

# Communications 2025 Overview



# Erin Channels

## WEBSITES

- [Erin.ca](#) (main website)
- [Erin Engaged](#) (Social Pinpoint)
- [Discover Erin](#) (ECDEV/Tourism)
- [LinkedIn](#) (Corporate/HR)

## SOCIAL MEDIA

- [Facebook](#)
- [X \(Formerly Twitter\)](#)
- [Instagram](#)
- [LinkedIn](#)
- [YouTube](#)

## NEWSLETTER (Subscription-based, Constant Contact)

- [Erin Connection](#)
- [Emergency Alerts](#)
- [Biz Connections](#)
- [Building Connections](#)
- [Events](#)
- [Alerts](#)

# Town Events



# Touch-a-Truck





# Shamrock Awards





# Canada Day



## Various PICs and Open Houses (wastewater)



# The Transformation

NEWS

Top Stories

Local

Climate

World

Canada

Politics

Indigenous

**From  
this...**

Kitchener-Waterloo

## **Town of Erin gets 'government secrecy' award after town officials refuse interviews**

Town officials refuse interviews and Freedom of Information requests, award alleges

[Paula Duhatschek](#) · CBC News · Posted: Feb 25, 2020 5:02 AM EST | Last Updated: February 25, 2020



To  
this...



Town Of Erin

<https://www.erin.ca> › [newsroom](#) › [news-releases](#) › [result...](#) ⋮

## Results from Erin's Strategic Planning Monopoly Night ...

**Results from Erin's Strategic Planning Monopoly Night Exercise** Now Available · Develop a 10-year improvement plan to rehabilitate or replace aging bridges and ...



Orangeville.com

<https://www.orangeville.com> › [News](#) ⋮

## Results from the Town of Erin's Monopoly night are in

Nov 4, 2024 — **Results from Erin's Monopoly night** revealed top 10 community projects focused on green initiatives, infrastructure improvements, and senior ...



Orangeville.com

<https://www.orangeville.com> › [News](#) ⋮

## Erin Township hosts Monopoly Night to gather community ...

Oct 6, 2024 — The township invites residents to an **interactive Monopoly Night from 4 to 8 p.m. on Oct. 9** at the Erin Legion on Dundas Street to provide input ...



