

**Town of Riverview
CORPORATE COMMUNICATION
DEPARTMENT MONTHLY REPORT**



To: Colin Smith, CAO

Prepared by: Ashly Barron

Date: January 22, 2025

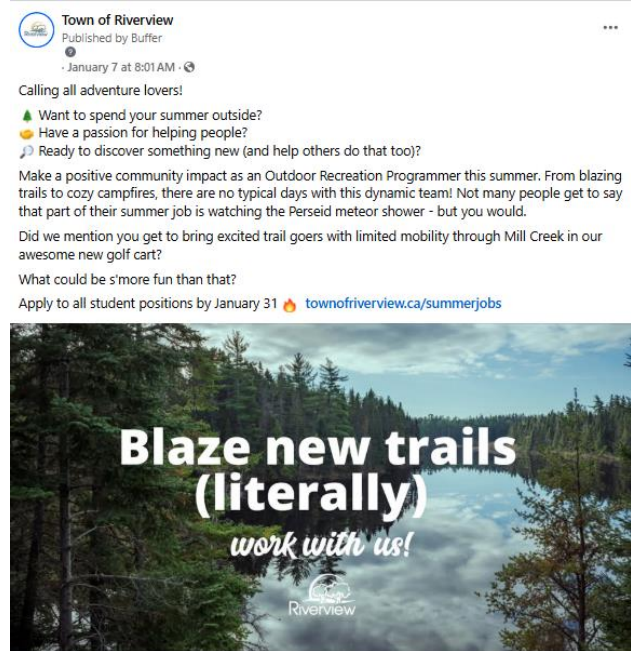
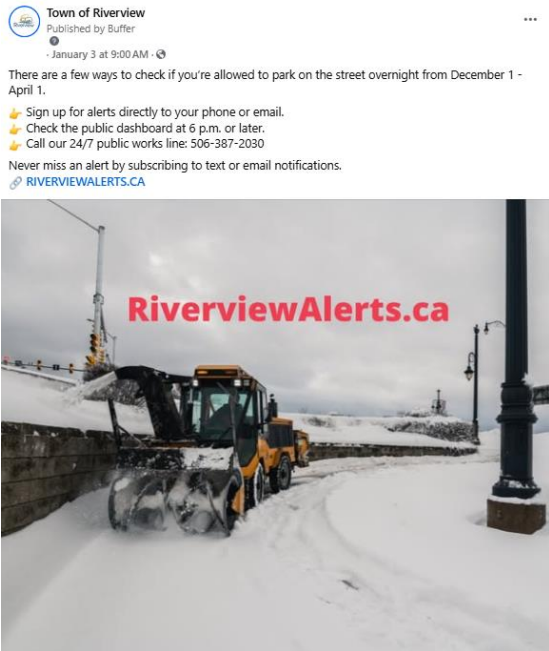
Month & Year: December 2024 & January 2025

COMMUNICATIONS

Social Engagement Metrics

Platform	# of Posts	New Followers	Total Following	Post reach	Engagement Rate
Facebook	72	228	16,124	104,370	7.13%
X (Twitter)	13	-22	1,995	1,447	3.10%
Instagram	57	144	4,028	39,685	3.53%
LinkedIn	21	28	1,255	6,570	5.62%

Noteworthy Engagement:



Our Facebook engagement continues to be high as we promote relevant opportunities and messages to our community. December and January were prominent months for highlighting our RiverviewAlerts.ca platform in response to the winter parking restrictions. We continue public education surrounding the ability to park on the street when the restrictions aren't in place, as well as assisting residents with signing up for alerts to be notified in the event of a parking restriction or emergency measures. We currently have 1,962 subscribers to Riverview Alerts.

We also launched a new student recruitment campaign in December that positions the Town of Riverview as an employer of choice for summer job candidates. By promoting the variety of job opportunities with specific feedback from past student employees and targeted language, we're speaking to this group of job seekers better than ever before. A reminder that the application deadline is January 31 at www.townofriverview.ca/summerjobs.

Section 2: Status of Department’s Operational Priorities for 2024

COMMUNICATIONS	
Objectives	Actions
<p>Build Riverview brand awareness</p> <p>Strategic Plan Service Excellence, Building a Sustainable Community, Thriving Community, Active and Engaged Community</p>	<p>News releases:</p> <p>November 26 <u>Business is Blooming: Dr. Sinclair Expands Vision for Wellness and Beauty in Riverview</u></p> <p>November 27 <u>Council Highlights - November 25, 2024</u></p> <p>December 2 <u>Celebrate the New Year at the Annual New Year’s Day Levee</u></p> <p>December 4 <u>Town of Riverview Launches Community Economic Development Strategy</u></p> <p>December 5 <u>Lane Reduction on Whitepine Road (Cleveland to Pine Glen)</u></p> <p>December 10 <u>Council Approves 2025 Budget</u></p> <p>December 11 <u>Council Highlights – December 9, 2024</u></p> <p>December 13 <u>Riverview Welcomes New Ward 1 Councillor</u></p> <p>December 16 <u>Town of Riverview Holiday Hours</u></p> <p>December 16 <u>2024 Years of Service Awards</u></p> <p>January 6 <u>Notice: Temporary Arena Closure</u></p> <p>January 7 <u>Notice: Partial Road Closure - Suffolk St. / Strathmore Ave.</u></p> <p>January 8 <u>Riverview Celebrates 50 Years of Winter Fun</u></p>

	<p>January 16 <u>Council Highlights – January 13, 2025</u></p> <p>January 21 <u>2024: Record-Breaking Year for Residential Growth in Riverview</u></p> <ul style="list-style-type: none"> • Provided support for Riverview Winter Carnival. • Provided promotional support for 2025 budget. • Created new student recruitment campaign for summer 2025. • Supporting the State of the Tri-Communities event where all three mayors speak to questions from the Chamber of Commerce for Greater Moncton on January 28. • Assisting with 2024-2025 Winter Parking Ban season – including promotion plan for encouraging residents to register for RiverviewAlerts.ca
<p>Establish TOR as an Employer of Choice</p> <p>Strategic Plans Service Excellence, Active & Engaged Community</p>	<ul style="list-style-type: none"> • Published bi-weekly newsletters to ensure the team is up to date on initiatives and engaged in organizational priorities. • Continued ‘Talk of the Town’ program to reward and recognize employee engagement. Restructuring the program in year two to further engage employees and break down silos within the organization.
<p>Service Excellence</p> <p>Strategic Plans Service Excellence</p>	<ul style="list-style-type: none"> • Both team members attended training courses in December to further level up communications and public engagement skills. • Continuing JHSC training. • Organizing DMS repository system for our department to ensure it’s relevant, tagged, and up to date.