a>
06/10/2018 20:27	 It's a lovely dish to warm you up on an autumn evening. The			507 	145 	<a href="#">Boost Post</a>

06/10/2018 18:26		Just because the SFUO is gone, doesn't mean that student			1K		198 26		
05/10/2018 20:39		Read this letter to the editor from James Casey about what			473		46 1		
05/10/2018 18:13		From raccoons to bomb threats, the Rideau Street McDonald's is			564		21 4		
05/10/2018 16:38		These recipes will cure even the strongest case of the munchies.			433		20 2		
05/10/2018 14:38		The rain was on and off at Matt Anthony, but the Gee-Gees still			369		6 3		
05/10/2018 12:37		After six tornadoes touched down in the Greater Capital			693		72 5		
05/10/2018 10:36		ICYMI: The University of Ottawa Gee-Gees finally managed to			464		14 7		
04/10/2018 18:17		If you've stood in the hour-long line at the new Tim Horton's in			409		32 0		
04/10/2018 16:00		"The exhibit at the museum is interesting, because it's that			328		2 2		
04/10/2018 14:00		Content warning: this article contains talk of suicide. Does			546		24 4		
04/10/2018 12:02		In its first preseason game of the season, the Gee-Gees' men's			245		3 0		

04/10/2018 18:17	 If you've stood in the hour-long line at the new Tim Horton's in			409		320		<a href="#">Boost Post</a>
04/10/2018 16:00	 "The exhibit at the museum is interesting, because it's that			328		22		<a href="#">Boost Post</a>
04/10/2018 14:00	 Content warning: this article contains talk of suicide. Does			546		244		<a href="#">Boost Post</a>
04/10/2018 12:02	 In its first preseason game of the season, the Gee-Gees' men's			245		30		<a href="#">Boost Post</a>
04/10/2018 10:01	 With the long-awaited opening of the Ottawa Arts Gallery (OAG)			759		419		<a href="#">Boost Post</a>
03/10/2018 20:20	 Midterm seasons has returned to the U of O and many students			436		280		<a href="#">Boost Post</a>
03/10/2018 18:10	 The Fulcrum's Christine Wang joined the novice uOttawa			508		3113		<a href="#">Boost Post</a>
03/10/2018 16:18	 We sent a reporter to the Rideau Street McDonald's for a Friday			2.3K		82562		<a href="#">Boost Post</a>
02/10/2018 20:02	To mark the 50th anniversary of the criminology department at			379		41		<a href="#">Boost Post</a>
02/10/2018 18:07	Your school, your city, your voice. Ottawa heads to the polls			475		229		<a href="#">Boost Post</a>
02/10/2018 16:07	 It's the most infamous workplace in Ottawa: no, not Parliament			4.1K		1K306		<a href="#">Boost Post</a>

## How we compare

Page	Total Page Likes	From last week	Posts This Week	Engagement This Week
1  Ottawa Citizen	138.4K 	0%	250	13.9K 
2  Ottawa Sun	38.3K 	0%	250	3.9K 
3  FÉUO SFUO	5.5K 	0%	10	158 
4  The Charlatan	2.8K 	0%	34	164 
YOU 5  The Fulcrum	2.5K 	0%	32	272 
Keep up with the Pages you watch. <a href="#">Get More Likes</a>				
6  Canadian University Press	1.2K 	0%	0	0 
7  La Rotonde	2.6K 	0%	17	106 

Pretty sure FB is glitching because I don't think that none of these pages stayed the exact same as last week but it's not a big deal. We're still going strong at #5, and we'll probably stay there for a bit.

