



This period report highlights communication activities from Jan 1-Apr 30, 2026

## HIGHLIGHTS

**ENG/PW:** Supported Esquimalt Road Phase 2 communications with graphic design, report review and social media

**FIRE DEPARTMENT:** Created monthly calendar to outline media outreach, social media posts and other communications opportunities.

**FINANCE:** Created tax notice informational brochures and general tax communications in collaboration with Finance.

**CORPORATE SERVICES:** Supported Archives staff in BC Heritage Day promotion, Vimy Ridge and HMCS Esquimalt featured collections; promoted public community satisfaction survey online and through newsletters.

**PARKS + REC:** Supported Greenshores ribbon cutting event with graphic design and logistical planning; supported Recreation Strategic Planning survey communications with graphic design and social media work

**PUBLIC SAFETY/BYLAWS:** Digitized bylaw offense notice form adding an online option rather than paper only; added seasonal flood safety information to social/website; shared a number of related emergency preparedness & fire information from external agencies.

**DEVELOPMENT SERVICES:** Worked with staff on Development Capacity Study public engagement strategy.

## OTHER COMMUNICATIONS WORK:

- **Attended** a Natural Asset Management presentation by CRD
- **Promoted** various illumination and proclamation requests and observance days on social media (20), including **Indigenous Languages Day, Pink Shirt Day and Day of Mourning**
- Held monthly or bi-monthly **communications strategy** meetings with individual senior staff
- Held **media preparation sessions** with senior staff prior to interviews
- **Updated** the Council Priorities Plan and the Budget book for council review.
- Created **business-focussed ads** promoting WhyEsquimalt including BC Guide to Art and Culture; published quarterly “Experience Esquimalt” insert in the TC
- Met with **new Esquimalt Chamber ED** to discuss collaboration opportunities
- Connected staff with **Creative B.C** to update photo bank for film scouts.
- Worked with Economic Development Manager on **refining new visitor guide.**

# Communications

## **SOCIAL MEDIA** Facebook | Instagram | LinkedIn |



**5.6%**

**TOTAL # OF FOLLOWERS**



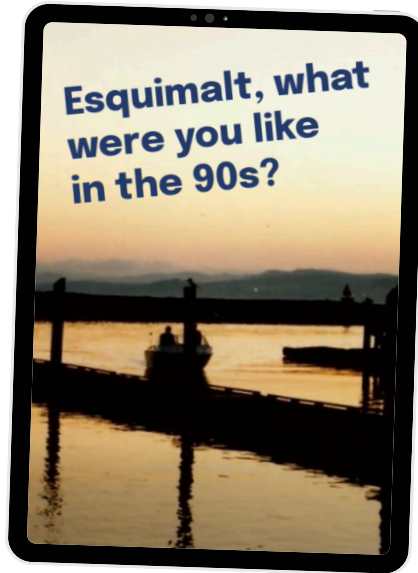
**7.4%**

**TOTAL # OF LIKES/REACTIONS**



**8.7%**

**TOTAL # OF POSTS**



Most **popular post:**

“Esquimalt in the 90s”  
nostalgia (IG & FB)

**30,000**  
**POST VIEWS**

**357**  
**LIKES**

\* Likes/reactions: the number of times posts receive a reaction on a Facebook or LinkedIn account, or receive a like on an Instagram account.

## Newsletters



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

**9** e-newsletters sent to ~600 subscribers (**66% open rate**)

**MADE ~250 EDITS TO ESQUIMALT.CA**

## Public information

**6**

media releases issued

**11**

total news items added to the website

**3**

traffic notices and public advisories issued



**Esquimalt**  
**ALERT**

**5.2% increase**

4,737 to 4,981 subscribers in this period

## TOP WEB PAGES

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



**WHAT TECH DO PEOPLE USE TO ACCESS OUR WEBSITE?**



54% desktop

46% mobile & tablet