

# **Corporate Communications Strategy**

## Section 1: Overview

The Town of Greater Napanee (Town) uses its municipal website as the primary communications tool to reach residents, businesses, and visitors. Town staff are accommodated in ten offices throughout the municipality and, with no dedicated communications staff (prior to 2017), there has been no consistent approach to corporate communications. Since September 2017 a Communications Intern has taken municipal best practices into consideration in the development of this communications strategy; which includes:

1. Identifying communication challenges;
2. Forwarding Council, Staff, and Community recommendations; and
3. Encouraging coordinated, effective, and responsive distribution of information.

## Section 2: Methodology

### Council and Staff Consultation

Individual council members discussed improving information dissemination related to Town services/resources. Each department head provided input on best practices and the most effective approaches to relay information to the public.

### Community Consultation

A *Communications Feedback Survey* was utilized to gather information on community perception of Town communications. The survey was available online via the Town's website, Facebook and Twitter and was promoted through social media, radio and newspaper. As well, a hard copy version was available at:

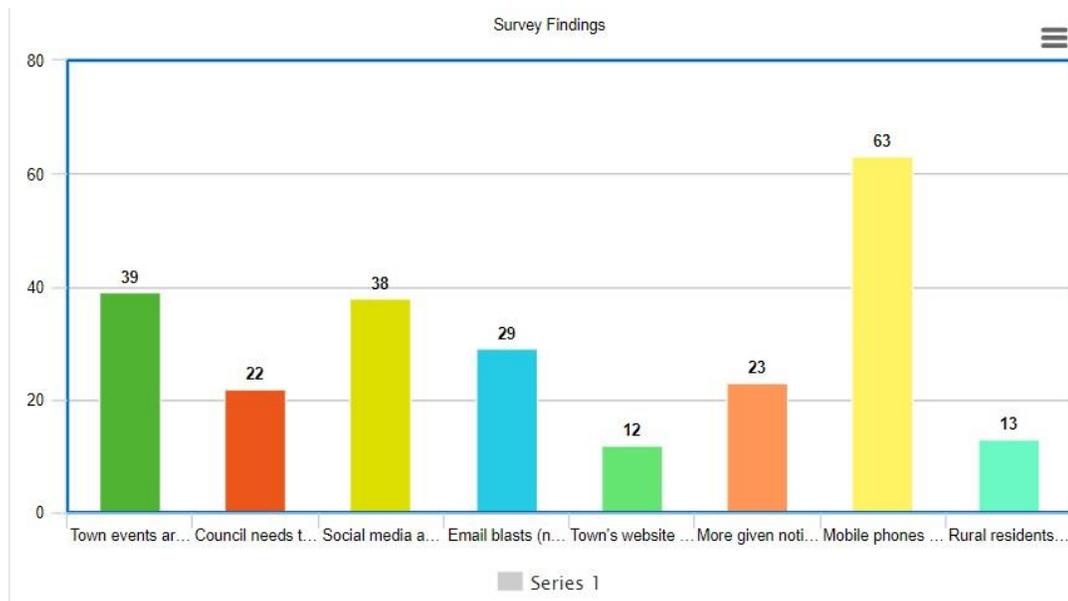
- Municipal offices
- Napanee BIA
- Napanee and Area Chamber of Commerce
- Napanee Branch, Lennox and Addington Public Library
- Seniors Outreach Services
- TCO Agromart
- Roblin Gas Bar

Between December 4 and 22, 2017 data was collected from the 78 respondents (13 paper and 65 online submissions); 92% of respondents were permanent residents of Greater Napanee.

- 21% between the ages of 55 and 64;
- 18% between the ages of 25 and 34; and
- 18% between the ages of 65 and 74.