## TWITTER ANALYTICS

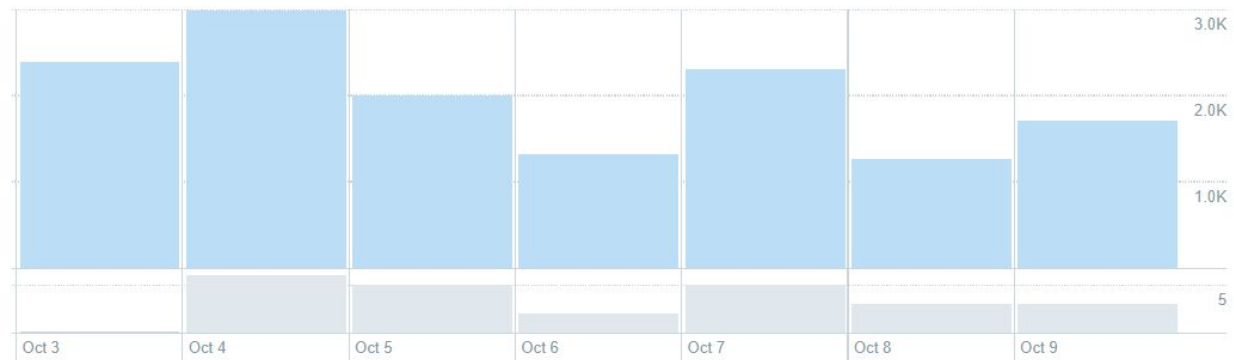
### Overview

**28 day summary** with change over previous period



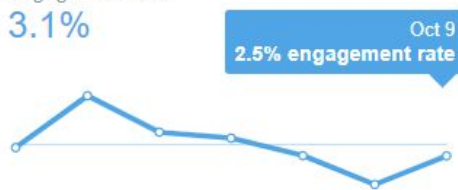
Good news is that our 28 day summary has gone up this week! Impressions have gone down a bit but again, not surprising as posting went down last week.

Your Tweets earned **16.9K impressions** over this **7 day** period



Engagement rate

3.1%



Link clicks

273



On average, you earned **39 link clicks** per day

Likes

34



On average, you earned **5 likes** per day

Retweets

11



On average, you earned **2 Retweets** per day

Replies

0



On average, you earned **0 replies** per day

Link clicks and engagement rate, like all other platforms, are also down this week.

### Top Tweets

Top tweets include: the McDonald's stories, the mental health in restaurants one and the letter to the editor.



**The Fulcrum** @The\_Fulcrum · Oct 4

405

6

1.5%

Content warning: this article contains talk of suicide.  
It's a well-known fact that jobs in the service industry are inherently stressful, but how does this environment affect the mental health and well-being of its staff?

[ow.ly/leFf30m63PO](https://ow.ly/leFf30m63PO) [pic.twitter.com/tXLYbotmvp](https://pic.twitter.com/tXLYbotmvp)

[View Tweet activity](#)

Promote



**The Fulcrum** @The\_Fulcrum · Oct 3

392

49

12.5%

We sent a reporter to the Rideau Street McDonald's for a Friday night. Here's what they saw: [ow.ly/A0Jj30m5oF1](https://ow.ly/A0Jj30m5oF1)

[pic.twitter.com/rIznXJiogT](https://pic.twitter.com/rIznXJiogT)

[View Tweet activity](#)

Promote



**The Fulcrum** @The\_Fulcrum · Oct 4

371

1

0.3%

What reminds you most of the National Capital Region? Bureaucrats? Liquor store trips to Quebec? By-Product.D-Riv , a U of O play tackles these questions at its premiere this week at the new [#LabO](#). To find out more, check out our article. [ow.ly/Rjqj30m63N8](https://ow.ly/Rjqj30m63N8)

[pic.twitter.com/2qOKd1sQKW](https://pic.twitter.com/2qOKd1sQKW)

[View Tweet activity](#)

Promote



**The Fulcrum** @The\_Fulcrum · Oct 3

365

9

2.5%

Getting tired of drinking four cups of coffees to study for yet another midterm? Check out our alternatives.

[ow.ly/QVtf30m5oHc](https://ow.ly/QVtf30m5oHc) [pic.twitter.com/wjn7AylMxk](https://pic.twitter.com/wjn7AylMxk)

[View Tweet activity](#)

Promote





**The Fulcrum** @The\_Fulcrum · Oct 4

You may have noticed promotional signs for [#UOttawa](#)'s new app: Boost. However, Fulcrum contributor Dhillon Lautan warns students of its poor construction in his review this week. [ow.ly/Arm30m6x8t](https://ow.ly/Arm30m6x8t) [pic.twitter.com/9dAtPTdLbH](https://pic.twitter.com/9dAtPTdLbH)

[View Tweet activity](#)

363

19

5.2%

Promote



**The Fulcrum** @The\_Fulcrum · Oct 5

Letter to the editor: where do we go from here?  
[ow.ly/3eF230m6ybZ](https://ow.ly/3eF230m6ybZ) [pic.twitter.com/ZIzQl6QwRw](https://pic.twitter.com/ZIzQl6QwRw)

[View Tweet activity](#)

362

12

3.3%

Promote



**The Fulcrum** @The\_Fulcrum · Oct 5

ICYMI: Gee-Gees win historic 50th Panda Game.  
[ow.ly/Uxb030m6y02](https://ow.ly/Uxb030m6y02) [pic.twitter.com/meQi599ItX](https://pic.twitter.com/meQi599ItX)

[View Tweet activity](#)

