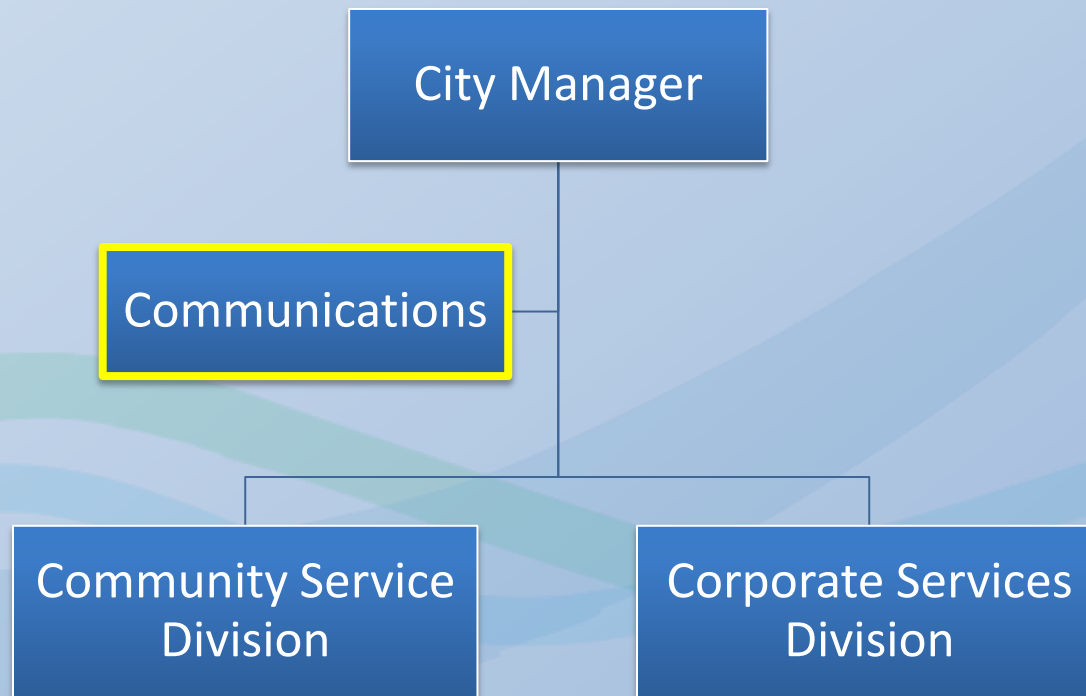# Presentation Highlights

- Communications function

- Types

- Announcements

- Social Media

- Website

- Advertising / Marketing

- Internal Communication

- Emerging Trend

Communications function within City

Office of the City Manager

Communication function – positions

- Three positions consolidated into coordinated function during the 2013 organizational review

- Positions distributed in different locations

- Support provided to all departments

Communications Manager

Communication & Marketing Specialist

Graphics Specialist

CITY OF NANAIMO
THE HARBOUR CITY
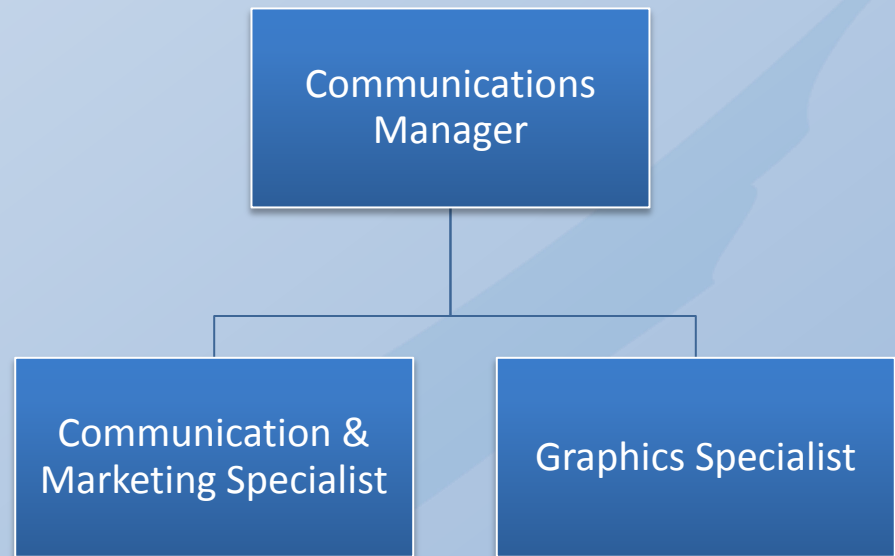
Types of support

