



COPORATE COMMUNICATION DEPARTMENT MONTHLY REPORT

To: Colin Smith, CAO
 Prepared by: Heather Reinsborough
 Date: March 2026
 Month & Year: April 2026

Section 1: Operational Dashboard

Town of Riverview Social Media Engagement Dashboard	
Platform	Engagement Rate
Facebook	1.8%
X (Twitter)	N/A
Instagram	3.61%
LinkedIn	3.0%

Social Engagement Metrics: To give context to the table above, 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%).

NOTE: in 2026, Communications began phasing out the Town’s presence on X (Twitter), aligning with evolving social media practices and focusing efforts on higher-engagement platforms, similar to trends seen in other municipalities.

Section 2: Status of Department’s Operational Priorities

Priority	Status
Strengthening the Riverview Brand	<p>News Releases</p> <p>March</p> <ul style="list-style-type: none"> • Why Seed Saving Matters - and How Riverview Is Leading by Example • Safety Tips for the Final Weeks of Winter • The Courage to Begin: Five Business Lessons from the Women Building Riverview • Celebrating 25 Years of Community Care at Davidson Physiotherapy • Council Highlights – March 9, 2026 • Council Highlights – March 23, 2026

	<p>April</p> <ul style="list-style-type: none"> • Second Round of Engagement Underway for Riverview Secondary Plan • Water Main Flushing to Begin April 20 • Riverview Celebrates Youth Week 2026 • Council Highlights – April 13, 2026 <p>Media Relations:</p> <ul style="list-style-type: none"> • Monitored election-related coverage and online conversation to stay aware of emerging issues, public sentiment, and any potential impacts to the Town, allowing for timely awareness and informed response where needed. • Prepared and coordinated public-facing statements and messaging regarding the future of the Indoor Skatepark and Coverdale Community Centre to ensure consistent, timely, and aligned communications with Council and community expectations. • Supported external communications related to the Secondary Plan, ensuring clear, consistent, and accessible messaging for residents, stakeholders, and media throughout key stages of the process. • Supported healthcare media relations through a CBC panel conversation with Kahlil Akhtar (aired April 15 at 7:10 a.m.), highlighting the goals of the Riverview Healthcare Committee and encouraging residents to complete the external survey. <p>Brand:</p> <ul style="list-style-type: none"> • From March 14 to April 21, the Town’s social media channels demonstrated strong performance and meaningful community reach. On Instagram, content generated over 88,000 views, reached more than 6,700 individuals, and drove 1,700+ interactions. On Facebook, results were even more significant, with over 700,000 views and 5,300+ interactions. Across both platforms, video content alone captured more than 10 hours of total watch time, highlighting not just reach, but sustained audience attention. Together, these metrics reflect a highly engaged audience and the continued strength and effectiveness of the Town’s communications approach. • Developing the Summer Mailer, with the initial design scheduled for completion by mid-April. • Coordinating the Town’s Annual Report, managing content collection, design, and editorial review to deliver a publication that highlights organizational achievements and community impact.
--	--

<p>Establishing the Town of Riverview as an Employer of Choice</p>	<ul style="list-style-type: none"> • Published bi-weekly newsletters to keep Town of Riverview staff informed on initiatives and engaged with organizational priorities. • Promoted new employment opportunities such as Fitness Instructor, Casual Labourer, Information Protection & Compliance Administrator across social media to support recruitment efforts. • Successfully concluded the Town Crier recruitment campaign and shared the appointment on social media following April 13th Council Meeting.
<p>Delivering Service Excellence Through Communications</p>	<ul style="list-style-type: none"> • Provided communications support to the Riverview Healthcare Committee through the promotion of their external survey, coordinated social media amplification to drive community participation, and supported visibility through a CBC interview opportunity. • Supported Riverview sign requests. • Managed Lead Alert! notifications, including emergency closures, through our Emergency Alert portal and proactive/reactive communications. Please note, the Winter Parking Ban is now over. • Kept social media followers informed about closures affecting regular business hours, such as Family Day or weather-related delays. • Launched the Taking Root Program, aiming to plant up to 500 trees across Riverview in 2026–2027. • Leading up to the Recognizing Riverview event, efforts focused on maintaining a consistent, on-brand presence while elevating the overall experience for attendees and the broader community. From promotional content to event-day execution, communications played a key role in ensuring a polished, professional, and engaging experience that reflects the Town’s high event standards and commitment to service excellence

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

- Strong social media engagement was demonstrated throughout the period, with several posts achieving notable reach and interaction, including MapleFest content generating over 700 comments, the healthcare survey being reshared more than 140 times, and the Town Crier announcement earning over 200 likes.
- Early engagement for the Taking Root Program launch was strong, with the social media campaign reaching over 22,500 residents, generating more than 100 link clicks, and resulting in over 100 applications within the first few weeks.