## Data Collected

- **39%** of the respondents believe that **Town events are being communicated more effectively than any other resource or service that respondents selected**, which could be because video is used to promote the event to the public;
- **22%** believe that **Council needs to be more open to public input when making decisions**. Respondents characterized Council meetings as “very secretive”;
- **38%** of respondents indicate **social media is their preferred method to receive information**;
- **29%** of respondents indicate **email blasts (newsletters) as their preferred method to receive information**;
- **12%** of respondents indicate that the **Town’s website is there preferred method of receiving information**;
- **23%** of respondents suggest there be **more given notice for public input during the development of public policy**;
- **63%** of respondents use their **mobile phones as the number one way to receive information**;
- **13%** of respondents feel **rural residents and/or those with accessibility issues have limited knowledge of Town services and resources** available to them.



The low number of submissions to this survey are a limitation to the analytical quality of the information returned. The 78 responses from the survey influenced this document but will not serve as a guideline for recommendations and tactics in this Communications Strategy.

### Section 3: Challenges Identified by Council, Staff, and Community

<b>CHALLENGE 1</b>	<b>CHALLENGE 2</b>	<b>CHALLENGE 3</b>
Community is unclear of roles and responsibilities of staff and how municipal services are distributed across departments.	Effective external and internal communication regarding resolutions of Council.	Lack of human resources to implement and monitor an effective communications strategy.

### Section 4: Goals and Objectives

#### Goal 1

That Council, Staff and Community have a clear understanding of municipal resources and services, and of the roles and responsibilities of each Town department.

##### *Objective 1*

- Improve knowledge of Town resources and differentiate Town and County services;
- Improve business attraction and retention for the Town; and
- Improve Community involvement by developing a diversified volunteer base.

#### Goal 2

That communication is consistent and information dissemination is streamlined - both internally and externally.

##### *Objective 2*

- Improve information flow and develop proactive communication across a variety of channels;
- Improve the Town's brand identity and tangible assets; and
- Improve the position of the Strategic Plan through external and internal communications.

### Goal 3

That online brand recognition is strengthened through multiple social media channels.

#### *Objective 3*

- Improve a “less is more” approach with online communications;
- Improve website traffic and interaction across all Town social media platforms; and
- Improve reliance on audience-driven tools to provide up-to-date and accurate information from all municipal departments.

### Goal 4

That appropriate communication is a consideration prior to implementing activities or operations that may affect services or interrupt Community function.

#### *Objective 4*

- Improve notification on internal and/or external communication prior to implementing an activity or operation,
- Improve knowledge of lead times for each communication channel; and
- Improve utilization of tools provided for the implementation of the Communication Strategy.

### **Section 5: Target Audience**

<b>EXTERNA</b>	<b>INTERNA</b>
<ul style="list-style-type: none"><li>• Residential</li><li>• Commercial</li><li>• Visitors</li><li>• Specified demographics (e.g. youth, seniors, etc.)</li><li>• Investors / stakeholders</li><li>• Media (digital, print, television, radio)</li><li>• Three levels of government</li></ul>	<ul style="list-style-type: none"><li>• Council</li><li>• Staff</li><li>• Volunteers</li><li>• Recruits</li><li>• Retired staff</li></ul>

### **Section 6: Council Communications**

#### Objective

That Council policies and decisions are communicated to the Town’s stakeholders and residents in a consistent, accurate, and timely manner and that the Community has a voice in the decision-making process.

## Current Council Communications

- Council agendas and meetings are posted on the “Agendas and Meetings” portal on the Town website;
- Council accepts open deputations from the public at each regular session without notice;
- Monthly departmental *Service Area Updates* provides Council with the status of current municipal projects and activities;
- Local radio announces scheduled Council meetings and highlights agenda items as well as providing follow-up the day after a meeting;

The above methods promote an open and transparent Council meetings. However, of the *Communications Feedback Survey* respondents,

## Recommendations

- Online platforms serve as the main source to communicate Council discussions to the Community while maintaining a traditional communications approach;
- Encourage use of online *Delegation Request Form* to appear before Council to ensure issues can be discussed with references to current data;
- Create information panels on the Town’s website to communicate Council resolutions and their impact on the community;
- Develop a template for Council briefing notes to highlight key points, flag issues and ensure that the information is accessible and understandable to Community stakeholders,
- Utilizing a standardized template requesting critical information will assist Councillors in their responses to Community queries (available online and at municipal offices),
- Explore live-streaming of Council meetings while respecting provincial accessibility regulations and cost-effective delivery.