358

7

2.0%

Promote



**The Fulcrum** @The\_Fulcrum · Oct 2

Prison, rehabilitation, and ... dance? Last week, the Fulcrum covered a U of O prof's dance workshop that is working toward rehabilitating prisoners.  
[ow.ly/dU6e30m3XrO](https://ow.ly/dU6e30m3XrO) [pic.twitter.com/syMKM7B84A](https://pic.twitter.com/syMKM7B84A)

[View Tweet activity](#)

353

5

1.4%

Promote



**The Fulcrum** @The\_Fulcrum · Oct 4

Have you heard of geologists talking about the [#Anthropocene](#)? If so, you may believe that we have entered a new epoch. To find out more about this age, and how you can see its impacts in Ottawa, check out our article. [ow.ly/skXk30m63RD](https://ow.ly/skXk30m63RD) [pic.twitter.com/XJQw3FmQTK](https://pic.twitter.com/XJQw3FmQTK)

[View Tweet activity](#)

342

1

0.3%

Promote



**The Fulcrum** @The\_Fulcrum · Oct 3

What's it like to row for the @uottawarowing team? The Fulcrum's @ChristineHTWang fills you in: [ow.ly/LYaQ30m3z2b](https://ow.ly/LYaQ30m3z2b) [pic.twitter.com/UX6b5rTipk](https://pic.twitter.com/UX6b5rTipk)

[View Tweet activity](#)

340

9

2.6%

Promote



**The Fulcrum** @The\_Fulcrum · Oct 5

Women's rugby team wins tight match versus Carleton in the rain: [ow.ly/dklQ30m6y8v](https://ow.ly/dklQ30m6y8v) [pic.twitter.com/vFnPWDELr](https://pic.twitter.com/vFnPWDELr)

[View Tweet activity](#)

339

2

0.6%

Promote



**The Fulcrum** @The\_Fulcrum · Oct 7

Incredible animation, a fantastic storyline, and delicious food—Fulcrum Contributor Sophie Miller explains why Spirited Away is a foodie's paradise, and a movie that you should have seen. [pic.twitter.com/SiN2PzaWLj](https://pic.twitter.com/SiN2PzaWLj)

[View Tweet activity](#)

326

2

0.6%

Promote



**The Fulcrum** @The\_Fulcrum · Oct 6

FulcFit Food series: Butternut squash soup. [ow.ly/DTNw30m82IJ](https://ow.ly/DTNw30m82IJ) [pic.twitter.com/ixSZPmZRed](https://pic.twitter.com/ixSZPmZRed)

[View Tweet activity](#)

320

3

0.9%

Promote



**The Fulcrum** @The\_Fulcrum · Oct 5

Apron: check. Recipe: check. Weed: check. Let's get cooking. [ow.ly/Z5IC30m6yae](https://ow.ly/Z5IC30m6yae) [pic.twitter.com/LXfDYge2gk](https://pic.twitter.com/LXfDYge2gk)

[View Tweet activity](#)

313

0

0.0%

Promote

## INSTAGRAM INSIGHTS

ACTIVITY	CONTENT	AUDIENCE
----------	---------	----------

### Interactions

88

Actions taken on your account from  
2 October – 8 October



Profile visits 77

-96 vs. 25 September - 1 October

Website clicks 10

+9 vs. 25 September - 1 October

Website clicks 10

+9 vs. 25 September - 1 October

Get Directions 1

+1 vs. 25 September - 1 October

### Discovery

361

Accounts reached from  
2 October – 8 October



Reach 361

-36 vs. 25 September - 1 October

Impressions 2,036

+1,227 vs. 25 September - 1 October

For some reason, our instagram numbers went down this week compared to last week for Discovery and Interactions, which is weird because we've been posting more. However, Reach and Impressions have gone up so it's probably just a lag from the account starting to post regularly again.

**GM Report October 2018**

**1. Financials**

TOTAL	\$184,221.88
Chequing	\$104,650.99
RBC	\$79,570.89

**2. Directors**

Ontario Business forms have been sent back due to a few errors.

**3. The New Website**

IT'S DONE!

**4. Website Hosting Issues**

Thank you to everyone's patience and understanding.

**5. New Computers**

New Computers are all set up!

**6. NASH 81**

Need to buy 6 tickets for Ed Board staff by November 1 (early bird pricing \$467 for registration and hotel). Flight tickets cost approximately \$700.00 (includes return flight). NASH starts January 3-6. We would arrive on the 3rd and leave on 6th. Staff who are going will be pitching in \$250 each to help offset some of the cost for all the tickets. They will be responsible for their own food during the day, shopping, and/or drinks (dinner might be included still waiting for info).

$\$700 \times 6 = \$4200$

$\$467 \times 6 = \$2802$

Total = \$7002

**7. Staff Changes**

Unfortunately, we lost our production manager and News Editor.

