

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



To: Colin Smith, CAO

Prepared by: Ashly Barron

Date: October 21, 2025

Month & Year: October 2025

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**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	7.06%
X (Twitter)	1.4%
Instagram	1.66%
LinkedIn	6.65%

**Noteworthy Engagement:**

Wondering what the different colours on the RIVERVIEW sign mean? 🌟

Every month this iconic landmark is illuminated for community-submitted causes — a tribute to those impacted, and the organizations doing vital work in these areas.

If you have a cause you'd like to see represented, submit our online form:

[townofriverview.ca/riverviewsign](http://townofriverview.ca/riverviewsign)

October Schedule 🌟 New submissions have been added!

- 📅 Oct. 1 - Pink for Breast Cancer Awareness
- 📅 Oct. 2 - Green & White for Nigeria Independence Day
- 📅 Oct. 3 - Purple for Domestic Violence Awareness
- 📅 Oct. 4 - Blue & Green for World Ostomy Day
- 📅 Oct. 5 - Purple for International Day of Older Persons
- 📅 Oct. 6 - Green for World Cerebral Palsy Day
- 📅 Oct. 7 - Teal for Trigeminal Neuralgia Awareness
- 📅 Oct. 8 - Orange for Unity Day (National Stop Bullying Day)
- 📅 Oct. 9 - Blue for UNESCO Sites gathering in Riverview
- 📅 Oct. 10 - Red & White for RHS Homecoming
- 📅 Oct. 15 - Pink & Blue for Pregnancy & Infant Loss
- 📅 Oct. 16 - Purple for National Disability Employment Awareness
- 📅 Oct. 17 - Purple & Yellow for PROBUS Canada Awareness
- 📅 Oct. 24 - Gray for Brain Cancer Awareness Day
- 📅 Oct. 27 - Blue for World Occupational Therapist Day
- 📅 Oct. 31 - Orange, Green, & Purple for Halloween



Residents continue to celebrate the causes that matter most to our community with monthly sign lighting requests. October was a busy month for celebrations, with over half of October’s 31 days featuring a special lighting. With earlier evenings the sign is more visible than ever before and truly shines a light on Riverview’s causes. A reminder that requests are submitted by the community in advance of the special day at [www.townofriverview.ca/riverviewsign](http://www.townofriverview.ca/riverviewsign).

**Section 2: Status of Department’s Operational Priorities for 2025**

COMMUNICATIONS	
Objectives	Actions
<p>Build Riverview brand awareness</p> <p><b>Strategic Plan</b> Service Excellence, Building a Sustainable Community, Thriving Community, Active and Engaged Community</p>	<p><b>News releases:</b></p> <p><b>September 26 – <a href="#">Council Highlights</a></b></p> <p><b>OCTOBER1 – <a href="#">Women in Politics: Seeking Her Council</a>13 - <a href="#">Notice: Coverdale Road Construction Wilson Rd. to Woolridge St.</a>15 - <a href="#">Riverfront Trail Closure</a>16 – <a href="#">Municipal Election 2026 Open House</a>17 - <a href="#">Council Continues 2026 Budget Discussions on November 5</a>17 - <a href="#">Council Highlights – October 14, 2025</a>20 - <a href="#">Remembrance Day Service in Riverview</a>21- <a href="#">New Traffic Signal: Coverdale Rd. &amp; Trites Rd. Intersection</a></b></p> <p><b>ACTIONS</b></p> <ul style="list-style-type: none"> <li>• Provided promotional and event support for Light Up Riverview and winter programming.</li> <li>• Provided communications support for Fire Prevention Open House.</li> <li>• Provided communications support for the Municipal Plan &amp; Zoning By-Law Updates.</li> <li>• Designed Adopt-A-Hydrant Campaign with SERSC.</li> <li>• Liaised with the media.</li> <li>• Managed requests for new lighting infrastructure.</li> <li>• Supported fall contest and Driftscape promotion.</li> <li>• Supported development of 2026 budget.</li> <li>• Supported communication and engagement strategy for Secondary Plan.</li> <li>• Continued campaign to support water &amp; sewer bill recipients to switch to e-billing.</li> </ul>
<p>Establish TOR as an Employer of Choice</p> <p><b>Strategic Plans</b></p>	<ul style="list-style-type: none"> <li>• Published bi-weekly newsletters to ensure the team is up to date on initiatives and engaged in organizational priorities.</li> <li>• Optimized ‘Talk of the Town’ program to reward and recognize employee engagement. Internal engagement opportunities centered around active living challenges this month.</li> </ul>

<p>Service Excellence, Active &amp; Engaged Community</p>	<ul style="list-style-type: none"> <li>• Promoted job opportunities for fall.</li> </ul>
<p>Service Excellence <b>Strategic Plans</b> Service Excellence</p>	<ul style="list-style-type: none"> <li>• Highlighted ongoing construction with safety messages and news articles.</li> <li>• Supported public education of fire prevention tips throughout October.</li> </ul>