## Tactics

- Email the resolution list and Council updates as a call-to-actions to municipal staff;
- Encourage the use of the *Delegation Request Form* that public can fill out online before appearing before Council. The deadline to submit a form will be the Monday at 4:30 p.m. before the desired Council date. This will ensure Council have relevant briefing notes and Town staff are able to research issues prior to being presented to Council;
- Send out regular media releases on important issues resolved by Council;
- Create an E-newsletter available to subscription by Community;
- Enhance *Service Area Updates* report to Council to include timely significant changes in projects (e.g. road work taking longer than planned); and
- Create an open portal on website and/or submission stations at municipal

offices for the Community to provide feedback on Council transactions.

*Please see Appendix C for examples of Council communications practices that the Town may consider adopting.*

## **Section 7: External Communications**

### Objective

That open and proactive communications are conducted to ensure the Community receives clear, relevant and timely information regarding what must be known (e.g. by-laws and regulations, payment due dates, closures, changes, accessibility, etc.) and what is nice to know (e.g. schedule of community events).

Addressing these areas will increase Community awareness of Town services and resources and differentiate Town from County offerings.

### Current External Communications

- Social media for online communications;
- Relaunch of website using accessibility standards (2017). The website is regularly maintained - information is timely and accurate;
- A weekly newspaper insertion has been used since 1998;
- Public information sessions are conducted to inform the Community on major capital projects or call-to-action for community improvements.
- Network with other municipalities through email and meetings to share best practices.

### Recommendations

- Continue using videos as a communications tool through social media in addition to text and images - videos are becoming a popular source to relay and receive information and are scalable as a communications tool. The Town's Facebook analytics indicates posts containing videos, instead of photos or text only, have substantially more audience engagement;
- Promote website's online form system to report issues within the Town, register for events and make payments online;
- Work with the County of Lennox & Addington to clearly differentiate Town and County services and coordinate communications on joint projects, such as the Dundas Street reconstruction or economic development projects that occur within the Town;
- The Town's corporate brand should be instantly recognizable to the Community;
- Use information from departmental *Service Area Update* to create an online newsletter on Town resources and services and encourage residents to

- subscribe;
- Use the incoming and outgoing Town roadway signage as a quick snapshot to represent what the Town has to offer;
- Promote that the Town is working towards a more accessible community and highlight accessible features such as the Council Chambers at Town Hall being accessible by a lift or the new audible crosswalks. Also highlight the rural areas and services available to rural residents;
- Continue using the visual advantage of online interactive maps to help people understand Town services such as garbage and recycling routes, the boundaries of each ward and in which ward residents live and vote; and
- Promote the ability for the public to subscribe to website updates, such as News and Notices.

### External Social Media Tactics

- Develop video that can be used on social media and the website on content such as:
  - Highlights of Town services and resources,
  - “How To” and “Did You Know?” videos for Town services, introducing Town staff, roles/duties and which department to contact for services,
  - Public Service Announcements (e.g. proper behaviour at hockey games, or how important it is to have a carbon monoxide detector in your home),
  - Volunteer testimonials,
  - Communicate messages showcasing the Town as a great place to live and do business, and that the Town supports young entrepreneurs and considers economic development a priority,
  - Virtual tours of the public areas of the sports facilities, historic sites, and natural landscape,
- Consider developing an SMS (texting) communication system so that the public can subscribe through text to receive notifications on emergencies, events, road closures, etc.; and
- Create online surveys engaging audience feedback or opinions on upcoming projects or changes to services.

