

Town of Riverview
COPORATE COMMUNICATION
DEPARTMENT MONTHLY REPORT



To: Colin Smith, CAO
 Prepared by: Heather Reinsborough
 Date: February 17, 2026
 Month & Year: January/February 2026

Section 1: Operational Dashboard

Town of Riverview Social Media Engagement Dashboard	
Platform	Engagement Rate
Facebook	4.5%
X (Twitter)	2.3%
Instagram	1.95%
LinkedIn	5.78%

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 (2026) – Instagram (3.5%), Facebook (1.5%), X (1.6%), and LinkedIn (2.7%).

Section 2: Status of Department’s Operational Priorities

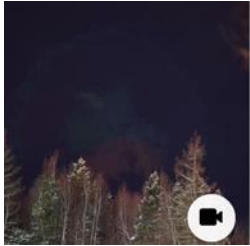
Priority	Status
Strengthening the Riverview Brand	<p>News Releases</p> <p>Jan</p> <ul style="list-style-type: none"> • Riverview Winter Carnival Returns with 50+ Activities to Celebrate the Season • Riverview Wraps Up 2025 With \$99M in Construction Projects • Council Highlights – January 12, 2026 • \$100,000 Donation Expands Access to Recreation Programs for Local Youth • A Riverview Staple: Homestead Restaurant Turns 35 • Riverview Adopts New Municipal Plan and Zoning By-Laws <p>Feb</p> <ul style="list-style-type: none"> • Riverview Seeks Nominations for Volunteers, Youth, and Local Businesses • Join the Conversation About Our Arena’s Future <p>In addition,</p> <ul style="list-style-type: none"> • Coordinated media relations with CBC regarding the Finlay Overpass.

	<ul style="list-style-type: none"> • Supported media coverage related to the Town Crier. • Coordinated media response regarding Mount Allison University research findings on the rare salamander. • Prepared media briefing for Acadian Broadcasting interview. • Led media relations for Winter Carnival and MapleFest, including influencer relations. • Managed a media correction with Times & Transcript. • Finalized and prepared distribution of the Spring Mailer to over 3,000 households. • Completed the Mid-Year Annual Report. • Finalized speaking remarks for the Mayor. • Launched the “Recognizing Riverview” campaign, seeking nominations for community volunteers. • Promoted LiveBarn as a new feature at the Riverview Arena.
Establishing the Town of Riverview as an Employer of Choice	<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. • Announced winners of the 2025 colleague engagement campaign • Purchased promotional materials for special requests, fulfilled requests such as pins for curlers, etc. • Supported the Summer Hiring Campaign through social media promotion.
Delivering Service Excellence Through Communications	<ul style="list-style-type: none"> • Attended IGNITE, the Mayor’s Luncheon, and other Winter Carnival events to provide real-time social media coverage. • Supported Riverview sign requests. • Developed a communications plan for Riverview Fire & Rescue, including a six-part social media fire safety series. • Finalized messaging included in the Riverview water bill.

Section 3: Other Notable Development & Highlights for Council’s Attention

- Between mid-January and early February, the Town’s social media channels performed strongly, reflecting timely and relevant content that resonated with residents.
- Winter Carnival and giveaway posts generated the highest engagement, reaching 4–8% interaction rates and significantly outperforming typical municipal benchmarks. These results highlight strong community interest in seasonal events and interactive content
- A feature on Walton’s Bakery also performed exceptionally well (nearly 4% engagement), reinforcing that residents respond positively to local business spotlights and community storytelling.
- Content related to Secondary Planning continued to see steady engagement, demonstrating public interest in long-term growth and development when information is presented clearly and accessibly.
- Video content, including event reminders and promotional reels, consistently achieved engagement rates near or above 1%, confirming the effectiveness of short-form video.

- Operational updates (e.g., parking bans, weather advisories, facility notices) performed within expected municipal norms (0.3–0.6%) while maintaining strong reach and supporting public awareness.

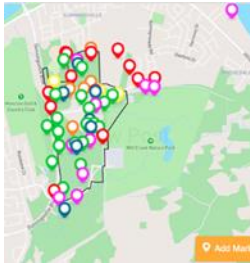


January 16, 2026 10:02am

Town of Riverview

Ignite is just 2 weeks away! Get ready for a magical night at Winter Wonderland Park! Enjoy Riverview's stunning fireworks, skate under the stars on the Oval, dance along with DJ Krysta Jay, and treat your

Post Clicks	Reactions	Impressions	Reach	Eng. Rate	Spend
1,876	157	10,116	10,116	20.48%	—



January 7, 2026 07:00pm

Town of Riverview

Last chance to add your feedback to our online engagement for the Bridgedale-Gunningsville-Robertson Secondary Planning Area. There's still time to have your say on the future of this undeveloped area in Riverview.

Post Clicks	Reactions	Impressions	Reach	Eng. Rate	Spend
3,660	29	37,302	37,302	10.04%	—