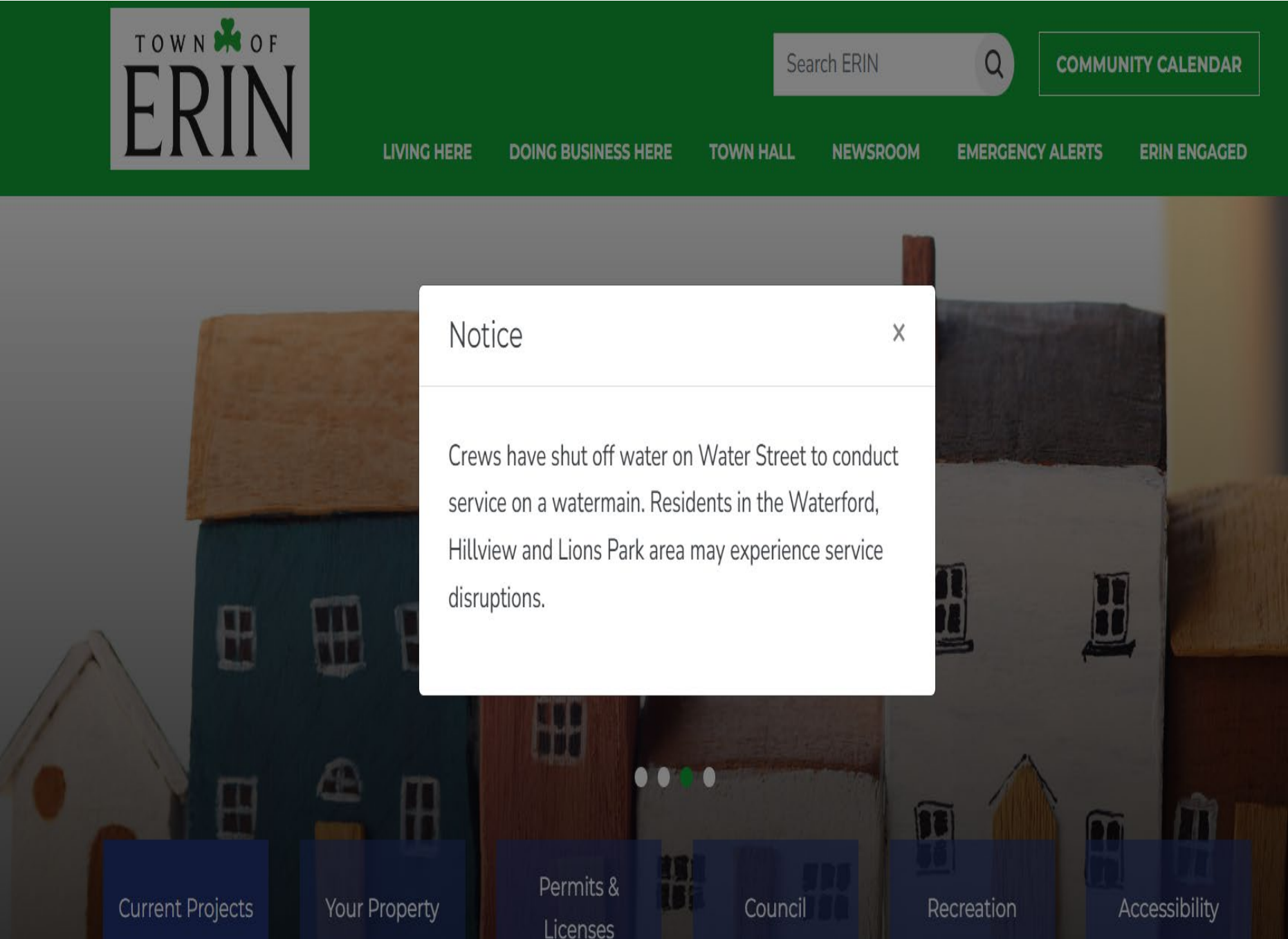
Instagram · townoferin

10+ likes · 6 months ago ⋮

## Erin Invites Residents to 'Monopoly Night' Open House Oct. 9

... Monopoly Night," on **Oct. 9 from 4 p.m. to 8 p.m. at the Erin Legion**. This engaging event will allow residents to play a fun, version of Monopoly ...

...and  
even  
this!