### External Website Tactics

- Create easier navigation portal,
- Create a volunteer recruitment page,
- Add a service responsibility description on staff directory;
- Develop a monthly Community subscription E-newsletter;
- Online purchases and payments;
- Online version of the *Municipal Services Calendar*, and
- Utilize online mapping feature on website.

## Traditional Communication Tactics

- Conduct public service announcements (PSAs) on the radio introducing staff and services;
- Town brand on all vehicles, equipment, uniforms, signs, correspondence and facilities owned and operated by the municipality;
- Continue using the print copy of the *Municipal Services Calendar*, and ensure it is accessible to all target audiences;
- Treat newspaper space in the same way as the Town's social media to have a consistent platform for all departments to share information to the public;
- Use incoming and outgoing roadway signs for notifications such as burn bans, tourist attractions, and other information of interest or importance to visitors and residents;
- Use the video monitors sports facilities as a marketing and communication distribution platform.

*Please see Appendix B for examples of external communications practices that the Town should consider adopting.*

## **Section 8: Internal Communications**

### Objective

That internal communication processes are integrated with external communications tactics.

### Current Internal Communications

- Monthly *Service Area Update* report to Council gives a snap shot of current departmental projects and is circulated to all staff;
- "Out of office" email and voicemail notification are an underused communication tool;
- Regular staff meetings and ongoing staff training for all employees;
- Staff are required to submit regular reports and presentations to Council regarding capital projects, development, programming and activities.

### Recommendations

- Central staff meetings when appropriate,
- Develop protocol for "Out of office" email and voicemail notifications,
- Adopting the regular use of an Intranet
- Standardized signature blocks for email,
- Regular updates and distribution of staff contact list; and
- Communications Committee with representation from all departments/buildings.

## Tactics

- Encourage all staff to use Intranet;
- Develop process for Communications Plan template to access external communication channels;
- Create a template for a Communications Updates report which will be incorporated into Senior Management meetings; analytics from web site and social media platforms and communications contributions to projects and events;
- Develop branding standards protocol; and
- Encourage staff response times to internal and external e-mail within two business days and “out-of-office” notifications employee expects to be out of the office for more than two business days.

*Please see Appendix A for examples of internal communications practices that the Town should consider adopting*

## **Section 9: Social Media**

Since September 2017, there has been consistent maintenance of the Town’s two main social media platforms, Facebook and Twitter. A morning post and an afternoon post are made on each platform daily. Posts reflect services and resources from all departments, are quick and simple, and refer audiences to visit the Town’s website or to perform a call to action to receive further information. Regularly posting content from all departments increased the Town’s Facebook audience by 350 followers and Twitter audience by 106 followers (Sept 2017 to June 2018). Social media trends are being monitored and will be adopted when appropriate.

### Objective

That the Town utilize its social media platforms to build the Community knowledge of services and resources and enhance audience communication and engagement.

### Recommendations

- There be a central staff resource for oversight, consistent content creation, monitoring and evaluation of all online communications;
- Develop a social media protocol to help manage and maintain all social media platforms;
- Create a generic hashtag (e.g. #GreaterNapanee) to use on social media posts to create a unified trend and appear more frequently in social media searches and discussions; and
- Close inactive accounts.

## Tactics for Social Media

- A social media protocol for the effective use and maximum reach of each platform;
- Establish benchmarks and set targets to expand viewership;
- Deactivate accounts on platforms that are not meeting expectations;
- Additional accounts created for a distinct target market not reachable through the Town's central platforms – approved by Senior Management Team;
- Keep all social media platforms distinguishable. Identify which platforms function best with what is being communicated. Keep brand recognition strong and only post relevant information within the Town; and
- Create social media campaigns that encourage community involvement and engage online interaction, while informing stakeholders about resources and services; and
- Encourage Council and staff to familiarize themselves with the Town's Social Media Policy on best practices and online conduct.