Communication Plans

Writing

Advertising

Question and Answers

Backgrounders

Brochures

Event Planning

Training

Newsletters

Graphic Design

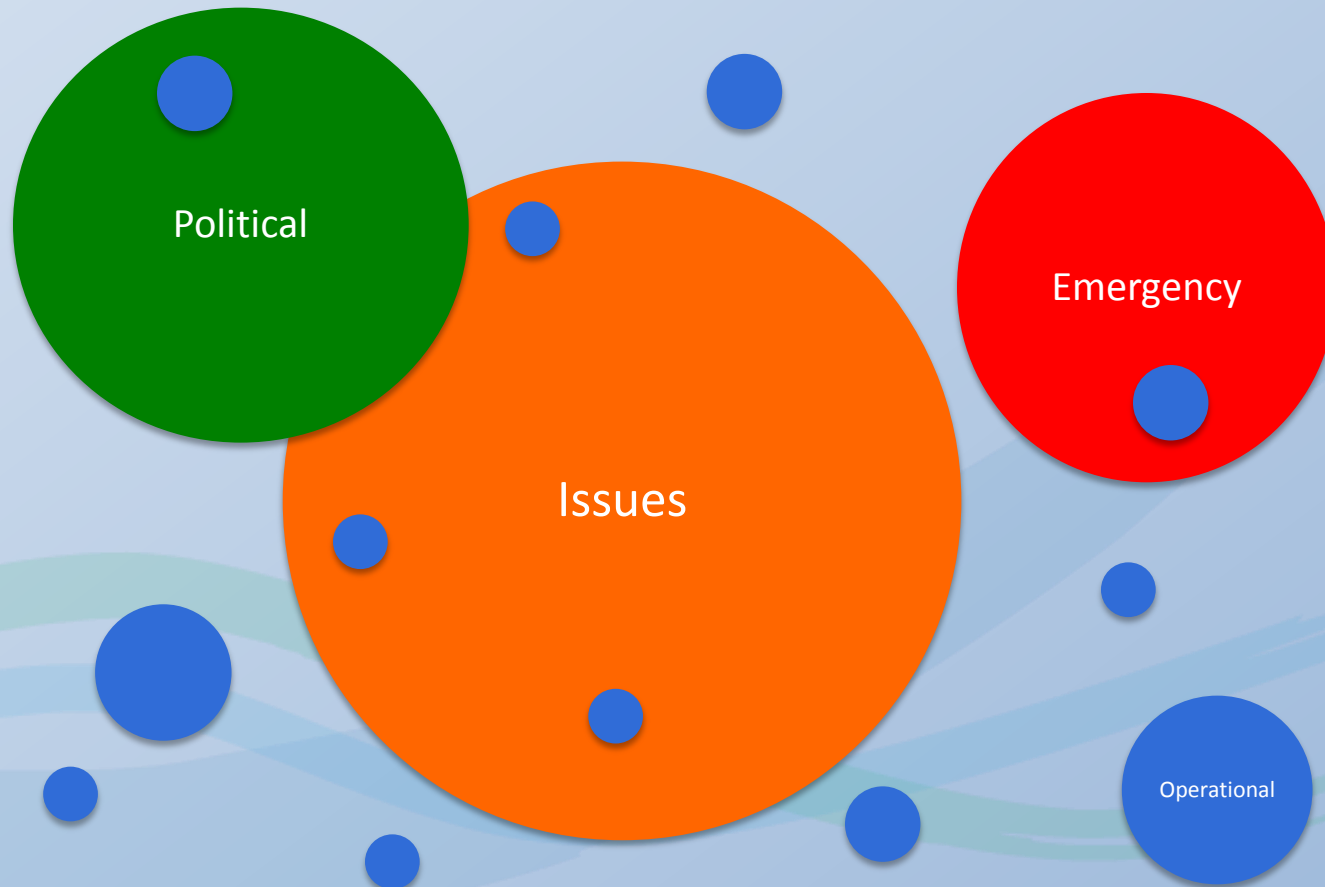Social Media

Flyers

Reports

Editing

Correspondence

Posters

Web Updates

Public Notices

Marketing Plans

Speeches

CITY OF NANAIMO
THE HARBOUR CITY
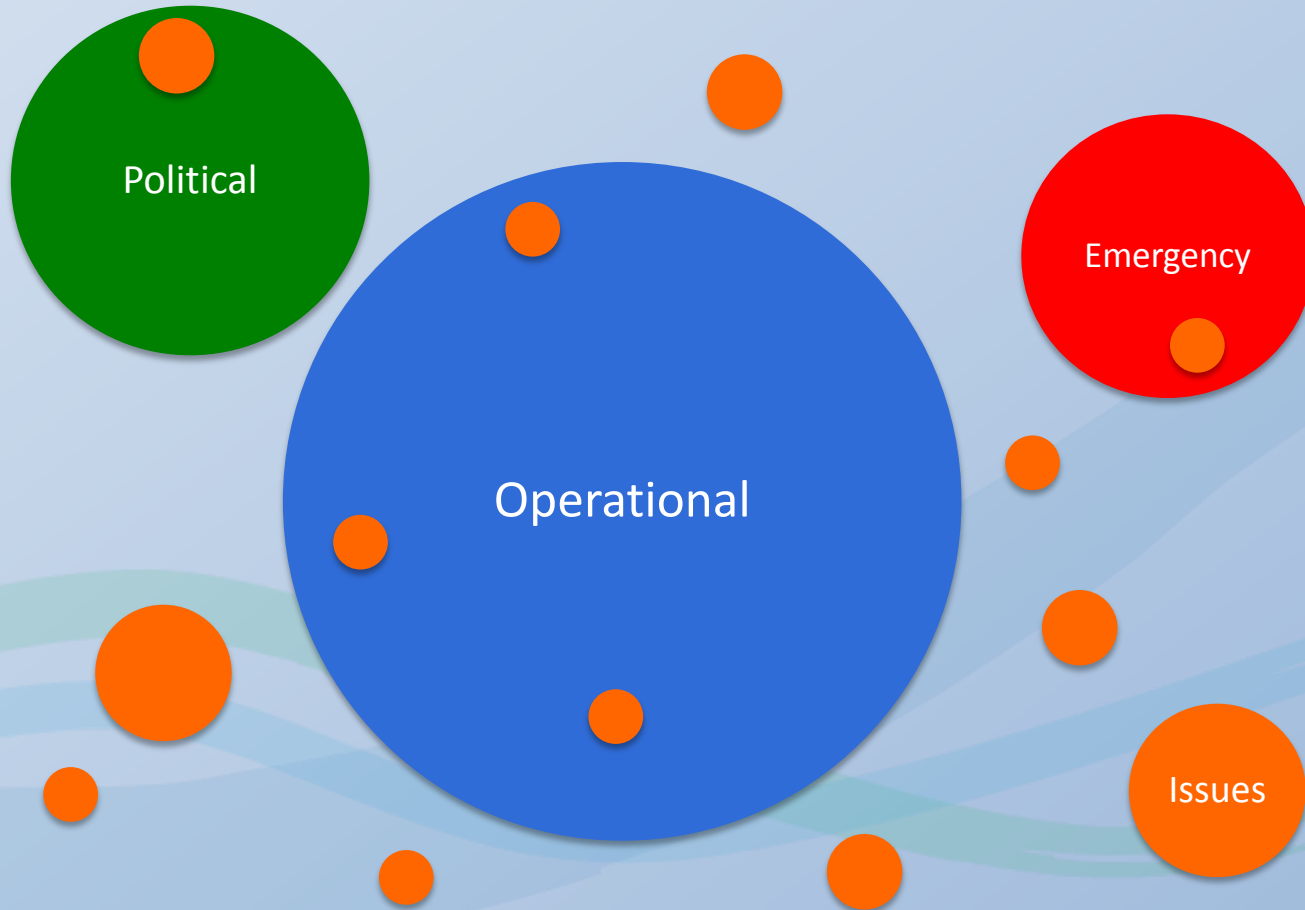
Types of communications – by perception

