



Staff Report

Report Title: Communications Status Report May 2023

Prepared By: Kristen Prentice, Communications Coordinator

Department: Legislative Services

Date: Jun. 5, 2023

Report Number: CLK-2023-06-35

File Number:

C11-CLK23

Attachments: none

Recommendation:

That the Township of Huron-Kinloss Committee of the Whole hereby receives for information Report CLK-2023-06-35 prepared by Kristen Prentice, Communications Coordinator.

Background:

The Huron-Kinloss Communications Strategy and Action Plan was approved by the [Committee of the Whole in November 2021](#). The Communication Coordinator works to achieve the objectives defined within the goals of the [Action Plan](#):

1. Build a Foundation of Successful Communications
2. Create a Culture of Two-Way Communications
3. Provide Clear, Concise, Accurate and Timely Messaging

The Township aims to create content for our audience that aligns with these goals and is guided by these principles from the 2021 Communications Strategy:

- Resident focused;
- Strategic and well planned;
- Two-way communication (informed and engaged);
- Take responsibility and be accountable.

Discussion:

Our external communications take a multi-faceted approach by using several channels to reach our audiences. Some of these channels include:

- Corporate social media accounts for [Facebook](#) and [Twitter](#).

- [Website News](#), with notifications, updates, and alerts delivered directly to subscribers' inboxes.
- Monthly [E-newsletters](#) delivered to subscribers.
- Press releases, which include local newspapers (online and print), radio stations and community organizations.
- Various poster boards throughout the Township.

The following are examples of significant project specific communication efforts the Township has released since January 2023: Ripley Winter Carnival, Budget Engagement Survey, Golf Car Pilot Project, Wedding Commissioners, Women in Carpentry Program, Ripley Food Art & Craft Fest, Morning Break with the Mayor Engagement Initiative, Rehabilitation of the Bell Bridge (Structure H38), Lucknow Standpipe, Food Cycle Science FoodCycler™ Pilot Project, Community Well Being Program, and our Community Services recreation programming.

Members of the public are encouraged to find the most appropriate information source and subscribe for consistent updates. A comprehensive list of available subscriptions can be found on our website at <https://www.huronkinloss.com/subscribe/>.

Facebook

In our first half of 2023, we saw an average of 53 posts on Facebook per month. We have added 144 new page followers in the same period, for a total of 3,159.

Our reach, which is the number of people who see content from or about our Facebook page, averages over 3,800 people per week. Paid ad campaigns ran for the Women in Carpentry Program are designed to generate an increased, targeted audience reach and engagement (leading to an increase in inquiries about the program). These paid ad campaigns contributed to an additional average of 13,391 people reached per each 7-day ad campaign.

In addition to posting organic content, the Township page consistently shares and promotes community organization and non-profit groups' social media content with resident focused event information.

Twitter

We average 34 "tweets" per month with an average of 3,200 impressions, the number of times users saw the tweet, per month. We often re-tweet messaging from trusted agencies like O.P.P., the Ontario Fire Marshal's Office, and Public Health Grey Bruce Health Unit and have an engagement rate of 3.2% (likes and retweets).

We have gained 37 followers in the first half of 2023, for a total of 640.

H-K Connects Newsletter

The Township of Huron-Kinloss has issued six HK Connects e-Newsletter campaigns since January 2023, delivered directly to subscribers' inboxes. We continue to have high averages for our monthly HK Connects; there are 873 subscribers, with 55% of users "highly engaged", meaning they open, read through and often click on links in the email campaign (newsletter). This is a great way to have our audience reach our website for in depth information.

Averages from January to May's editions are:

- A 49% open rate – 41% greater than the benchmark open rates (28%) across similar industries.
- 15.4% click through – compared to 6.3% benchmark click through rate across similar industries.

Discovery Guide

The 2023 Discovery Guide was printed in April and distributed by mail to each Township of Huron-Kinloss resident, tourism kiosks and outlets throughout the province. The Discovery Guide is a comprehensive resource for municipal information including maps, by-laws, recreation programs and facilities, an introduction to our new Mayor and Council, tourist information and local business information. The [Guide is also available online](#) with external links to local businesses embedded for ease of use and navigation.

Financial Impacts:

Expenses related to paid Facebook campaigns are designated to departmental and project specific budgets for which the funds have already been allocated.

There are no additional budget implications associated with this report.

Strategic Alignment / Link:

The information provided in this report is consistent with and in keeping with the Municipality's Vision and Mission. The recommendations contribute to our goals in achieving a prosperous community, a vibrant community, and a spirited community.

Respectfully Submitted By:

Kristen Prentice, Communication Coordinator

Report Approved By:

Mary Rose Walden, Chief Administrative Officer