## Tactics for Facebook and Twitter

- Continue to build a steady and consistent online presence across all departments. Share a range of content regarding:
  - Council decisions and/or Council meeting updates
  - Town services and programs,
  - Communicate a clear call to action in case of an emergency and promote which social media platform(s) the public should primarily refer to in case of an emergency,
  - Important news and notices from all municipal departments,
  - Town-sponsored events,
  - Development applications,
  - Budget information,
  - Success stories and positive media coverage on departments, businesses, organizations, events or residents in the Town,
- Departments remain responsible for website content and the appointed website administrators' proof, read and/or edit the content and publish the information while ensuring Communications Plans are centrally submitted; and
- Monitor and respond to comments and private messages on social media, if necessary, and communicate feedback to senior managers.

## Tactics for Live APP, YouTube, and Instagram

- The "Town of Greater Napanee" YouTube channel will be managed centrally;
- Instagram and YouTube accounts will be developed to showcase the Town, departments, services, residents, etc.;
- Rebrand and market the Greater Napanee Live App as a platform primarily for the Riverfront Festival and analyze the results to determine its

- effectiveness, and review whether other services could benefit from its use; and
- Social media platforms, such as Snapchat, LinkedIn, and Flickr, will be regularly reviewed as alternate platforms and activated when appropriate.

*Please see Appendix D for examples of social media communication practices that the Town should consider adopting.*

## **Section 10: Media Relations**

### Objective

That strategic practices be implemented and focused on enhancing media relationships, growing the Town's brand and reputation, and informing and engaging the Community.

### Recommendations

- Appropriate media enquiries should be addressed promptly to accommodate publication, posting or broadcast deadlines, wherever possible, to ensure communication with the media is positive, consistent, well-informed and timely;
- Plan operational dates around press-time deadlines. Ensure that all communications are sent to the Communications Intern beforehand so that there is time to get it out to the public well in advance;
- Appoint authorized spokespersons and establish protocols of managing communications to the media to limit the possibility of miscommunication. It is recommended that the Mayor and the CAO serve as active spokespersons. The CAO may delegate other staff as spokespeople where it is appropriate to address specific departmentally focused items,
- All senior staff are required to pass on important information to the central communications which may be used as a basis for a press release; and
- Media relations training of staff and Council including how to communicate to the media during a crisis.

### Tactics

- The media relations portion of this strategy does not apply to Crisis Communication during emergency situations. A Crisis Communications Plan will be developed as an appendix to the Town's Emergency Management Plan detailing the protocol for emergency media relations;
- Maintain a current media contact sheet with the relevant media outlets;
- Continue with the Town's weekly newspaper insert to communicate upcoming meetings, public notices and events, ensuring that the information

- is also posted on the Town's web site and on social media as well as circulated to the local radio station;
- Share positive news stories with the media as they arise (i.e. new staff appointments, special events, etc.); and
  - Develop a communications network with the County, OPP, and other appropriate agencies.

## **Section 11: Action Plan**

This Communications Strategy will be 'living' document, and the action plan will be updated and revised. Communications tools and tactics are continually being developed and new approaches are being utilized by municipalities.

### Processes

#### *Daily*

- Monitoring online requests and responding to messages;
- Continue maintaining a steady and consistent presence through social and traditional media for all services and resources to share information to the public;
- Continue to improve communication and information exchange between Council and staff and Council and the public;
- Continue to promote the use of the website's online forms for contributing feedback and suggestions to the Town; and
- Continue to review website, cleaning up pages and making sure information is up-to-date and accurate.

#### *Weekly and Bi-weekly*

- Communications updates will be incorporated into Senior Management meeting agendas;
- Develop newsletters containing information on projects, Council meetings, events etc. and sent out to subscribers;
- Send a debriefing of Council meetings to Communications Intern, who will produce a list of highlights or call-to-actions that will be emailed to Town staff;
- Continue using the video monitors at the Strathcona Paper Centre as a marketing platform to run notices, due dates, upcoming event announcements, etc.;
- The Town's Instagram and YouTube accounts will be developed and have content added to them; and
- Continue using the Town's newspaper inserts to communicate areas of all departments by sending communications pieces from each week's ads.