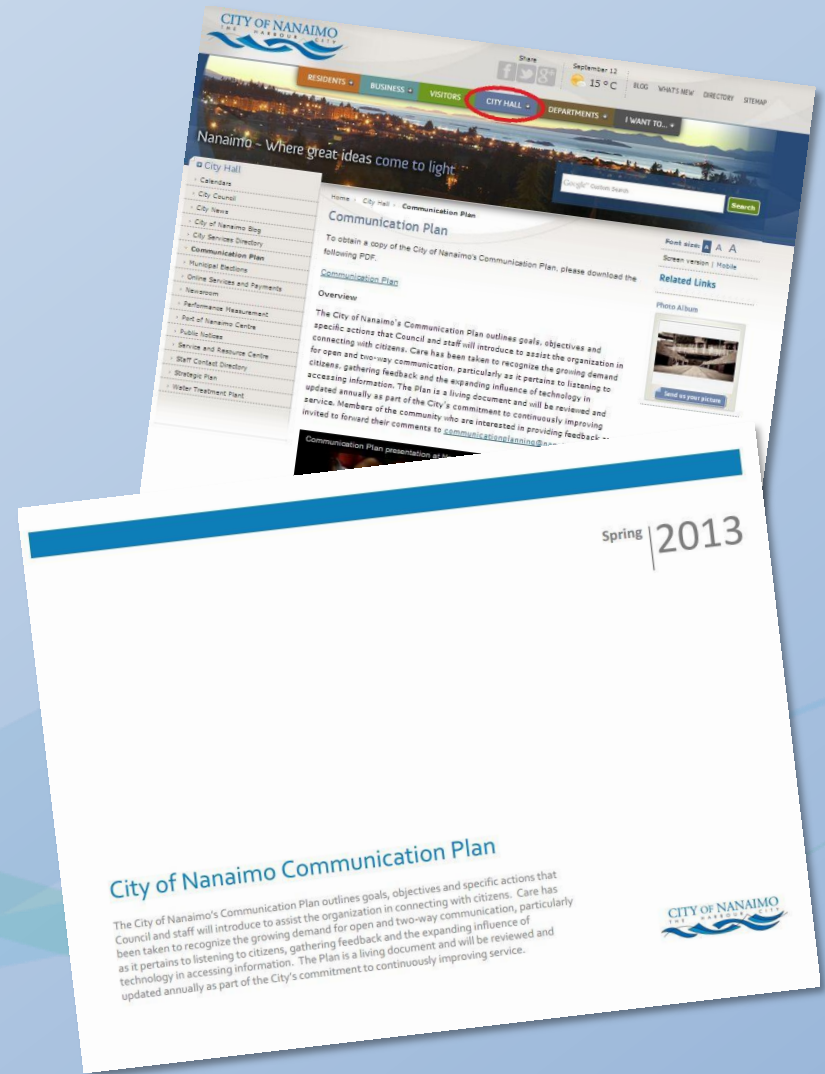# Types of communications – by volume

Relationship

Communication Plan

- Contains 61 actions

- Emphasizes four areas of communication – external, internal, public participation and relationship building

- Works as a living document

- Based on **four** guiding principles

Guiding Principles – one and two

1. **Taking responsibility**

   Every member of Council and staff has a role to play in assisting the City to listen to citizens, incorporate feedback and communicate its message.

2. **Informing Citizens**

   Make information available to citizens in a timely fashion, using channels they prefer.

CITY OF NANAIMO
THE HARBOUR CITY
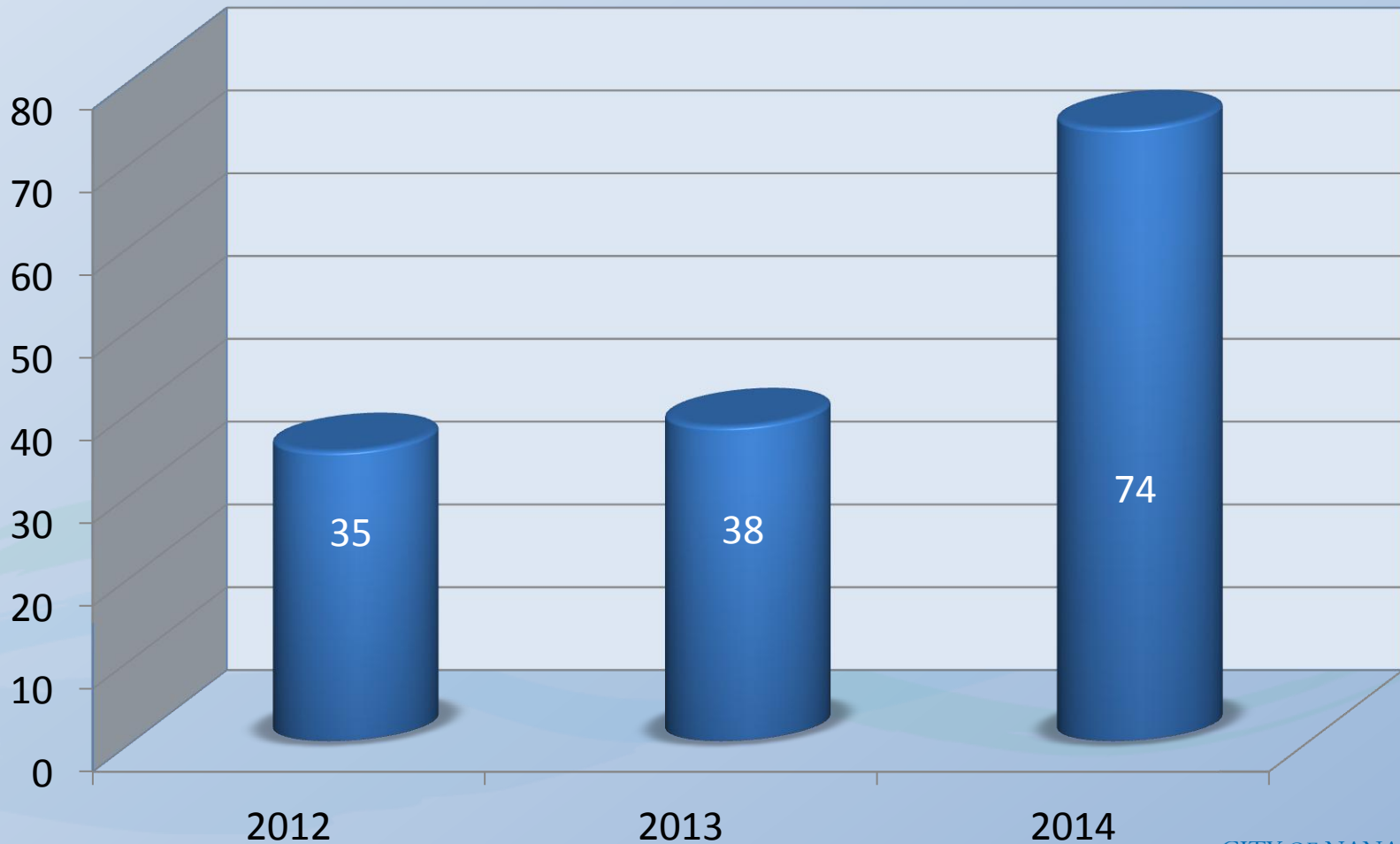
Guiding Principles – three and four

3. **Active Listening**

   Citizens want to be heard – communication information that acknowledges their input.