## Branding

T O W N  O F

ERIN



# Breaking Down The Data – What does it tell us?



# Followers



January 2024

955

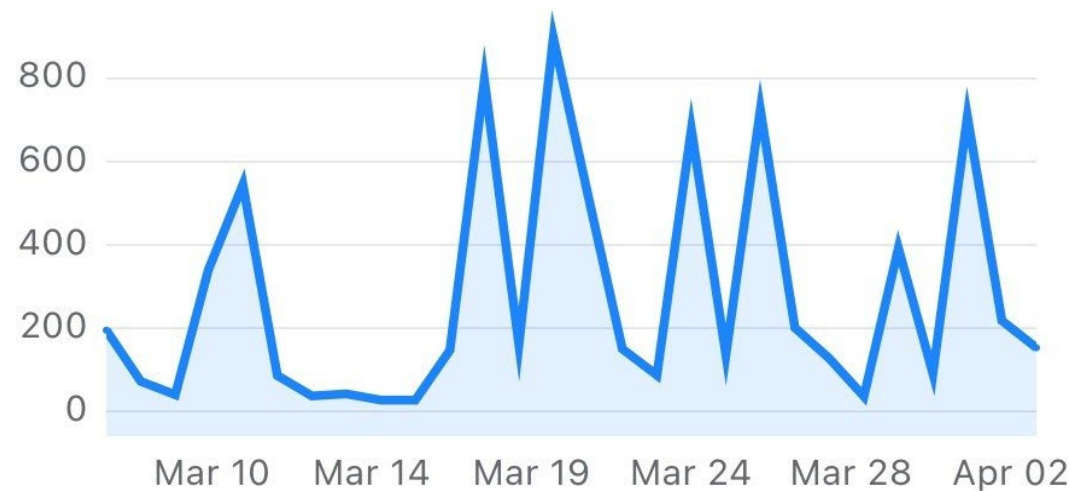
646 LIKES

January 2025

1,475

7,496 Engagement 

+13.9% from previous 28 days



1,472 Total followers 

+4.9% from previous 90 days



# Followers

2,410





## NEWSLETTER (Constant Contact)

Subscribed

2,181

The number of contacts who subscribed to receive your emails.

New subscribers (30 days)

13 ↑

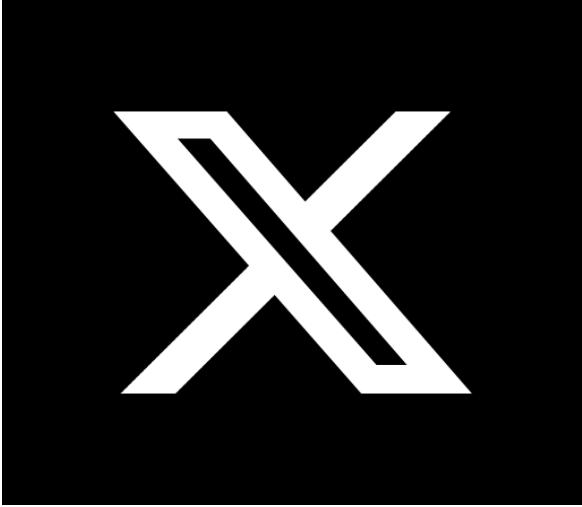
The number of your subscribers that were added in the last 30 days.

Subscriber growth (30 days)

1% ↑

Percentage of subscriber growth over the last 30 days.

## X/YouTube



Followers

**1,593**



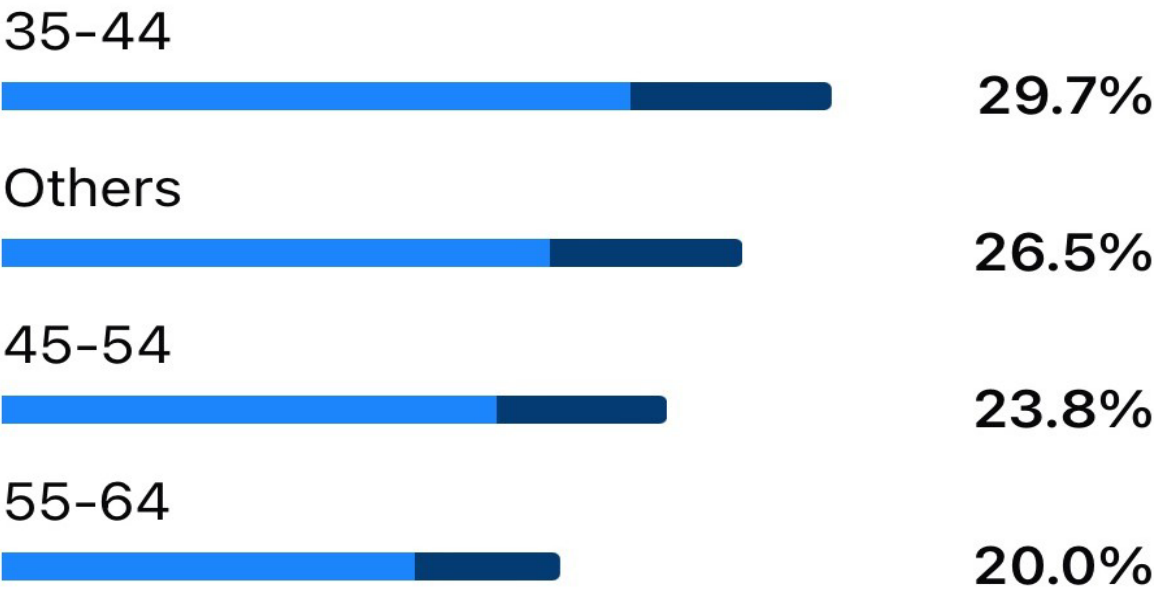
Followers

**50**

# Demographics

## Age and gender

74% Women 26% Men



## Top locations

Countries **Cities**






# Top Content Last 90 Days (Reach)

<Content


Overview

All content

OWN



ADVISOR



UPDATE: 4th Line and all town roads are open. A...

