

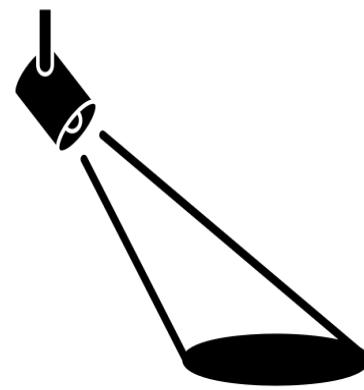
2021

Communications Year in Review

Public Relations

Public relations is the strategic management of relationships between an organization and its diverse publics, through the use of communication, to achieve mutual understanding, realize organizational goals and serve the public interest.

2021 highlights

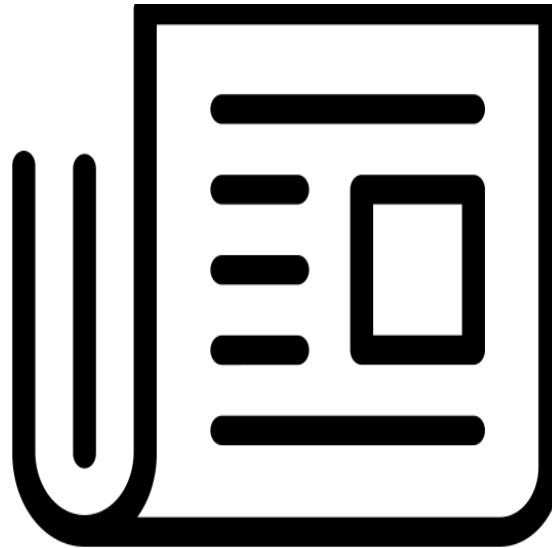


- Stormwater and infrastructure communication and public engagement
- Enhancing City public engagement initiatives and strategies
- New Content Management System planning for website
- Develop capital project budget communications strategy
- Launch Council meeting previews and summaries published to the City website and social media pages.
- Participate in the downtown strategy and move up Prince George campaigns.

In the news

123 news releases = thousands of stories

Over 500 media calls = thousands of stories



Social media

	City	CN Centre	Civic Centre	Move UP	Invest PG
Facebook					
Twitter					
Instagram					
LinkedIn					
YouTube					