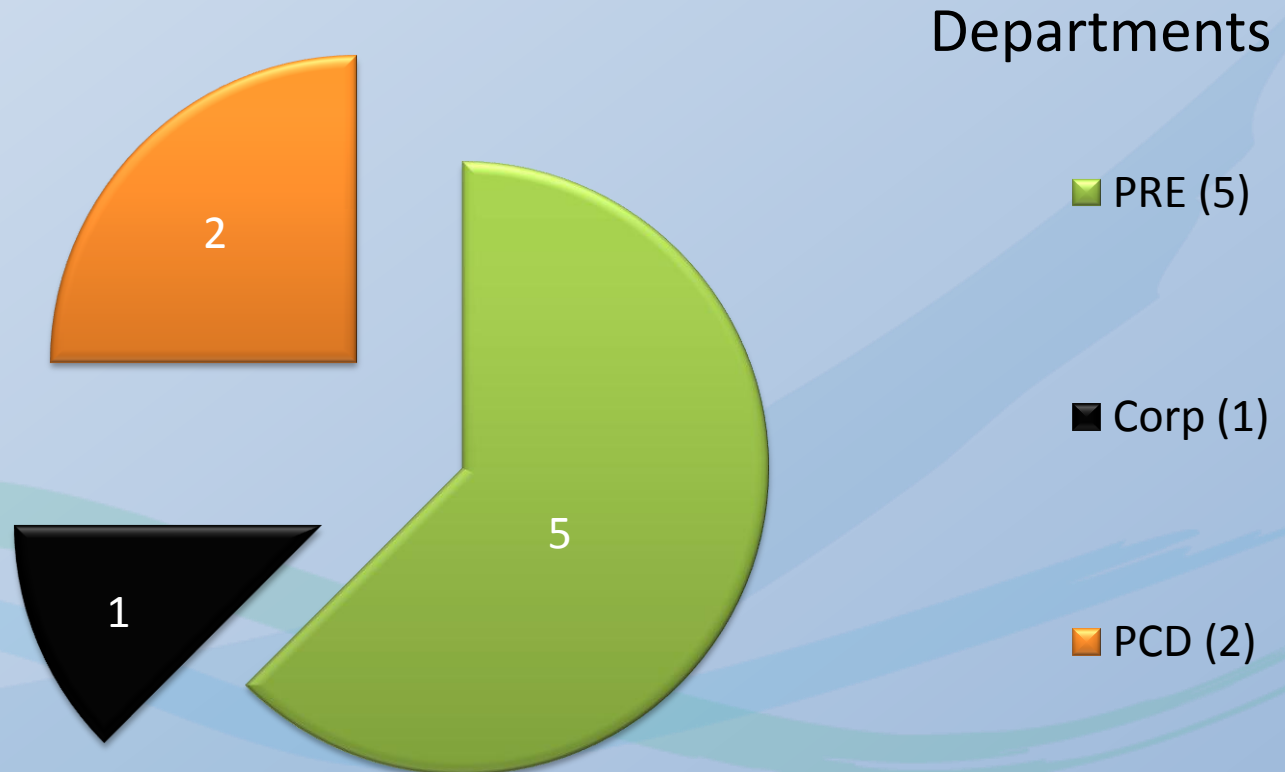4. **Measuring and Improving**

   Ensure City resources are used effectively and appropriately by regularly evaluating the information the City sends out.

CITY OF NANAIMO
THE HARBOUR CITY

News Release Totals **June to Sept** - 2012, 2013, 2014

News Release Diversity – **June 2013** (10 total @ 6)

Departments

PRE (4)
Corp(1)
PTS(2)
FIN (1)
ENGPW (1)
IT (1)