Post · Mar 30, 2025

Views

11.2K

Reach

4,827

Interactions

41

Link clicks

--

1





Dundas St., E. from Credit River Rd. to 10t...

Post · Mar 24, 2025

Views

10.9K

Reach

4,090


Interactions

16

Link clicks

7

2



Erin is pleased to announce that a new c...

Post · Mar 18, 2025

Views

9,446

Reach

3,450

Interactions

25

Link clicks

324

3





ERIN RECRUITING FIREFIGHTERS: Erin E...

Post · Apr 1, 2025

Views

7,738

Reach

3,136

Interactions

55

Link clicks

135

4

## Town of Erin Recreation Community Survey 2025

Thank you for participating in Erin's Recreation Community Survey. Your feedback will help us shape the future of recreation facilities, parks, and programs.

+ Follow



First Project  
Launched  
Aug. 2024

8 Projects To Date

5,500 Visitors  
To Date

# Views by Screen Class (March 12 to April 8)



COMMUNITY CALENDAR

- LIVING HERE
- VISITING HERE
- DOING BUSINESS HERE
- TOWN HALL
- NEWSROOM
- ERIN ENGAGED

## Views by Page title and screen class



<u>PAGE TITLE AND SCREEN CLASS</u>	<u>VIEWS</u>
<u>Town of Erin   Town Of Erin</u>	3.2K
<u>Employment   Town Of Erin</u>	1.9K
<u>Search   Town Of Erin</u>	980
<u>Meetings &amp; Agendas   Town Of Erin</u>	537
<u>Customer Service Representative   T...</u>	514
<u>Taxes   Town Of Erin</u>	501
<u>Customer Service Representative - P...</u>	488