LinkedIn

Total followers 3,281
Up 484 in 2021

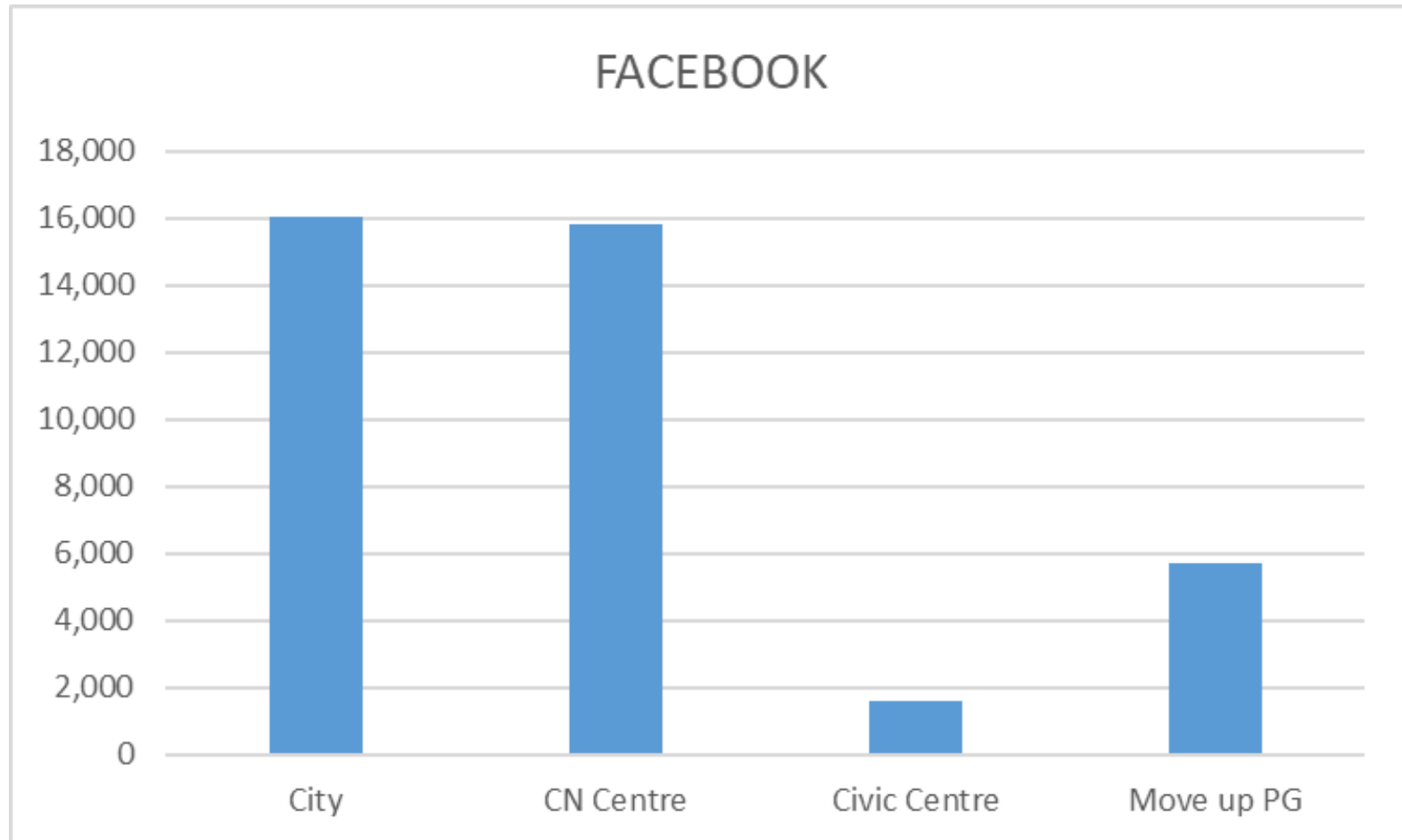
Follower Demographics ?

