

# Communications



This period report highlights communication activities from January to April 30 2025. Included are qualitative data and project-related activities that contribute to overall corporate communications efforts.

Met regularly with departments and provided communications support to their projects:



**ENG/PW:** Esquimalt Road Phase II: promoted open house, created social media content and attended open house with project team

**CORPORATE SERVICES:** Designed themed display, "Elections from the Past", in collaboration with Archives

By-election: designed posters, digital graphics, website materials etc., to promote by-election. Issued media release and responded to interview questions

**PARKS:** Public dock engagement: prepared survey, project website information, digital boards, social media posts and other promotional materials to encourage open house attendance and survey participation

**ALL:** Promoted observance days, proclamations and other days of significance including BC Heritage Week, Black History Month, Day of Mourning, Earth Day, National Volunteer Week and others

**ESQUIMALT FIRE:** Memorial Hockey Tournament: issued media release, promoted event on social media, website, etc.

**ECONOMIC DEVELOPMENT:** Supported manager with branding project activities- graphics, promotion, etc.



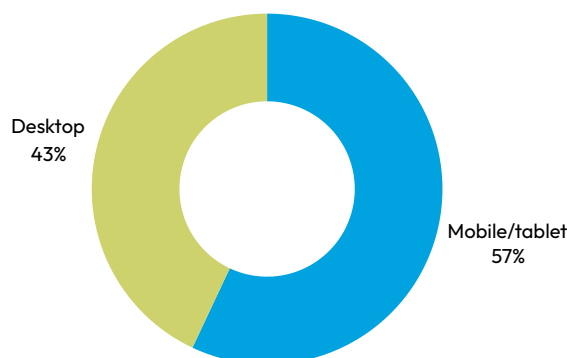
3.4% increase

3,474 to 3,598 subscribers

10

traffic notices and advisories issued

## WEBSITE ACCESS



### Most popular pages

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

# Communications

## Social media



### Followers

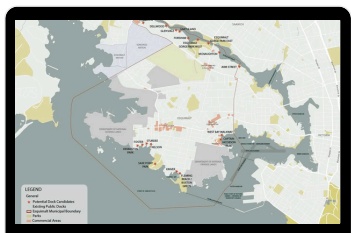
Facebook- 1.1% increase  
Instagram- 7.5% increase  
LinkedIn- 10.2% increase



### Post Impressions

Facebook- 45.4% decrease  
Instagram- 29.5% decrease  
LinkedIn- 14.8 2% decrease

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



Most popular post: Promoting the dock survey (Facebook)

POST VIEWS  
**34,658**



## Training & development



Attended 'Advanced Communications' course through the Local Government Management Association



Undertook Privacy Impact Assessment training



Attended two local government communicators meetups to share ideas and insights

## Public information



media releases issued



news items added to the website



## Newsletters

Issued **quarterly staff newsletter** (hard copy & email)

Issued the spring edition of The Current via hard copy and digital newsletter (**10,000 copies**)

**12** e-newsletters issued to ~1,000 subscribers (**61% open rate**)