26K Pageviews (March 12 to April 8) - 3K increase YOY



COMMUNITY CALENDAR

LIVING HERE

VISITING HERE

DOING BUSINESS HERE

TOWN HALL

NEWSROOM

ERIN ENGAGED

Event count by Event name



EVENT NAME

EVENT COUNT

page\_view

26K

session\_start

13K

first\_visit

7.7K

timing\_complete

165

# Communications Zone Priorities (BUCKETS)

3



2

1



**GENERAL COMMUNICATIONS**



**INCIDENT MANAGEMENT**

**CRISIS COMMUNICATIONS**

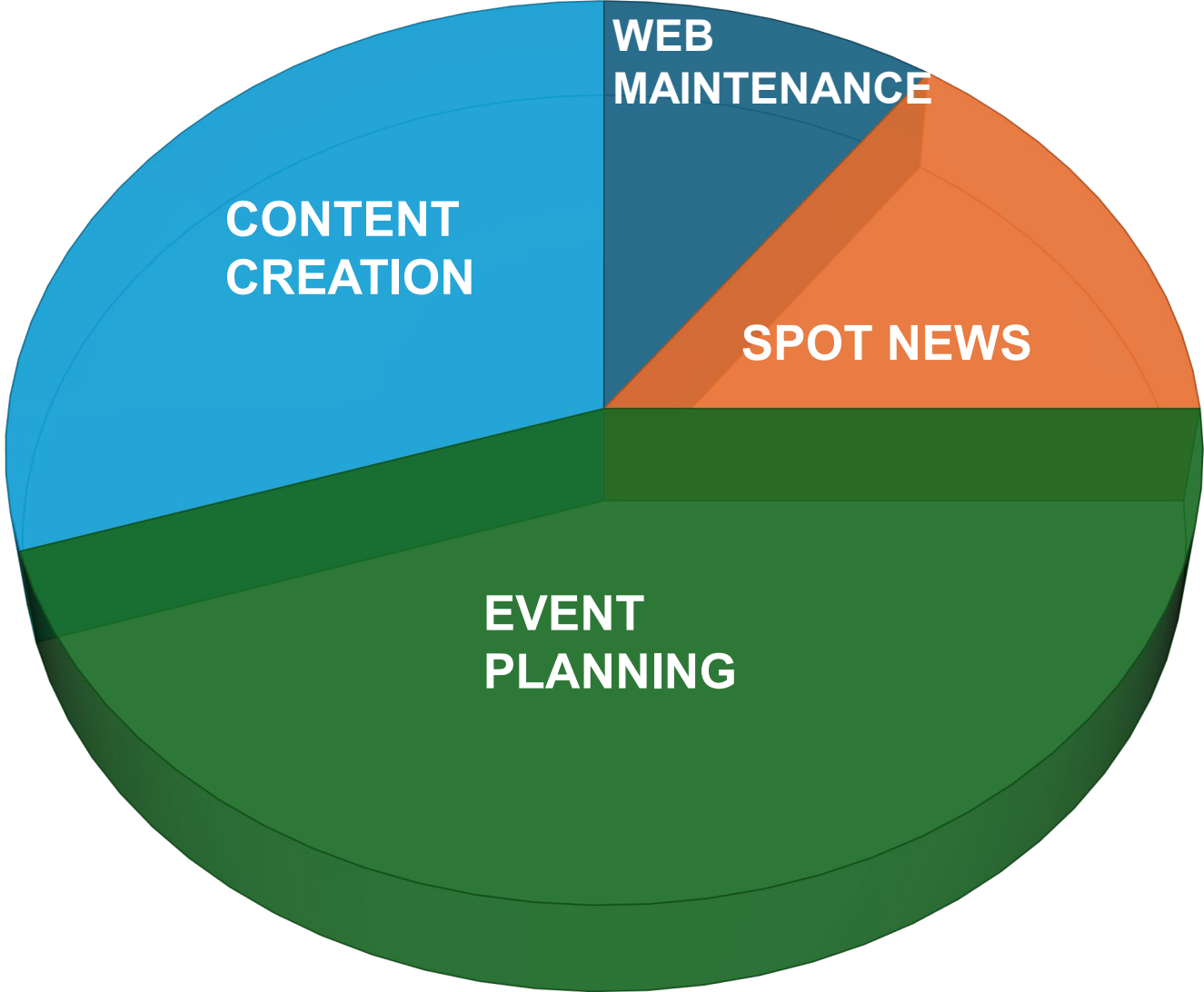
General Information  
Media Releases  
Council Decisions  
Parks and Rec Programming  
Events

Road Closures  
Storms  
Facility Closures  
(Spot News)

Major Disasters  
Infrastructure Failure  
Cyber Attacks

# Communications Overview

## RESOURCE ALLOCATION



### CONTENT CREATION

- News Releases
- Newsletters
- SOCMEDIA Posts
- Tax Inserts
- Specialty Publications
- Create Web Pages

### WEB MAINTENANCE

- Updating Forms
- Posting Public Notices
- Fixing Dead Links
- Building New Pages

### EVENT PLANNING

- Booking facilities
- Catering
- Licence Requirements
- Entertainment

### SPOT NEWS

- Emergency/Critical Posts
- Broken Watermains
- Road Closures
- Natural Disasters



2025 Budgeted Priorities

RELAUNCH WEBSITE	MULTI-DEPARTMENTAL	UNDERWAY
ENHANCED CANADA DAY	MULTI-DEPARTMENTAL	UNDERWAY
PUBLISH ERIN MAGAZINE	ECDEV/COMMS	MAY

NEW RESIDENT OPEN HOUSES	MULTI-DEPARTMENTAL	UNDERWAY – Q2
CREATE A COMMS POLICY	CONSULTANT/COMMS	UNDERWAY – Q3
STAFF MEDIA TRAINING	CONSULTANT/COMMS	UNDERWAY – Q2
LECTURE SERIES	COMMS	UNDERWAY – Q2
UPDATE LOGO (forms/displays)	COMMS	UNDERWAY