Data for: Location ▼

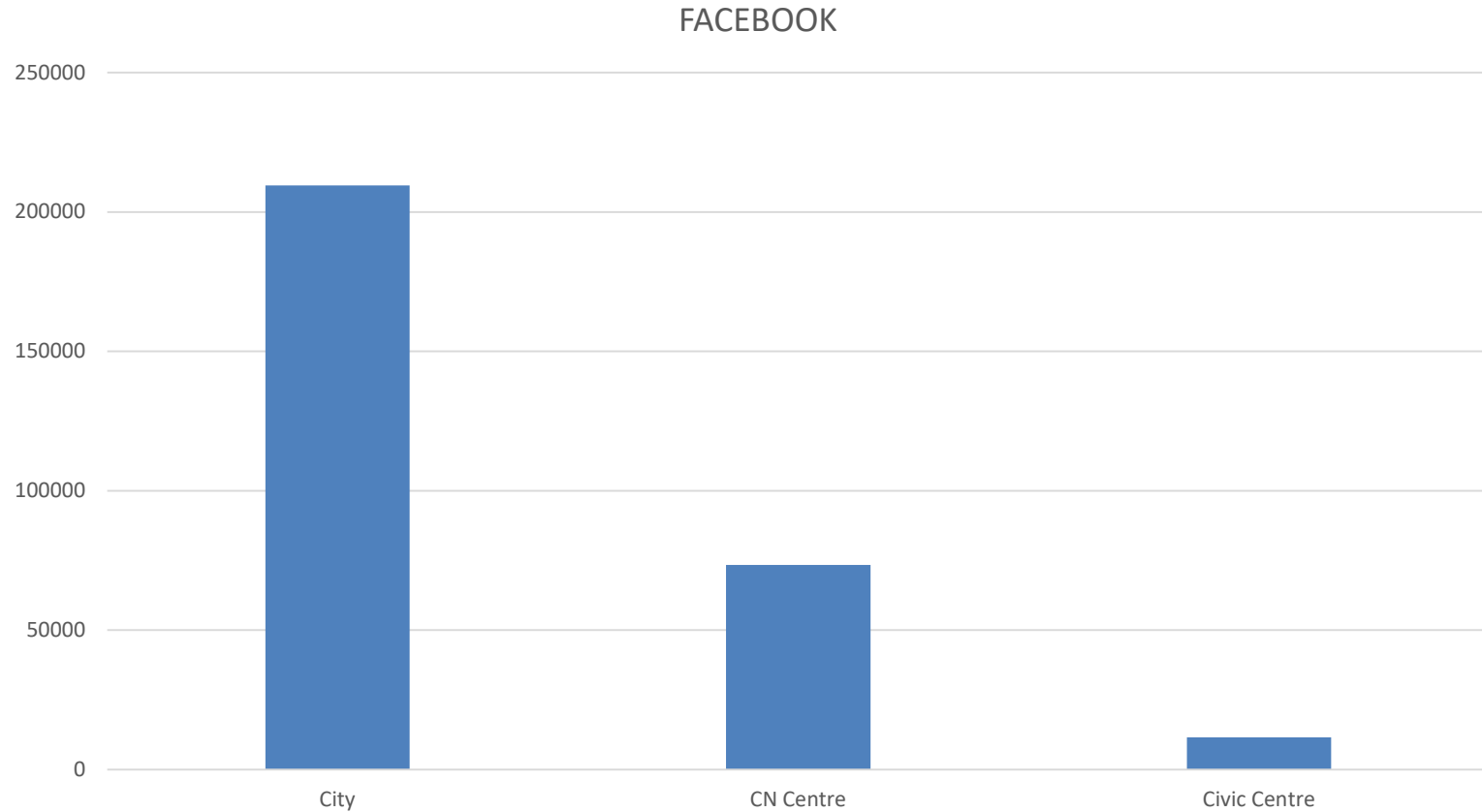
Top locations

	Followers	% of Followers
British Columbia, Canada	1,816	70.52%
Vancouver, Canada Area	231	8.97%
Washington D.C. Metro Area	105	4.08%
Edmonton, Canada Area	61	2.37%
Toronto, Canada Area	50	1.94%
Calgary, Canada Area	49	1.9%
Alberta, Canada	30	1.17%
Ontario, Canada	20	0.78%
Montreal, Canada Area	13	0.5%
Winnipeg, Canada Area	10	0.39%

Facebook followers



Facebook Engagement




Facebook most popular posts

Top Posts Sort-By: Engagement ▾

City of Prince George
Feb 4, 2021 9:43 AM


For more than 50 years, new firefighters at the old Fire Hall #1 in



Clicks	Reactions	Comments
15061	1380	127
Shares	Reach	Impressions
125	66164	74993

City of Prince George
Mar 6, 2021 10:17 AM


In case you missed it (:), Prince George has become Hollywood



Clicks	Reactions	Comments
5272	929	120
Shares	Reach	Impressions
137	27914	31578

City of Prince George
May 21, 2021 10:15 AM


Our rivers are blue... Our parkland is green... So let's



Clicks	Reactions	Comments
4412	666	60
Shares	Reach	Impressions
80	22815	44132

City of Prince George
Dec 22, 2021 9:52 AM


Our drivers have been yelled at, flipped off, passed on narrow roads.



