

Communications

This period report highlights communication activities from May 1 to August 31, 2025.

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Communications staff met regularly with departments and provided communications support to various projects and day-to-day content.

HIGHLIGHTS

ENG/PW: Launched Memorial Banner campaign for 2025; shared active transportation project information + traffic notices

CORPORATE SERVICES: Social media campaign to recruit council committee members; worked with archivist on “Back to School” archival photos for public campaign; worked with staff to update walking tour brochures; promoted council meetings

PARKS + REC: Dedicated posters promoting new mobile-friendly “Dogs in Parks” map; promoted Gorge Flood Adaptation Survey + attended information booth with Parks Manager; created online open house to celebrate Gorge Park’s 120th anniversary; supported 2025 ParticipACTION Community Challenge communications

PUBLIC SAFETY: Worked with Emergency Manager on website content updates and layout; arranged for live radio coverage at Emergency Preparedness Fair; redesigned Fire Safety Brochure with content from EFRS; drafted terms of reference for Emergency Communications plan; shared EP Week info

DEVELOPMENT SERVICES: Promoted OCP recalibration on all township channels; worked with consultant on graphics

HR + COMMUNITY RELATIONS: Designed and published 2024 Annual Report; shared Moosehide Campaign information with staff + public; held interview preparation sessions with some senior staff; drafted corporate writing style guide; updated Council Priority Plan

FINANCIAL SERVICES: Created and shared property tax information newsletter; designed budget book layout



OTHER COMMUNICATIONS SUPPORTS

- **Celebration of Lights Committee:** designed + shared volunteer recruitment posts
- **Island Health:** designed + shared beach advisory posts
- **SD61:** shared public meeting engagement materials;
- **ETAG:** created kickoff event posters/ digital designs, news release + social media promotion;
- **Esquimalt website:** edited ~360 website pages for content + design

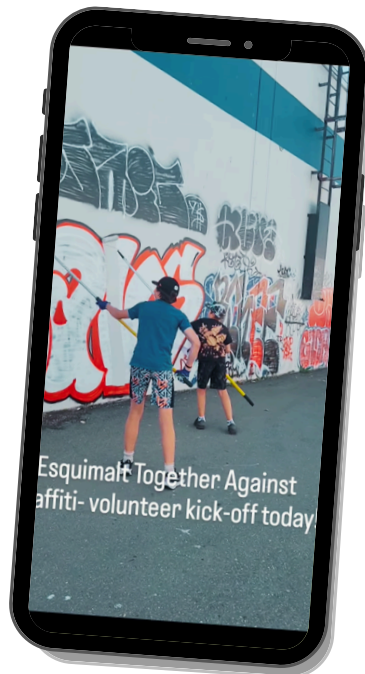
Communications

SOCIAL MEDIA Facebook | Instagram | LinkedIn

 **4.5%**
TOTAL # OF FOLLOWERS

 **19.9 %**
TOAL # OF IMPRESSIONS

 **8.9%**
TOTAL # OF POSTS



Most **popular post**: promoting ETAG kickoff event

POST VIEWS 8,131
68 LIKES

* Impressions: the number of times posts on a Facebook, Instagram or LinkedIn account appeared on someone's screen.

Note: as of August 2025, EFRS and the Emergency Manager under EFRS supervision are now creating fire and emergency-related Facebook posts.

Public information

-  9 media releases issued
-  26 total news items added to the website
-  10 traffic notices and public advisories issued



Newsletters

Designed & issued the summer edition of The Current via hard copy (**11,000 copies**) and digital newsletter

9 e-newsletters sent to ~600 subscribers (**61% open rate**)

TOP WEB PAGES

1. Parks and Recreation
2. Homepage
3. Drop-in schedules



21.2% increase

3,598 to 4,576 subscribers in this period



WHAT TECH DO PEOPLE USE TO ACCESS OUR WEBSITE?



41.6 % desktop
58.4% mobile & tablet