



Staff Report

Report Title: Communications Report for Second Quarter of 2022

Prepared By: Nicole Griffin, Communications Coordinator

Department: Clerk's Department

Date: Jul. 4, 2022

Report Number: CLK-2022-07-67

File Number: C11 CLK22

Attachments:

Recommendation:

That the Township of Huron-Kinloss Committee of the Whole hereby receives for information Report No. CLK-2022-07-67 prepared by Nicole Griffin, Communications Coordinator.

Background:

The Communications Officer works to achieve the three goals of the Communications Action Plan:

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

The Communications Coordinator collaborates with both staff and outside organizations to create content that aligns to these goals. Content echoes the Vision and Mission of the Communications Plan and these Guiding Principles:

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

Discussion:

Internal Communications

Monthly meetings that include representation from all departments to get timely information pieces out to our communities.

Updates sent to staff prior to the release of information publicly to prepare for any calls or e-mails they may receive.

External Communications

The building of content for release to the public that promotes our programs and sharing of information continues to be the focus of this role.

Facebook

The Township Facebook account continues to gain Likes and data shows that it proves to be a starting point for those seeking information from the Township. Our engagement on unpaid posts is up 61.7% in the second quarter. This means people are taking time to share, react, and click on links.

We are beginning to see trends in content:

- Content that connects emotionally is popular
- Events and programming information that champion the community are well liked
- Informational or educational content is not as popular

This information helps us adapt our delivery and test other methods that may better suit future messaging.

Data shows that many visitors to our website are arriving from Facebook.

Website Content

Consistent development and posting of content to the website is beginning to show return on investment after 6 months.

Analytics show a consistent and steady increase of usage over the past 6 months. Spikes in web visits occur monthly with the release of H-K Connects. Content in this e-newsletter often asks users to click links returning them to longer-form content on webpages.

The consistency allows us to appear higher in Google searches and analytics. This provides long-term value as it reinforces the corporate website as a reliable resource.

H-K Connects Newsletter

We continue to have high averages for our H-K Connects with delivery to inboxes on the last business day of each month.

Statistics for April, May, and June's editions show:

- 2.9% decrease in open rates
- Open rate 72% above the highest benchmark (28%) across all industries
- 5.3% increase in people clicking links for more information (click through)
- 159.5 % above highest benchmark click through rate (2.62%) across all industries

These statistics show the effectivity of the effort put into our monthly e-newsletter. There will be some adjustments experimenting with improving open rates and click through in the third quarter.

Goals Moving Forward

As we move into the third quarter of the year, we continue collaboration with each department to deliver targeted communications benefitting residents.

Set goals are:

- continued analytics measurements
- video development and the growth of the Huron-Kinloss YouTube channel
- focus on tailoring content to specific audiences and channels

Specific Projects

Internal Design

Building strong and harmonized images continue to reinforce the Huron-Kinloss brand.

Pieces for the 2022 Municipal Election and the Community Septic Inspection Program are scheduled for upcoming release.

Council Highlights

Release of Council Highlights follows each Council and Committee of a Whole meeting. We feature two to four items from each agenda with links back to reports for those wanting more detail.

Subscriptions to this feature have increased 107% since the first quarter report.

Media Releases

Outreach to media outlets is becoming a regular practice. Features about project launches, funding, and other successes with impact on the wellbeing of residents see us reaching beyond our primary audiences.

2022 Discovery Guide

We received the 2022 Discovery Guide on time and distribution had copies in resident mailboxes before the May long weekend.

Goals Moving Forward

Create content and deliver it with more accuracy to the intended audience (rather than broadly to everyone).

Analyzing the data collection over the first 6 months helps us to improve content and more precisely achieve Communications Action Plan goals.

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