CITY OF NANAIMO
THE HARBOUR CITY
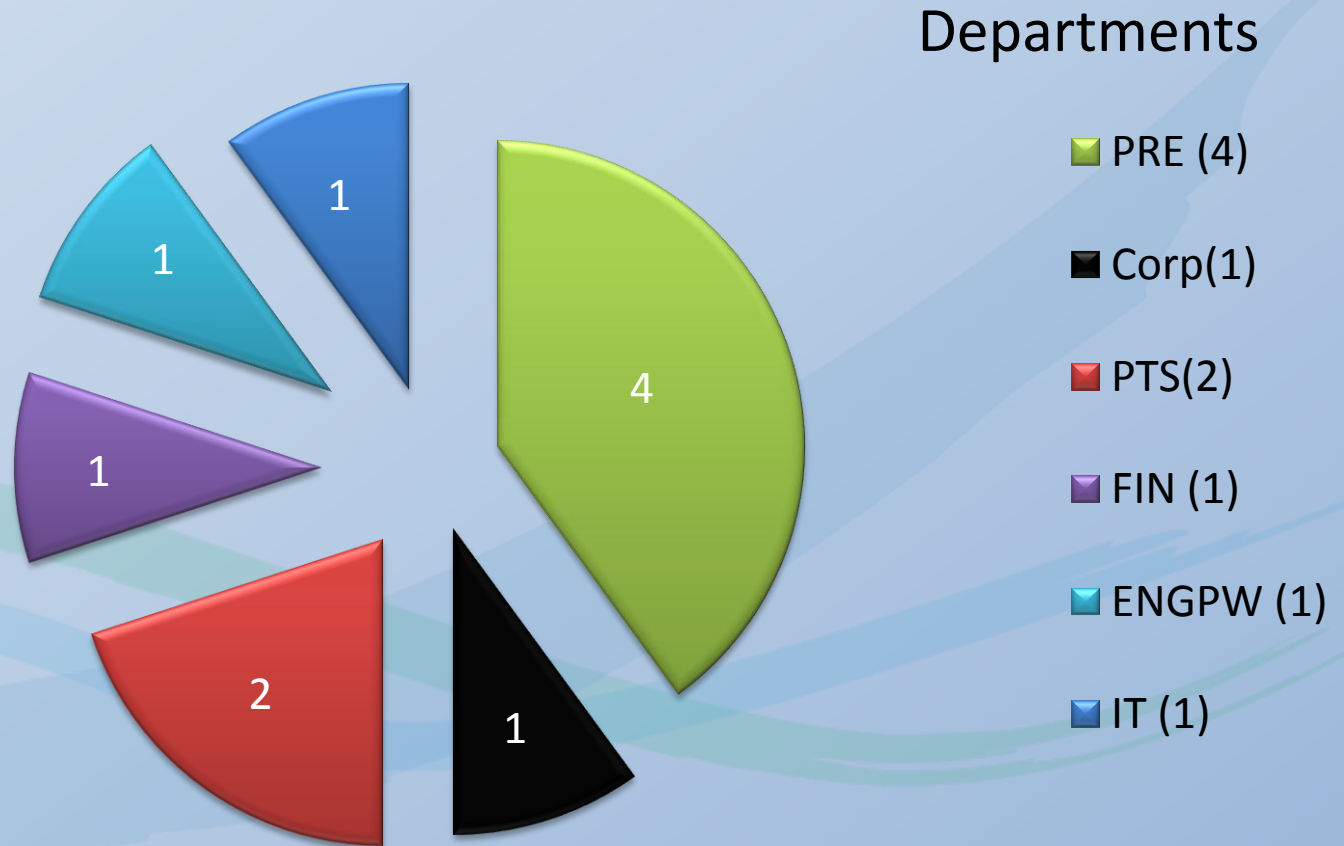
News Release Diversity – **June 2014** (23 total @ 7)

Departments

- PRE (11)
- Corp (1)
- PTS (2)
- FIN (1)
- ENGPW (6)
- IT (1)
- PCD (2)
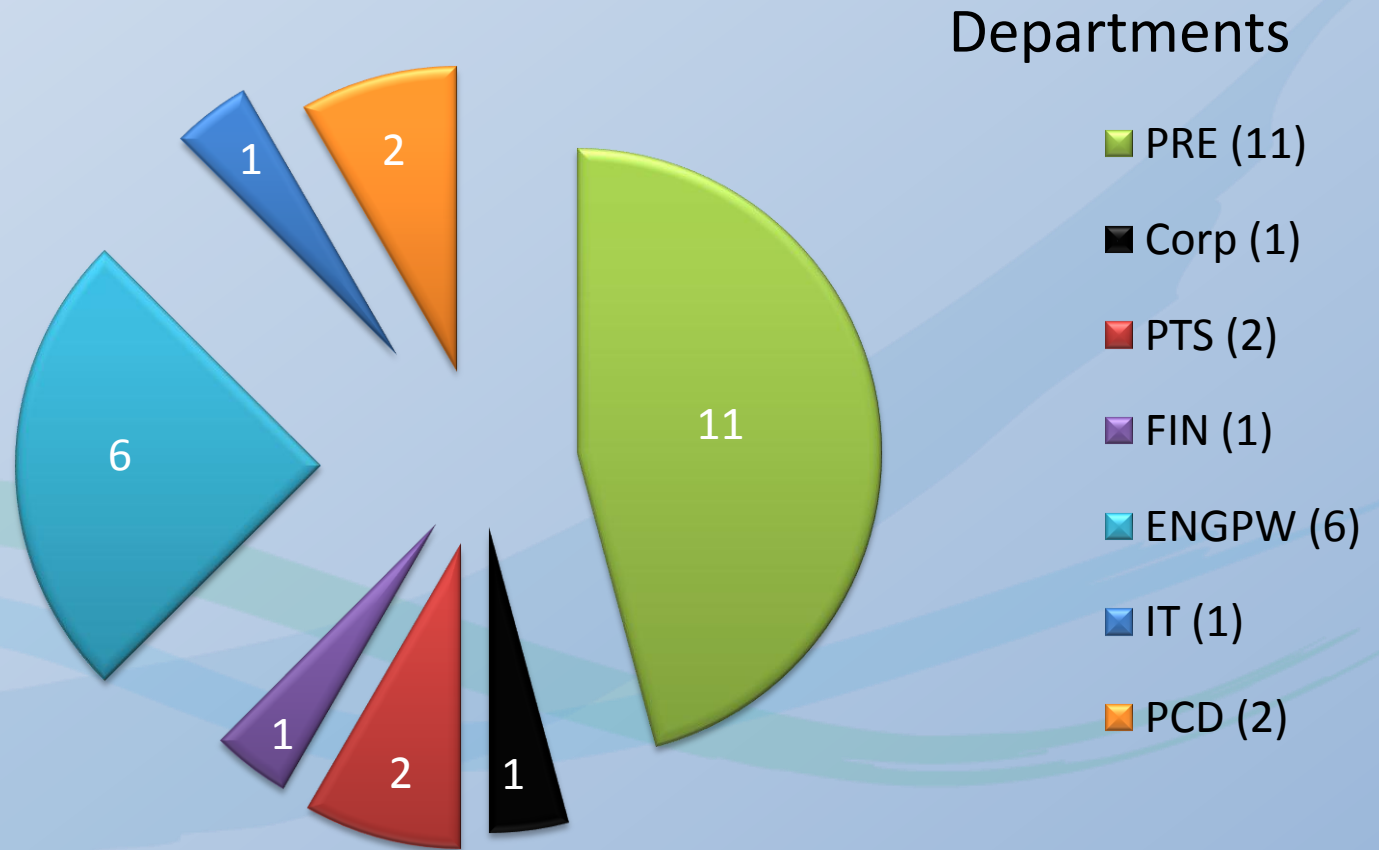
News Release Diversity – **June** 2012, 2013, 2014