### *Monthly*

- Conduct public service announcements on the radio introducing staff and services;
- Develop public questionnaires and surveys; and
- Use incoming and outgoing road way signs to advertise.

### *On-going*

- Adopt intranet to improve internal communications and ensure staff receive proper training on how to use it. Provide consistent maintenance and training;
- Departments will meet with Communications Intern on upcoming projects and will fill out the Communications Plan template together and execute a communications plan per project to ensure all projects are being communicated to the public effectively;
- Communications Plans for all major Town events;
- Update Organizational Chart detailing the roles and responsibilities of each department as needed when new staff are hired, or positions are created;
- Branding standards protocol will be applied to all correspondence, including email signature blocks;
- Staff will use “out of office” notifications for email and voicemail when they know they will be out of office for more than two business days.
- Video content introducing staff, services and resources will be developed and used on social media platforms and website;
- A SMS (texting) communication system will be developed;
- Continue using the Municipal Services Calendar as a communications tool both online and traditionally for information on Town services and resources;
- Continue using mapping application as a visual communications aid for some areas of the website. Continue developing maps through the program;
- Continue sending out regular media releases;
- Promote an information station at municipal offices where members of the public can submit questions and concerns to be addressed at Council;
- Have a Social Media Strategy in place to ensure best practices. Editing and revision will be ongoing as new communications approaches are created;
- Deactivate accounts on platforms that are not hitting target audiences effectively;
- Create social media campaigns for all departments;
- Create communications strategies for all Town upcoming projects;
- Develop a Crisis Communications Plan as part of the Town’s Emergency Management Plan which details the protocol for emergency media relations. Editing and revision is an ongoing process as new crisis communications approaches are introduced; and
- Create a volunteer connection page on the website to encourage volunteer recruitment for Town events. Ongoing updating as volunteer opportunities arise.

## Evaluations

### *Daily*

- Develop more departmental promotional campaigns and analyze which platforms to run them on based on evaluating success and analytics throughout the year. (daily, weekly, monthly process);
- Continue effective communications practice which were developed in 2018;
- Use spread sheets to monitor the amount of radio ad space and newspaper ad space each department is receiving to relay messages to ensure all departments are getting the same amount of promotion; and
- Continue to monitor social media platforms and determine which platforms are reaching the target audience most effectively.

### *Weekly*

- Analyze the effectiveness of the Town's current communications tools, including evaluating website traffic and social media analytics; and
- Implement new practices aimed at increasing public participation at community forums, workshops, open houses and meetings.

### *Monthly*

- Evaluate the quality of local media coverage to determine if media relations are meeting objectives;
- Ensure Town staff contact directories are current;
- The Communications Strategy is evaluated to determine its overall success in meeting set objectives. Communications Intern meet with departments and discuss how communications is helping meet needs, how to further develop efforts and determine what areas still need improvement; and
- Tactics are revised or added in accordance with Council strategic priorities.

### *Semi-annual*

- Evaluate effectiveness of Intranet in strengthening internal communications. Analyze effectiveness of internal communications tools, processes and procedures;
- Request direction from citizens regarding which channels they use to send and receive information and deactivate ones that don't appear to be effective; and
- Meeting with new Council to discuss their approaches on Town Communications.

## **Section 12: Measurement**

- Number of media releases issued;
- Quantity of media coverage – news articles, radio segments, interviews, etc.;
- Quality of media coverage – analysis of content to assess pick up of key messaging and overall tone of coverage;
- Decreased number of public calls inquiring about resources;
- Less staff pondering which department is best suited to field a question;
- Google Analytics and social media analytics to monitor and measure traffic;
- Number of presentations at Council;
- Regular staff meetings to see if number of questions has decreased
- More positive media;
- More people participating in events and more volunteers;
- More online submission forms;
- Growth of followers and likes on corporate social media accounts. Growth of retweets, mentions, likes, comments and shares of content posted through corporate accounts;
- The ability to provide timely, accurate responses to inquiries received via corporate accounts; and
- Maintain regular website monitoring.

