

Communications and Marketing

2023 Revenue Budget

2022 Highlights

Enhance communications

Actions to date

- More proactive and comprehensive communications
- Refresh of What's on Woodstock
- Increased communications around Council meetings

Looking ahead

- Create a more well-defined brand with strong visual presence that supports it
- Continue to support staff throughout the organization to share clear, user-focused information with the community

Adoption of new tools

Actions to date

- Social media management platform
- Internal and external templates
- Engagement platform

Looking ahead

- Maximize the capabilities of these tools
- Continue to evaluate new tools that improve efficiency and effectiveness of our communications with the community

Improved governance and oversight

Actions to date

- Improved internal coordination, documentation and information sharing
- Social media posting guidelines
- Greater accountability

Looking ahead

- Creation of internal guides and resources
- Continue to develop processes and documentation to enhance our services and minimize risk through stronger governance

Budget Notes

- Annualization of staffing costs
- Change to What's on Woodstock budget
 - Eliminate internal transfer
 - Additional page count in four issues / year to include more recreation activity information
- Increase to technology line for social media management platform
- Increase to conference line to allow for professional development

Additions to Base

- New Marketing and Communications Coordinator
 - Internal transfer - continue to support culture, but expand capacity to offer support across the corporation
 - Offset the cost by bringing the writing of What's on Woodstock in house
- 2023 Levy Impact: \$0 (partial year)
- 2024 Levy Impact: \$22,000

Questions?