Legend: PRE, Corp, PTS, FIN, ENGPW, IT, PCD

CITY OF NANAIMO
THE HARBOUR CITY
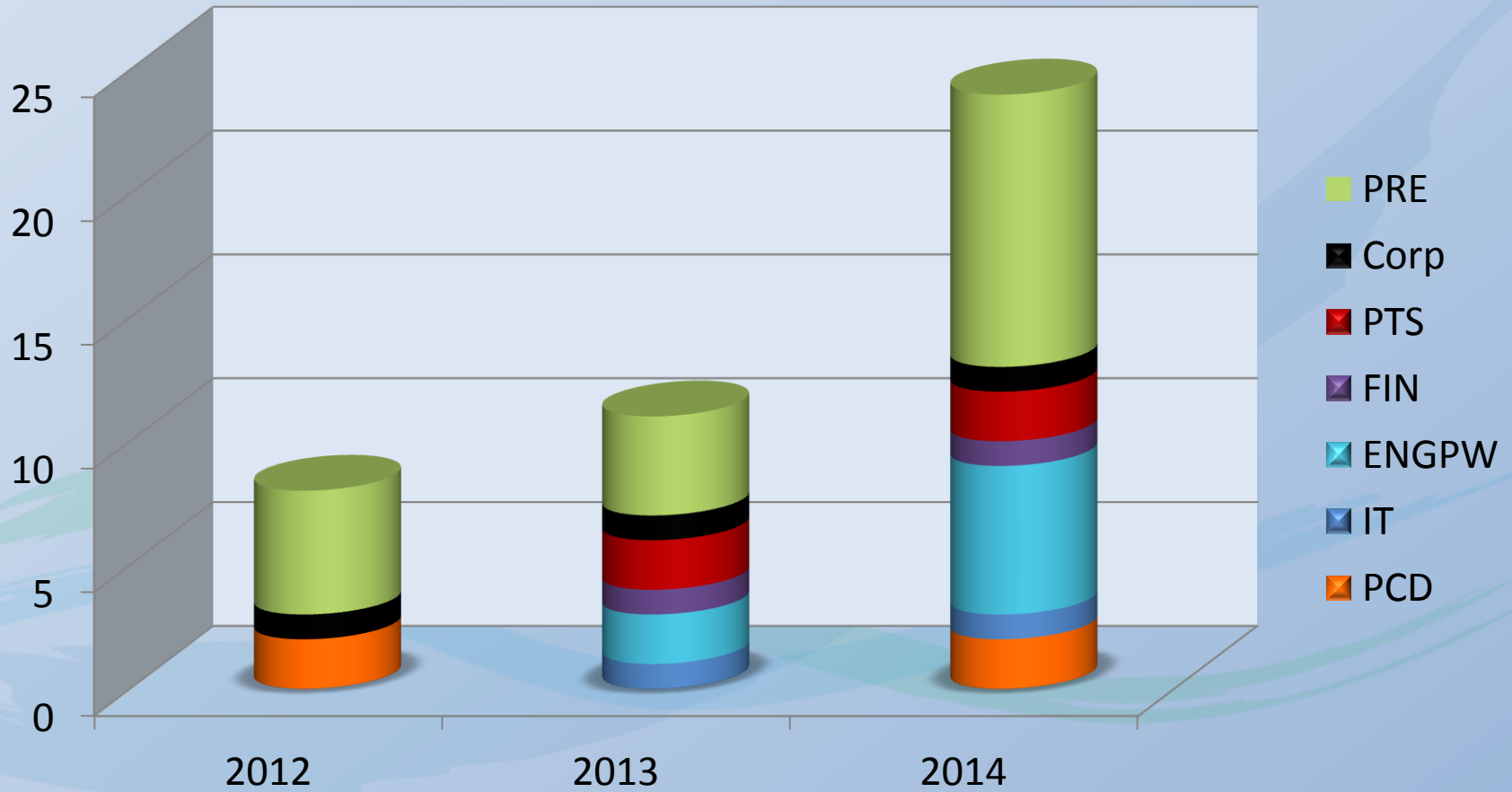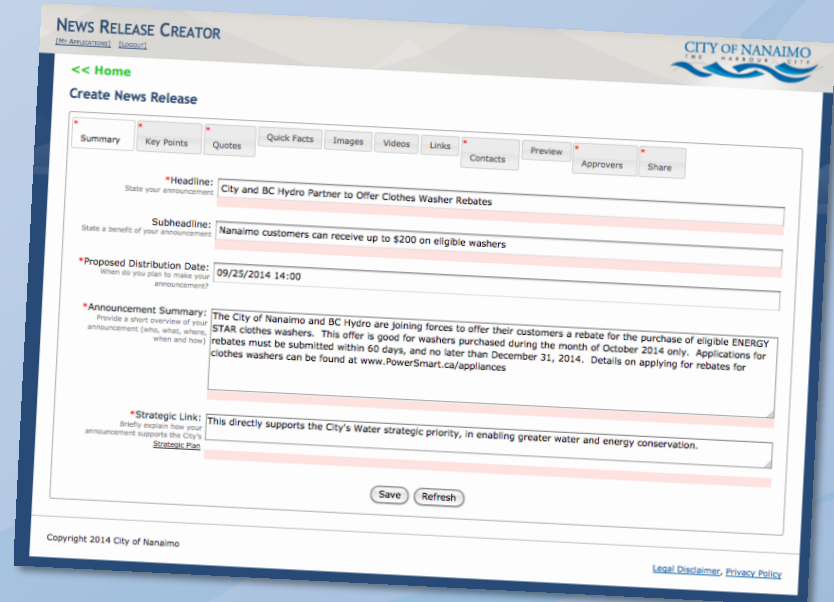
Factors leading to increases

- Launch of the City's Communication Plan

- Alignment of the communication function under the City Manager

- Creation of a coordinated team of communication staff with regular access to key meetings throughout the organization

- Improved news awareness among staff

- Introduction of the ***News Release Creator***

CITY OF NANAIMO
THE HARBOUR CITY

News Release Creator – what is it?