## **Section 13: Conclusion**

Dedicated communications are an organizational best practice for municipalities of all sizes. The Town Greater Napanee has reached a stage where it is both appropriate and necessary to make an investment in communications. With a central communications resource, the Town can coordinate its efforts and adopt a proactive approach to providing pertinent and accessible information to its stakeholders through a variety of platforms.

The return on this investment would be greater understanding by the public of the Town's resources and services, a more engaged and informed community and improved Council/public relations. More importantly it will a measurable tool as the Town implements its Strategic Plan.

## Appendix A

**Prince Edward County – Branding Manual:** The branding manual has templates for all County correspondence. The Town of Greater Napanee has its own Branding Manual, however it is lacking a template for email signatures.

**Online Link:** <http://www.thecounty.ca/media/pecounty/documents/department/communications/PEC0019B randManualFinalWEB.pdf>

**Richmond Hill – Communications Plan for Event Planning:** Richmond Hill develops communications plans for all major town events.

**Online Link:** <https://www.richmondhill.ca/en/shared-content/resources/documents/Events-2016-EventsPlanningManual.pdf>

## Appendix B

**City of Kingston - Radio Example:** Public Service Announcements introduce a City employee, their role, which services this employee can be contacted about and any important information from the employee's department that residents should be aware of.

**City of Brampton – Online Organizational Chart:** The Organizational Chart lists all departments. Users can click on each department to get a description of the positions and its services.

**Online Link:** <http://www.brampton.ca/EN/City-Hall/Departments/Pages/welcome.aspx>

**Municipality of North Perth - Volunteer Recruitment Webpage Example:** Perth devotes a page on its website for volunteer postings/sign up within the municipality.

**Online Link:** <http://www.northperth.ca/en/ourcommunity/volunteer.asp>**Evanston County (United States) – SMS Text Notifications Services:** Residents subscribe to receive automatic text updates on emergencies, road closures, events etc.

**Online Link:** <https://snapengage.com/live-chat-for-government-municipalities/>

**City of Oshawa – Online Newsletter:** Residents can sign up for the online newsletter on Oshawa's website. They can select which topics they'd like to receive information on. **Online Link:** [http://www.oshawa.ca/subscribe?\\_mid\\_=463](http://www.oshawa.ca/subscribe?_mid_=463)

## Appendix C

**Town of Gibsons, B.C. – Council Online Newsletter & Delegation Request Form:** Newsletter highlights budgets, Council updates, ongoing and upcoming projects etc. A webpage that explains the process for presenting at Council and provides a Delegation Request Form to fill out prior to appearing before Council.

**Online Links:** [file:///C:/Users/bclement/Downloads/2017-05%20-The%20Gibsons%20Way- reduced%20\(2\).pdf](file:///C:/Users/bclement/Downloads/2017-05%20-The%20Gibsons%20Way- reduced%20(2).pdf)  
<http://www.gibsons.ca/appearing-before-council>

## **Town of Witchurch-Stouffville – “Council Meetings & Communications”**

**Webpage:** Page provides information on how to appear before Council and a link to the Council newsletter. **Online Link:** <http://www.townofws.ca/en/town-hall/council-meetings.aspx>

## **Appendix D**

**County of Northumberland - Waste Reduction Week Campaign:** To capture interest about waste reduction, the County paired waste statistics and messaging about its Long-Term Waste Management Plan with home recipes through video to achieve a large audience reach and engagement. The goal was to use creative pairing to make waste messaging more palatable. A

90-second video was released each day for a week to Facebook and Twitter. Videos featured a local chef demonstrating recipes that reduce waste by using leftovers.