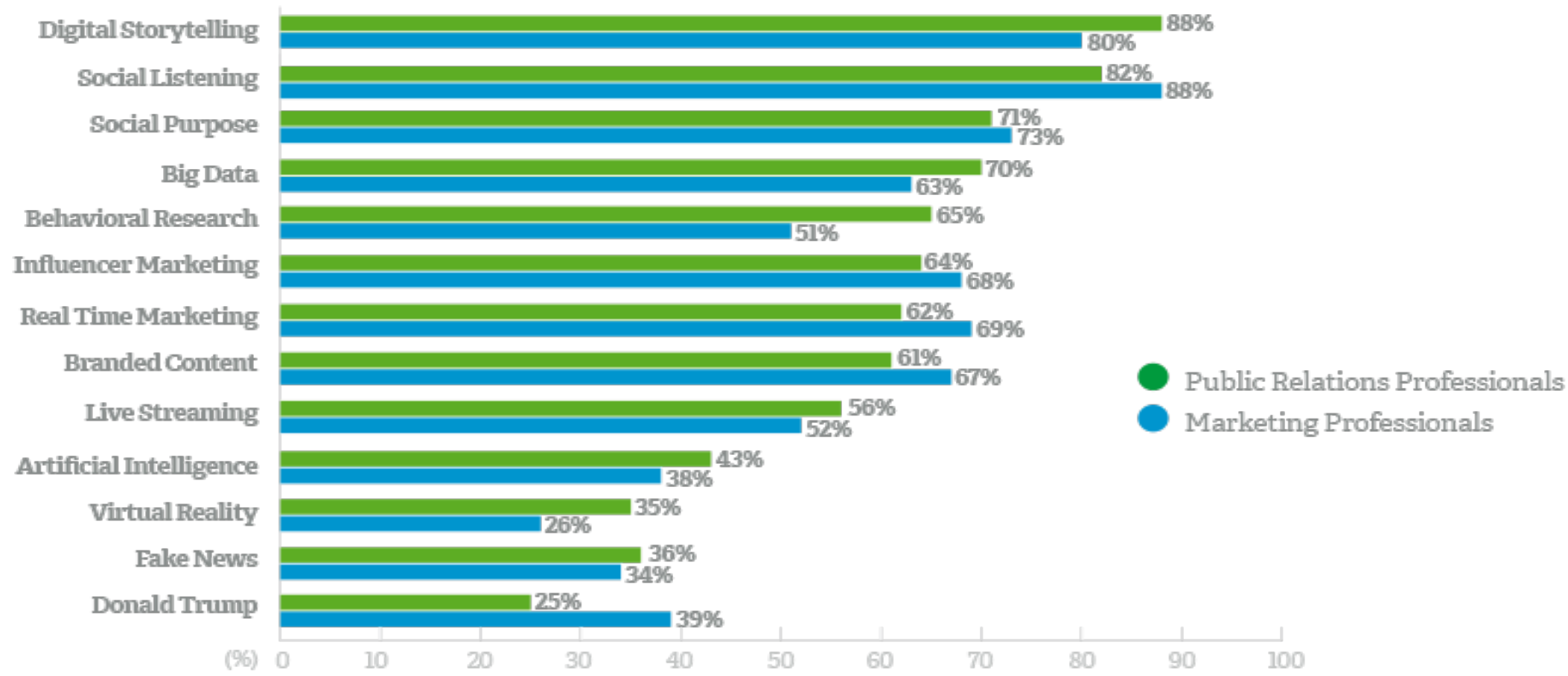
# Other Non-budgetary Initiatives



- **Create Comms Plans for both Strat Plan and EWTP Opening**
- **Host a Photo Contest**
- **Expand Art in Hall (Downstairs)**
- **Expand print product offerings – brochures, guides, directories**
- **Explore Creation of Sponsorship Agreement**
- **Host media tour of EWTP**

# Future Trends

Figure 2. Important Trends Impacting the Future of Public Relations



Source: Global Communication Report



**THANK  
YOU!**