- An online application that merges several distinct procedures into a single workflow

- Standardizes the writing, format, approval, and distribution of all news releases

- Integrates with the City's network, website and Twitter account

* Screen shot of operating screen

City Twitter Accounts

- City of Nanaimo maintains the Twitter account **@cityofnanaimo**

- @cityofnanaimo reaches ***8260** followers

- Account growth averages around 20 new followers per week

- Fire Department and RCMP each maintain their own Twitter accounts – **@NanaimoFire** (1674) and **@NanaimoRCMP** (2448)

* Updated October 6, 2014

Twitter Followership Stats

- **City of Nanaimo vs. cities 80K to 100K ***

14 K – Lethbridge AB (83,679)

8260 – Nanaimo BC (88,799)

7517 – Red Deer AB (90,207)

5857 – Saint John NB (95,902)

2461 – Thunder Bay ON (102,222)

2418 – Peterborough ON (80,660)

1409 – Brantford ON (93,650)

1223 – White Rock BC (82,368)

1161 – Saint-Jean-sur-Richelieu PQ (83,053)

* Updated October 6, 2014

CITY OF NANAIMO
T H E   H A R B O U R   C I T Y

Twitter Followership Stats

- **City of Nanaimo vs. other local Public Sectors ***

31.1K – BC Ferries

8260– City of Nanaimo

6671 – BC Transit

5044 – Island Health

4975 – VIU

1452 – SD68

813 – RDN

* Updated October 6, 2014

Twitter Followership Stats

- **City of Nanaimo vs. local news media ***

➡️ **8260 – City of Nanaimo**

6844 – Nanaimo Daily News

4668 – Nanaimo Bulletin

3061 – The Wolf

2766 – The Wave

2129 – Island Radio

1668 – Shaw

993 – Coast FM

* Updated October 6, 2014

City Facebook Account

- City of Nanaimo maintains one Facebook account

- The account has received *5561 "likes"

- Used regularly to promote information and events related to Parks, Recreation and Environment

- Postings contain a mix of news, pictures, project updates and questions from the public

- City monitors social media during business hours and aims to respond to inquiries within a timely fashion

* Updated October 6, 2014

CITY OF NANAIMO
THE HARBOUR CITY

City YouTube Account

- City of Nanaimo maintains one YouTube account

- The account currently features ***58** videos

- Videos are typically less than four minutes in length

- Topics include, parks, culture, heritage, activities, presentations, events and promotions

- Currently looking to expand the use of videos on City website by producing **"how to"** videos.

* Updated October 6, 2014

City Website review – why do it?

- Mobile devices now account for half the traffic on the City's website

- The current website provides a poor experience for mobile device users

- Survey feedback indicates information on website can be difficult to find

Website - what's being done now?

- Conducted review of current content and identified recommendations

- Taking steps to re-write and re-organize content to make it easier to read and faster to locate

- Introduce new Content Management System

- Redesign the appearance of the website, including graphics and menus.

CITY OF NANAIMO
THE HARBOUR CITY
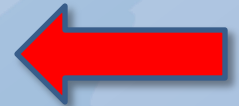
Website - what's going to improve?

- Mobile friendly

- Quality of writing

- Refreshed navigation and layout

- Refined search function

- Improved capacity to maintain the website in-house

- Application of current best practices

CITY OF NANAIMO
THE HARBOUR CITY

Internal communication – tools & alerts

- **Activity Updates** – Distributed weekly, provide updates on various activities across the organization that may be of interest to Council and Management.

- **News Release Notifications** – Distributed daily, provide a heads-up of a pending news release.

- **Weekly News Summary** – Distributed weekly, provide an automated listing of news articles containing references to the City of Nanaimo over the last week.

CITY OF NANAIMO
THE HARBOUR CITY

Advertising – methods used

- City uses a variety of paid methods to distribute information including, print, radio and video

- Legislative requirements account for more than half of the budgeted print advertising

- Distribution also occurs via news pick-up and social media circulation

CITY OF NANAIMO
e-Town Hall Meeting

2015
Budget Process
The City of Nanaimo wants your input on the City's annual budget. Join the discussion on

MONDAY, SEPTEMBER 29, 7 PM

Participation is easy by using any of the following methods of engagement:

IN-PERSON - attend the meeting in the Shaw Auditorium at the Vancouver Island Conference Centre

FACEBOOK - the event's wall is open for your questions and suggestions - http://www.nanaimo.ca/goto/fbtownhall

TWITTER - once the meeting is underway, use the hashtag #NanaimoTH

WEBSITE SUBMISSION - submit your questions or comments using the online webform www.nanaimo.ca/goto/townhallquestion

PHONE - once the meeting is underway, dial 250-754-4251 and tell your question to the operator

For important background information on the topic of this e-Town Hall Meeting, please visit our website at http://www.nanaimo.ca/goto/townhall

Thank you for your participation. We look forward to hearing from you.

CITY OF NANAIMO
THE HARBOUR CITY

Advertising – cost breakdown

Expenses for 2013 (by common venders)

- VI Newspaper Group (Nanaimo Daily News) $146,928

- Black Press (Nanaimo News Bulletin) $106,928

- Island Radio (Wave and Wolf) $27,698

Advertising – process and format

- Follows a decentralized model with each department determining their advertising needs, budgeting for costs and booking individual ads.

- Format varies between print ads

- Format is standardized for radio ads.