Viewers were

encouraged to like, comment and share posts using the hashtag

*#GreatTasteLessWaste* for the chance to win prizes.

### **Online Links:**

[https://www.facebook.com/ncounty/photos/a.505440786328743.1073741828.505384116334410/688462798026540/?type=3&theater\\_](https://www.facebook.com/ncounty/photos/a.505440786328743.1073741828.505384116334410/688462798026540/?type=3&theater_)

<https://www.facebook.com/ncounty/photos/pcb.688441394695347/688440674695419/?type=3&theater>

<https://www.youtube.com/watch?v=yTD-21xN7kQ&feature=youtu.be>

**City of London – Video Example:** Brief two-minute videos on the city’s website highlight and

simply explain department roles and how city services run.

**Online Link:** [https://www.youtube.com/watch?v=\\_DI1T-qnfbo](https://www.youtube.com/watch?v=_DI1T-qnfbo)

**City of Guelph – YouTube:** Guelph’s YouTube channel highlights city services, government processes and plans, and the best places to eat, stay, and tour while in the city. By using professionally-made videos, small pieces of information and facts, the channel extends the reach of Town communication.

**Online Link:** <https://www.youtube.com/user/cityofguelph>

**City of Belleville’s Facebook Page - Social Media Example:** Belleville uses its Facebook page for event promotion, development updates, “Did You Knows,” “How To,” staff highlights, featured businesses, City by-laws, etc., that all link to corresponding pages on the City’s website.

**Online Link:** <https://www.facebook.com/www.city.belleville.on.ca/>

**Municipality of Tweed – Strong Facebook and Twitter Presence:** Tweed uses alliances with stakeholders to generate a strong online presence through its Facebook and Twitter accounts. Looping in these key partners can boost the reach of posts and attract engagement from individuals who might not have seen Tweed’s pages organically. Tweed runs a variety of engagement campaigns through social media, which guides people to tag, like, and share content. Tweed also uses local businesses in features like “Facebook Life” to generate hype. **Online Links:** <https://www.facebook.com/tweedontario/>  
<https://twitter.com/tweedontario?lang=en>



**Prince Edward County – Instagram:** The County posts beautiful and engaging content of local attractions in the County that make you want to visit the area. The County uses the channel to promote local businesses and “secret spots,” generating engagement between citizens and visitors.

**Online Link:** <https://www.instagram.com/visitthecounty/>



## Appendix E

### The Town currently operates numerous social media accounts (as of July 9, 2018)

Account Name	Platform	Purpose	Managed By	Audience	Frequency
Town of Greater Napanee	Facebook	Main Corporate Presence	Communications Intern	3,179	High
Greater Napanee Hometown Market	Facebook	Annual Hometown Market	Communications Intern	599	Low to Medium
Arts & Culture Advisory Committee of Greater Napanee	Facebook	Main Arts & Culture Advisory Committee	Communications Intern	401	Low to Medium
GN Youth	Facebook	Greater Napanee Youth	No One	6	Low
@Greater_Napanee	Twitter	Main Corporate Presence	Communications Intern	1,943	High
@NapEmergServ	Twitter	Fire Services	Emergency Services Department	529	Medium to High
@GreaterNapanee	Instagram	Main Corporate Presence	Culture Summer Student & Communications Intern	547	Medium
Lyndsay Tee	YouTube	Main Corporate Presence	No One	0	Inactive
Town of Greater Napanee	Live App.	Main Corporate Presence	Communications Intern / Economic Development Coordinator	77	Low
@GNTownMarket	Twitter	Platform for Hometown Market	Summer Students	0	Just created

The graph below shows the increase in subscribers/audience/followers on all Town social media platforms from July 9, 2018 until October 12, 2018 (when this Communications Strategy was recently revised). The blue bars represent the platforms' audiences in July; the yellow bars are the same platforms comparing the increase in audience as of October 2018. The bars below are in the same order that the platforms appear in the chart above.

