

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



To: Colin Smith, CAO

Prepared by: Ashly Barron

Date: March 19, 2025

Month & Year: March 2025

COMMUNICATIONS

Social Engagement Metrics

To give context to the table below, a good engagement rate (ER) on social media platforms is between 1% and 5% (varies based on audience, industry and platform). For example, here are average engagement rate stats for government organizations via Hootsuite (Jan 2025) – Instagram (3.2%), Facebook (2.0%), X (1.6%), and LinkedIn (3.6%).

Platform	Engagement Rate
Facebook	9.67%
X (Twitter)	2.80%
Instagram	4.57%
LinkedIn	6.83%

Noteworthy Engagement:

The Town of Riverview has completed a comprehensive Hotel Market Study, and the results are in—our community is a prime location for a new hotel development! 🏨 ✨

With growing tourism, a strong business sector, and a demand for more accommodations, now is the perfect time for developers to explore this opportunity.

Key Highlights:

- ✔ Strong market demand
- ✔ Ideal location for investment
- ✔ Growth potential for hospitality & local economy

Developers, investors, and community members—learn more about the findings: 🔗

<https://buff.ly/pRI7dbZ>



See insights and ads

Boost post

👍❤️ 224

85 comments 18 shares

Riverview, it's time to show some love for local!

Who's your go-to local business? The coffee shop that knows your order by heart? The boutique with the best finds? The service that always goes the extra mile? Now's your chance to give them the recognition they deserve!

🏆 Vote for your favourite local business in the 2025 Riverview Business Awards! 🏆

Tell us your top Riverview stops, shops, and services across four categories:

- ★ Best in Food & Beverage
- ★ Best in Retail
- ★ Best in Service
- ★ Business Longevity

Your support helps shine a spotlight on the hardworking businesses that make our community thrive. Let's celebrate their dedication, passion, and impact! Winners in each category will be revealed at our Recognizing Riverview Awards Gala on April 29.

👉 Cast your vote today: <https://buff.ly/3EZ3Jeo>

#SupportLocal #RiverviewBusinessAwards



Residents were very interested in the recent hotel study and what that growth could mean for Riverview earlier this month. We also saw excitement building around our 2025 Recognizing Riverview Awards – particularly around supporting and voting for the community's favourite local businesses. There's never been a more important time to shop locally, and our upcoming awards will be another opportunity to highlight the incredible businesses in Riverview across service, retail, and food and beverage categories.

Riverview Alerts Update

In response to a system bug on January 31, which caused alerts to be sent to all subscribers instead of only those signed up for parking restriction alerts, the Communications team has been actively working with Guardian IMS developers to resolve the issue. Our engagement, flag by a report from a resident, helped improve the platform across multiple municipalities. To ensure compliance with CASL regulations, developers temporarily removed users with incomplete preferences until the issue could be identified. This fix inadvertently impacted some subscribers, leading to inconsistencies in how they received alerts (the last alert was sent February 18). To address this, we have:

- Fixed the root issues to prevent recurrence.
- Ensured subscribers receive alerts according to their preferences.
- Sent a user-friendly email allowing affected subscribers to easily update their preferences without needing to log in to the platform.

A resubscribe form was distributed, with a 45% response rate so far. Additionally, a new registration process launching this month will streamline preference selection for future users upon registration. This recent event highlighted that technology isn't perfect and there can be gaps in service for many reasons (user-error, broadcast problems, service provider disruptions, system bugs) and serves as a good reminder for residents to **always check the dashboard at RiverviewAlerts.ca before parking overnight.**

Riverview Sign – New Lighting Infrastructure

Our famous 'Hollywood' sign has received an upgrade that will launch this week! We now have the capability to change the lighting on the RIVERVIEW sign behind Town Hall to coincide with celebrations, events, and awareness campaigns in our community. Requests can be submitted on our website at townofriverview.ca/riverviewsign and are reserved on a first-come, first served basis.

Section 2: Status of Department's Operational Priorities for 2025

COMMUNICATIONS	
Objectives	Actions
Build Riverview brand awareness	News releases: Feb 27 Sewer Cleaning – Bayley Road Feb 27 Council Highlights – February 24, 2025 March 3 Savour The Season With Maple Fest 2025 March 3 Notice: Partial Road Closure Blair Street
Strategic Plan Service Excellence, Building a Sustainable Community, Thriving Community, Active and Engaged Community	

	<p>March 5 Town of Riverview Identifies Prime Hotel Development Opportunity</p> <p>March 6 International Women’s Day: Strength in Every Story</p> <p>March 11 Council Highlights – March 10, 2025</p> <ul style="list-style-type: none"> • Provided promotional support for Maple Fest. • Provided promotional support for Recognizing Riverview Awards. • Responded to alert system issue. • Liaised with the media. • Preparing to launch new lighting infrastructure.
<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. • Optimized ‘Talk of the Town’ program to reward and recognize employee engagement. The March town-wide engagement continues this month with the first cross-departmental teams challenge.
<p>Service Excellence</p> <p>Strategic Plans Service Excellence</p>	<ul style="list-style-type: none"> • Preparing 2024 Annual Report document. • Supported HR in formalizing elements for 2025 four-day work week program for employees.

Report Approval Details

Document Title:	Corporate Communications March 2025.docx
Attachments:	
Final Approval Date:	Mar 19, 2025

This report and all of its attachments were approved and signed as outlined below:

Colin Smith - Mar 19, 2025 - 8:36 AM