- Format varies between videos

CITY OF NANAIMO
THE HARBOUR CITY

Advertising – additional opportunities

- Greater use of radio

- More planned approach to booking print advertisements on "free issue" days

- Distribution of new City newsletter via direct mail

- Use of short videos hosted on YouTube and distributed via Twitter and Facebook

CITY OF NANAIMO
THE HARBOUR CITY
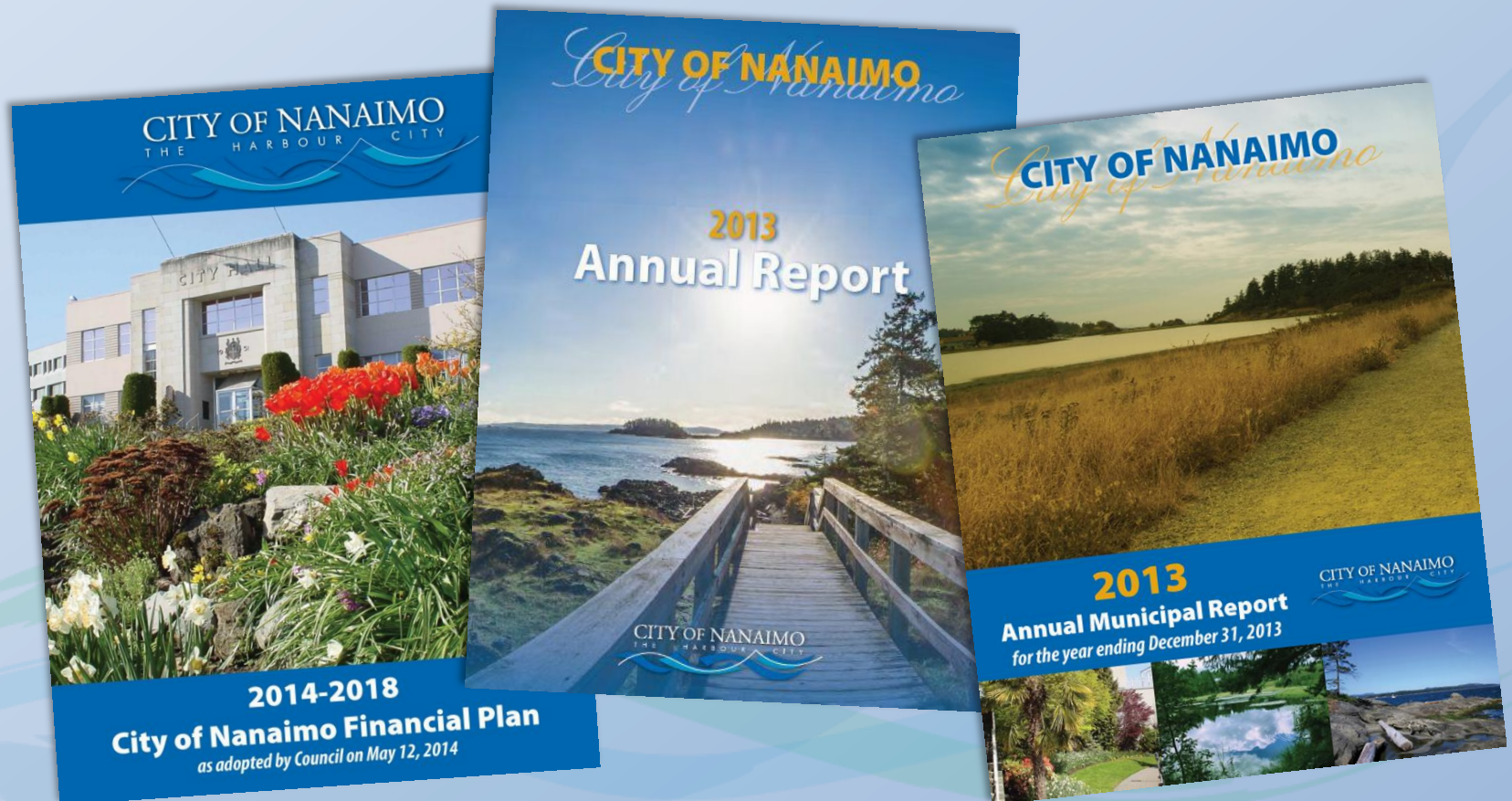
Printed Marketing Materials

- Activity Guide (costs recovered)

- Recycling newsletter

- Trails brochure

- Bike and Transit Z Card

- Dog off leash areas

- Fitness guides

- Magazine articles

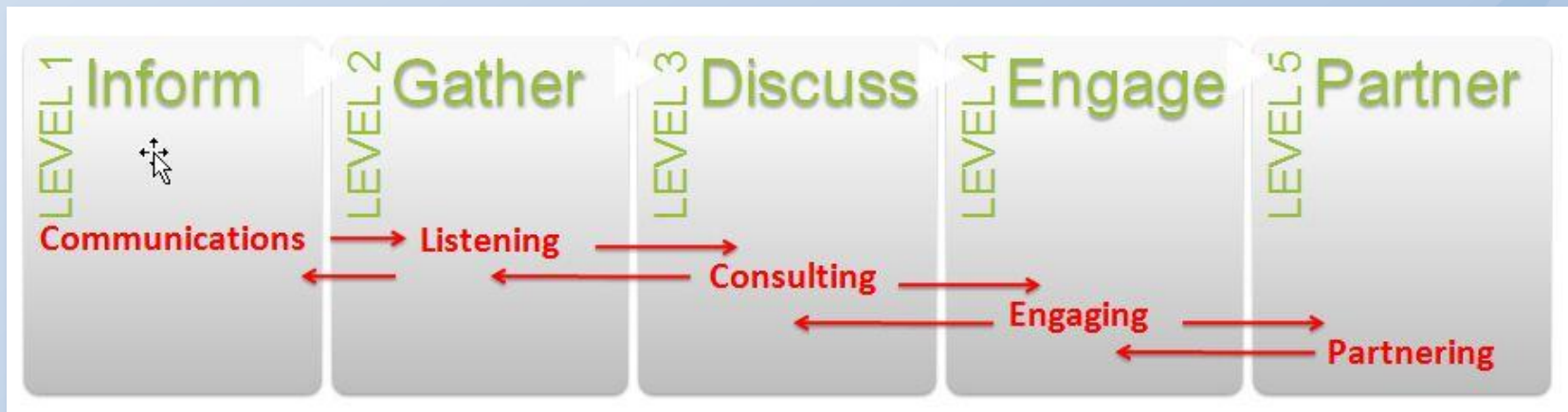* Distributed through local retailers, City facilities, Tourism Nanaimo, direct mail, user groups

Plans and Reports

Public Participation Spectrum (IAP2*)

* International Association of Public Participation

Challenges with public engagement

What we're hearing

- scepticism

- low trust

- inconvenient

What we're experiencing

- solutions difficult to resource

- high expectations

- lack of common ground

CITY OF NANAIMO
THE HARBOUR CITY

Trend towards online *community panels*

What are they?

- A new way for residents to connect with their City.

- A secure place that effectively allows residents to have input and say.

- A convenient way to provide input.

CITY OF NANAIMO
THE HARBOUR CITY

Trend towards online *community panels*

How do they work?

- As a member, residents are invited to participate in monthly surveys, discussions, forums and polls.

Who participates?

- Everyone - all ages, all cultures, all backgrounds, all viewpoints, all interests, all parts of the community... all together.

CITY OF NANAIMO
THE HARBOUR CITY

Where can you find these panels?

- Surrey
- Vancouver
- West Vancouver
- Edmonton
- Burlington

What do the panels provide?

- Data, facts, figures & numbers

Which are…

- Qualitative & Quantitative
- Segmentation
- Verified
- Fast
- Secure

What can these panels do for us?

- Engage more people

- Satisfy the desire to be heard

- Representatively diversify input

- Lead to better debate

- Lead to more informed decision

  making

CITY OF NANAIMO
THE HARBOUR CITY