



Communications 6 Month Review

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:

In December of 2021, we began implementation of the Communications Strategy and Action Plan. The Communications Coordinator works cooperatively with the Manager of Strategic Initiatives to meet quarterly goals across a number of platforms.

Internal Communications

Achievements in the first 6 months of the Communications Action Plan:

- Creation of Communications Form with updates as feedback from staff is received
- Updating of Communications procedures
- Staff training on processes including Plain Language Training
- Monthly meetings with representation from all departments
- Communication plan development for multiple projects

We continue to streamline internal communications while updating procedures and tools based upon feedback from the departments. Sharing of interdepartmental information at monthly Communication Meetings helps identify opportunities for collaboration.

External Communications

Achievements in the first 6 months of the Communications Action Plan:

- Communication plan development, roll-out, and assessment for multiple projects
- Measure effectivity of efforts via analytics
- Help define Township's story through harmonizing visuals and consistent written voice
- Build consistency and increase engagement and reach of Township messaging
- Collaborate with outside agencies to share messaging and increase reach

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, Twitter, and YouTube
- Corporate website
- E-newsletters delivered to mailboxes
- Media releases including newspapers (online and print), radio stations, and television

Facebook

In our first half of 2022, we saw an average of 53 posts on Facebook per month. We have added 170 new page likes in the same period.

Our reach, which is the number of people who see content from or about our Facebook page, averages over 25,000 people per month. Paid ad campaigns designed to generate more reach are factored into this.

Twitter

We average 34 "tweets" per month. We often re-tweet content on this platform from trusted agencies like O.P.P., the Ontario Fire Marshal's Office, and Public Health Grey Bruce Health Unit.

We have gained 35 followers in the first half of 2022.

Website Content

Consistently developing and posting content to the website is beginning to show a return on investment after 6 months.

Consistency helps us appear higher in Google searches and analytics. This provides long-term value as it reinforces the corporate website as a reliable resource for residents.

H-K Connects Newsletter

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

Averages from January to June's editions are:

- A 48% open rate – 41% greater than the highest benchmark open rates (28%) across all industries
- 6.8% click through – 61.8% above highest benchmark click through rate (2.62%) across all industries