



The Corporation of the Township of Huron-Kinloss

Staff Report

Report Title: Communications Status Report January 2025

Date: Jan. 13, 2025

Report Number: CLK-2025-04

Department: Legislative Services

File Number: C11 CLK 25

Prepared By: Kristen Prentice, Communications Coordinator

Attachments: None

Recommendation:

THAT the Township of Huron-Kinloss Committee of the Whole receives for information Report CLK-2025-04 prepared by Kristen Prentice, Communications Coordinator.

Background:

The Huron-Kinloss [Communications Strategy and Action Plan](#), approved by the Committee of the Whole in November 2021, continues to guide efforts in achieving the following objectives:

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

The work is shaped by the Township's Guiding Principles and the Strategic Directions of the [2023-2033 Strategic Plan](#).

Discussion/Analysis/Overview:

The Communications Coordinator holds monthly meetings with the Communications Committee to align on goals and ensure consistent corporate messaging. Communication efforts remain multi-faceted, employing diverse platforms to inform and engage our community effectively.

NEW INITIATIVES

Some recent additions to our communication efforts to fostering connectivity:

- **LinkedIn Platform:** Focused on recruitment and retention, LinkedIn highlights the benefits of working and living in Huron-Kinloss by showcasing Township achievements, employee successes, and local opportunities. This platform is already proving effective in reaching new demographics, including job seekers, professionals, and potential business partners.
- **Volunteer Webpage:** In response to community needs, we launched a dedicated Volunteer webpage. This initiative connects residents with

opportunities to give back. It also demonstrates our commitment to supporting volunteerism, a cornerstone of our community values.

- **Water, Wastewater and Utilities Webpage:** This webpage has been enhanced for user experience and consistency in information. Users can more clearly navigate to their needs.

FACEBOOK

The Corporate Huron-Kinloss Facebook Page continues to demonstrate strong growth and engagement:

- 144 new followers, reaching 3,725 total.
- Published content increased by 15%.
- "Reach" increased by 35% to 63.6K.
- Content interactions rose 5% to 2.8K, with a notable 20.5% increase in interactions from non-followers (835).

Top-performing posts included the very successful Jack-o-Lantern Trail event (6,064 views) and recognition for the heroic water rescue by the Kincardine Fire Department (4,546 views). These figures highlight the power of connection and compelling storytelling to engage both followers and broader audiences.

H-K CONNECTS NEWSLETTER

The Corporate e-newsletter, H-K Connects, continues to provide critical monthly departmental updates with strong results:

- Subscribers increased to 988.
- Click rate rose to 10%, a 25.5% improvement.
- Clicks per unique session increased by 24.3% to 21.7%.

LOOKING AHEAD

The next six months will see several exciting developments:

1. **Website Enhancements:** The Corporate website will continue to undergo improvements to advance user experience. These changes will ensure residents and newcomers can easily access resources, find ways to connect with the community, and decide that Huron-Kinloss is where they want to be.
2. **Discovery Guide 2025:** This year's guide will feature vibrant, fresh content, highlighting the Ripley Reunion, newly available health services, and the 2026 municipal election. Designed to be both informative and engaging, the guide remains a cornerstone of our outreach efforts for residents and tourists alike.
3. **Audience Segmentation Project:** The Township intends to undertake a project to identify our audiences and map customer journeys. This initiative aims to develop targeted strategies, ensuring our messaging reaches and resonates with underrepresented groups.

Conclusion

The Communications Strategy continues to deliver meaningful results, driving growth, engagement, and innovation. Upcoming projects and the introduction of new communication tools will further enhance our ability to connect with residents, visitors, and prospective newcomers, ensuring Huron-Kinloss remains a vibrant and informed community.

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 is no additional budget implications associated with this report.

Performance Measurement:

The Communications Status Report is a key performance measure conducted twice a year to measure how information is being shared with the Huron-Kinloss audiences (residents and visitors). By evaluating the effectiveness of our communication methods and analyzing engagement metrics, feedback, and overall reach, this report helps find the best ways to keep residents informed in Township news.

Strategic Area:

- | | |
|--|--|
| <input type="checkbox"/> Embrace a thriving rural lifestyle | <input checked="" type="checkbox"/> Enhance Municipal Service Delivery |
| <input checked="" type="checkbox"/> Prepare for Inclusive Growth | <input type="checkbox"/> Ensure Financial Stability |

Strategic Goal: Encourage strong communication and community engagement**Respectfully Submitted By:**

Kristen Prentice, Communications Coordinator

Report Approved By:

Jodi MacArthur, Chief Administrative Officer