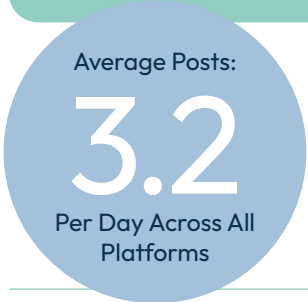


# Communications

This period report highlights key communication campaigns, events and engagement metrics. We are currently seeing positive uptick on social platforms and slight decreases in web traffic.



1. Recreation
2. Home Page
3. Drop-in Schedules



**Impressions:** The number of times Esquimalt's posts appeared on user's screens



**8** Event/News Newsletters sent



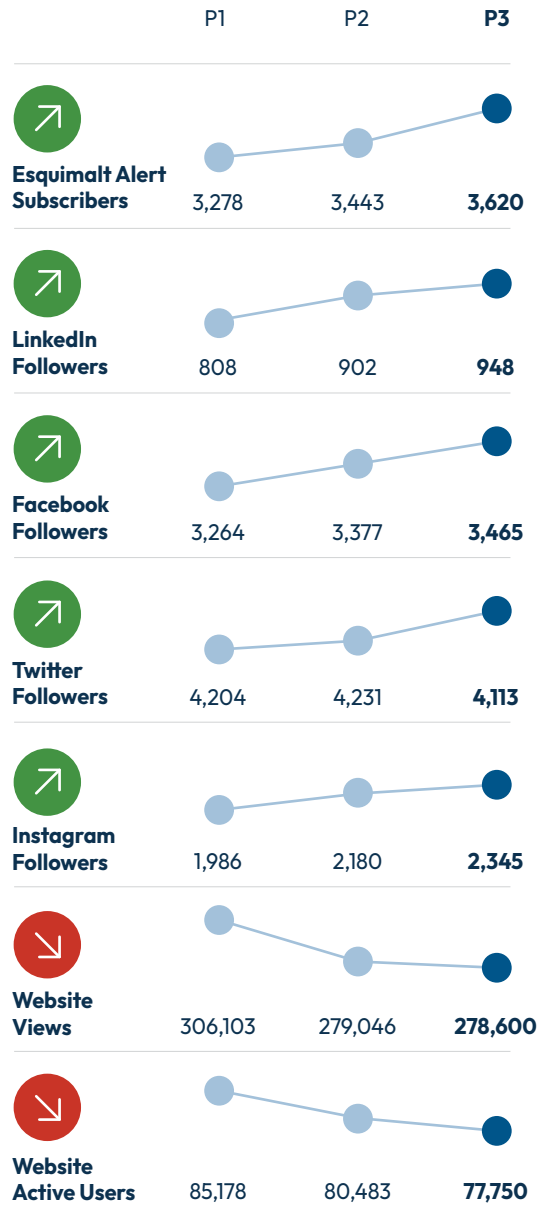
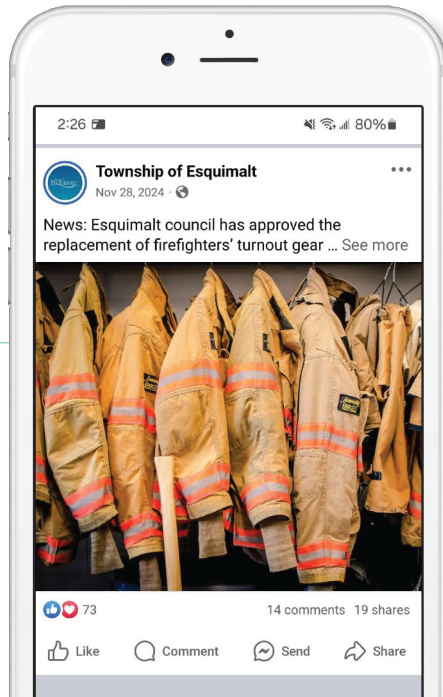
**61%** Average Newsletter Open Rate



**14** Traffic Advisories Using Esquimalt Alert



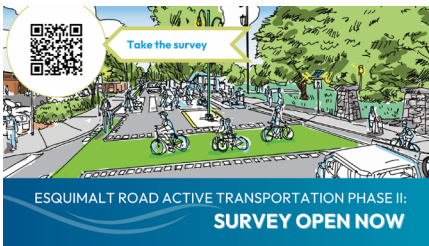
**7** Media Releases Sent



# Communications

## Activity Highlights

- 1 Participated in the unveiling of the climate art mosaic, a project hosted by the Township in collaboration with RRU and UVic.
- 2 Communicated significant road closures using Esquimalt Alert, social media and township website
- 3 Launched a GIS-based catch basin map for public information



- 4 Launched communications, media releases, ads and survey for Phase 1 and 2 of the Esquimalt Road Active Transportation Improvements & Underground Utility Renewals Project



- 5 Created communications materials and promoted business and dog licence online payment platform
- 6 Created communications materials and promoted Archives exhibits on social media and on website
- 7 Created communications materials and promoted the annual food drive
- 8 Created communications materials and promoted Accessibility Plan public review
- 9 Created communications materials and promoted committee recruitment for council committees
- 10 Created communications materials and promoted Esquimalt Fire Rescue open house, firefighter recruitment and public safety messaging
- 11 Promoted Parks and Recreation news and initiatives
- 12 Collaborated on staff BBQ planning and execution
- 13 Designed and distributed staff newsletter, The Current newsletter and Experience Esquimalt
- 14 Participated in multi-agency (DND, Provincial and local government members) emergency response scenario

- 15 Created news release for Small Business Week to highlight Esquimalt-based businesses



- 16 Invited media and authored news release for First nation flag raising
- 17 Created ad for South Island Powwow event program
- 18 Executed Council Priorities Plan content & design updates
- 19 Held individual departmental meetings to discuss upcoming communications priorities
- 20 Identified gaps in township photo galleries and sourced local photographs to supplement
- 21 Monitored website twice weekly for quality control

### Most Popular Instagram Post

**113** Likes    **2,484** Reach