## **8. Adobe Creative Suite**

Will be purchasing the Business version of the Adobe Creative Cloud Suite for our visual staff within the few weeks (Visa problems).

## **9. Business Cards**

Business Cards arrived.

## **10. Audit**

Currently in the process of answering all the the questions the Auditor has and any help they need to finish up. They will set up a time with us to present the Audit once everything is completed.

## **11. Hootsuite**

Social Media Manager would like to purchase Hootsuite to optimize all social media accounts. \$29+tax per month for 10 social media accounts, 1 user.

Fulcrum Publishing Society

Board of Directors

### **President's Report**

Sunday, October 28, 2018

*Fulcrum Office, 10:30 a.m.*

Meeting #6 2018-2019 Publishing Year

#### 1. Finance

##### SFUO Update

- We received a response from the university regarding the levy situation, however it does not clarify much for us in this interim period before the 24th of December.
- A copy of the e-mail will be saved in the drive
- We should begin to draft a ghost budget for next year without a levy.

##### Budgeting Note (repeated)

- Given the uncertainty of our financial situation this Winter, any non-discretionary spending must be put on hold for the moment. This includes parties, acting pay, etc. Until we are certain we will be receiving our money in the winter, we need to be

conservative with our spending. If you are uncertain about what counts as non-discretionary, run it by me or Jon first!

#### Signing Authority

- We are waiting on Fadi at RBC to change the signing authority from Lucas to Dorian
- Met with James at TD bank with Dory to finally get him a credit card. They have been excessively difficult in getting this to us. Hopefully this will be arriving shortly

#### 2. HR

##### Bilats

- I met with all 3 permanent staff this month for our bilats. I found the discussions to be very helpful and clarified next steps.
- We will be scheduling performance reviews for next month at this month's meeting

##### Production Manager

- After our discussion at last month's meeting regarding our decision to not increase the production manager's pay, the production manager quit. Anchal will let the board know if she needs assistance with advertising the position. We can put an ad on workable if she is having any trouble.

#### 3. Training

- Kate has been planning our strategic planning session which will be happening next month. If you have any ideas or requests for training you would like to see happen, please send it her way.

#### 4. Marketing and Branding Committee

##### Website

- The website is finally up! Hopefully we won't be seeing many glitches anymore. Thank you to everyone for your hard work on this.
- We should make sure the Board page is updated on the website. Meeting minutes and policy manuals included!

#### 5. Inter-Board Relations Committee

- Our Halloween social was a lot of fun. Looking forward to our next event. Potentially a secret santa??

#### 6. Board Recruitment

- We should continue to advertise for our vacant board positions.

# FULCRUM

THE UNIVERSITY OF OTTAWA'S ENGLISH-LANGUAGE STUDENT NEWSPAPER SINCE 1942

654 07-85 University Private  
Ottawa, ON

Fulcrum Publishing Society – Board of Directors  
Branding and Promotion Committee Report (Sunday, October 28th, 2018)  
Prepared by: Graham Robertson



### **Website Redesign**

- New website went live this week!
- Will we want any special promo on social media? Will talk to Anchal and Christine about this.

### **Model Parliament event**

- Raghad and I met with Matthew Boulden (organizer of Model Parliament) to discuss possible collaboration. Right now they're securing a venue for their closing events which we can potentially be part of. They're also interested in playing some of our videos at their Election Night event later in November. Matthew was hoping we can publish an article about Model Parliament but Anchal told me that it likely can't happen because we're looking to collab on their closing event (so it would be a conflict of interest to publish an article) but she fine with promoting some of their events on social media.

### **NASH fundraising**

- Kaylum is in the process of fundraising for NASH, will be hosting a Settlers of Catan tournament fundraiser in mid-November.

Fulcrum Publishing Society  
Inter-board Relations Committee

NOTES

**October**

#### **1. Halloween Party**

The Fulcrum hosted their Halloween Party on 18 October, 2018 at 631 King Edward. Sixteen people attended including from business, Board of Directors, editorial, previous staff, and volunteers.

Awesome things:

- Lots of people came!

- Kate won the costume contest for being Ms. Frizzle! She won a \$25 gift card to F&S.
- People brought great snacks, thanks!

Not as awesome things:

- No budget for cool Halloween decorations
- There was a delay getting into the office (Andrew from EdBoard saved the day)
- My bowl disappeared (lesson learnt)
- I don't think we invited the Ombudsperson

## 2. Moving Forward

Justin will be meeting with editorial board on 5 November (pending Anchal's approval) to update them on the board's October developments. They will likely have questions about the new website and the financial situation moving into the winter term.

My plan is to have another meeting in January to plan a social event for February!

Creative Kwanzaa is possible ...