



## The Corporation of the Township of Huron-Kinloss

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### Staff Report

**Report Title:** Communications Report for First Quarter of 2022

**Prepared By:** Nicole Griffin, Communications Coordinator

**Department:** Clerk's Department

**Date:** Apr. 4, 2022

**Report Number:** CLK-2022-04-33

**File Number:** C11 CLK22

#### Attachments:

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#### Recommendation:

That the Township of Huron-Kinloss Committee of the Whole hereby receives for information Report CLK-2022-04-33 prepared by Nicole Griffin, Communications Coordinator.

#### Background:

The Huron-Kinloss Communications Strategy and Action Plan was approved by the Committee of the Whole at the November 1st, 2021 meeting and the Communications Coordinator role became effective on December 6th, 2022.

The Communications Officer has been working to achieve the objectives defined within the three goals of the Action Plan:

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

The collaboration with both staff and outside organizations to create content that aligns with these goals while keeping in mind the Vision and Mission of the Communications Plan along with these Guiding Principles:

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

## **Discussion:**

### **Internal Communications**

A primary goal was the development of a Communications Form which aligned with staff training to introduce the [Communications Strategy and Action Plan](#) into daily practice.

This online form prompts staff to provide information in a consistent format and timely manner to the Communications Coordinator. From these forms, efforts to help define the Township's story through consistent visual branding, unified voice, and accessible formatting are made and then released through a variety of channels.

### **External Communications**

Developing content that is engaging and of value to our residents while ensuring consistent brand, plain language, and accessibility standards is a focus across all digital platforms.

#### **Facebook**

Our primary social media platform, the [Township Facebook account](#), has been consistently gaining followers with 70 new page likes since December 6th.

The overall data from the Township Facebook page helps to illustrate which initiatives are proving more successful than others and with 218 posts between December 6th and March 29th, we can better assess what our audience (via this channel) is finding valuable.

In addition to the posting of content, monitoring of comments is done with responses sent promptly during business hours. Any spam content is promptly reported and removed as soon as it is noticed to ensure the integrity of the Township's messaging is preserved.

#### **Twitter**

Our [Twitter account](#) is showing gains with 36 new followers from December 2021 to March 2022. This platform is predominantly used to share verified information through "re-tweeting" of trusted associations like the Ontario Fire Marshall, Grey Bruce Public Health, and Bruce County.

#### **Website Content**

Consistent development of news items for release on the [Township website](#) has been a priority. The intended goal is to increase awareness of programs and services happening in Huron-Kinloss.

#### **H-K Connects Newsletter**

Four issues of the monthly [H-K Connects newsletter](#) have been released in 2022 with the most recent (April) being delivered to subscriber inboxes on March 31st. An effort to ensure

there is content included from each department that is informative, relevant and holds value for the recipients has been a priority.

## Goals Moving Forward

As we move into the second quarter of the year and staff becomes more familiar with communications processes, set goals are:

- design of a communications tool kit from content developed over this quarter for use by all departments and release/training in the third quarter
- continued analytics measurements
- video development and the growth of the [Huron-Kinloss YouTube](#) channel

## Specific Projects

### Internal Design

Continued support in the form of graphic design for internal Township projects continues to be provided. The development of the identities and associated collateral for the Golf Car Pilot Project, the 2022 Municipal Election, harmonized print and digital graphics, and signage have all been created.

### Council Highlights

One of the first quarter goals for the Communications Action Plan was to develop and release [Council Highlights](#). Individuals can [subscribe](#) to receive a quick update following Council and Committee of the Whole meetings.

This initiative launched following the February 7th meetings and already has 15 subscribers. The release of the Highlights is also announced on social media and appears within the [Website News](#), so those who are not subscribed can also click through to review the content.

### Collaboration with South Bruce O.P.P.

We've been fortunate to have the opportunity to work with Constable Kevin Martin of the South Bruce O.P.P. on two projects with more planned in the coming months.

Our initial campaign focused on Community Security topics including:

- A-PLUS Home and Property Security
- Holiday Security
- Vehicle Security

Our second campaign done collaboratively was released in the last half of March for Fraud Prevention Month and included a series of four posts on social media focused upon:

- Romance scams
- Service Ontario scams
- Recognizing and Reporting Fraud
- Intimidation scams

## **Public Works Winter Maintenance Video Series**

A series of [eight video shorts](#) were developed in response to frequently asked questions regarding winter maintenance. These were well-received on Facebook and have “evergreen” content, meaning they can be pulled and used again in future seasons.

## **Ripley Food Art and Craft Festival**

An interview for the local Rogers T.V. program *A Conversation with Karen* was completed in March regarding the 2022 Ripley Food Art and Craft Festival. The interview, set for release in April, encourages vendors to participate in the upcoming event and viewers to attend.

## **2022 Municipal Election**

A comprehensive communications plan is in development for the 2022 Municipal Election with segmented efforts focused upon:

- Candidates
- Voters
- Third Party Advertisers

## **2022 Discovery Guide**

Several of the responsibilities associated with the development of the 2022 Discovery Guide were kept in house this year including advertising sales, content receipt and organization, graphic design of the document, and production coordination. The Guide is currently in production with anticipated delivery in mid-April and distribution in the beginning of May.

## **Goals Moving Forward**

Collaborative work with each department continues to grow and the identification of communications plans requiring development is increasing. These will develop with the idea in mind of crafting reusable content that can be used or updated as required.

## **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 currently.

## **Strategic Alignment / Link:**

The information provided in this report is consistent with and in keeping with the Municipality’s Vision & Mission. The information contributes to our goals in achieving a community that is prosperous, vibrant, accessible, spirited, and environmentally conscious.

## **Respectfully Submitted By:**

Nicole Griffin, Communications Coordinator

## **Approved By:**

Mary Rose Walden, Chief Administrative Officer