Clicks	Reactions	Comments
3207	828	256
Shares	Reach	Impressions
289	26744	29571

City of Prince George
Jun 22, 2021 5:48 PM


BC's most famous doctor visited Prince George's COVID-19 clinic at



Clicks	Reactions	Comments
3452	782	102
Shares	Reach	Impressions
54	13372	14741

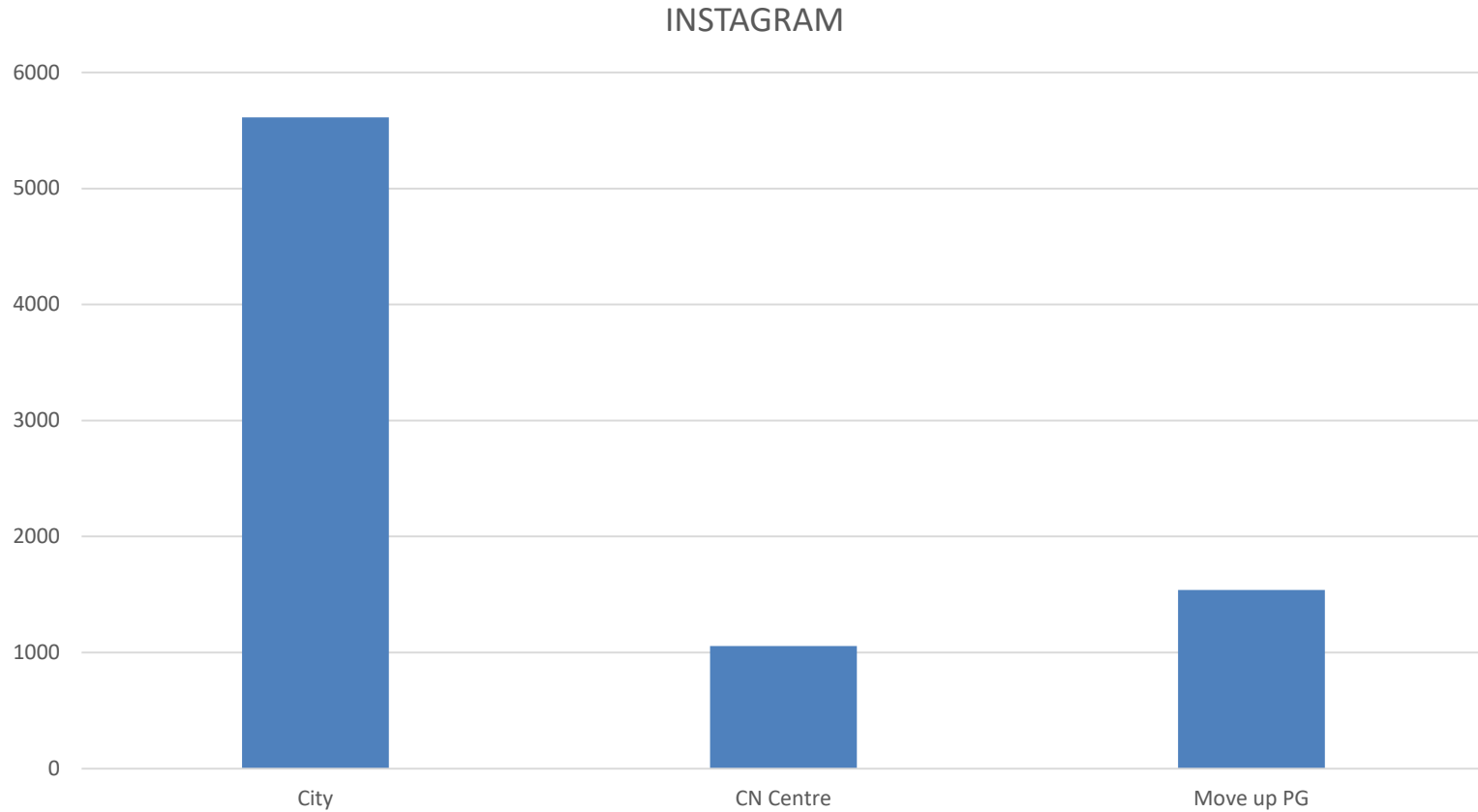
City of Prince George
Oct 4, 2021 4:53 PM

The City of Prince George is once again providing residents and

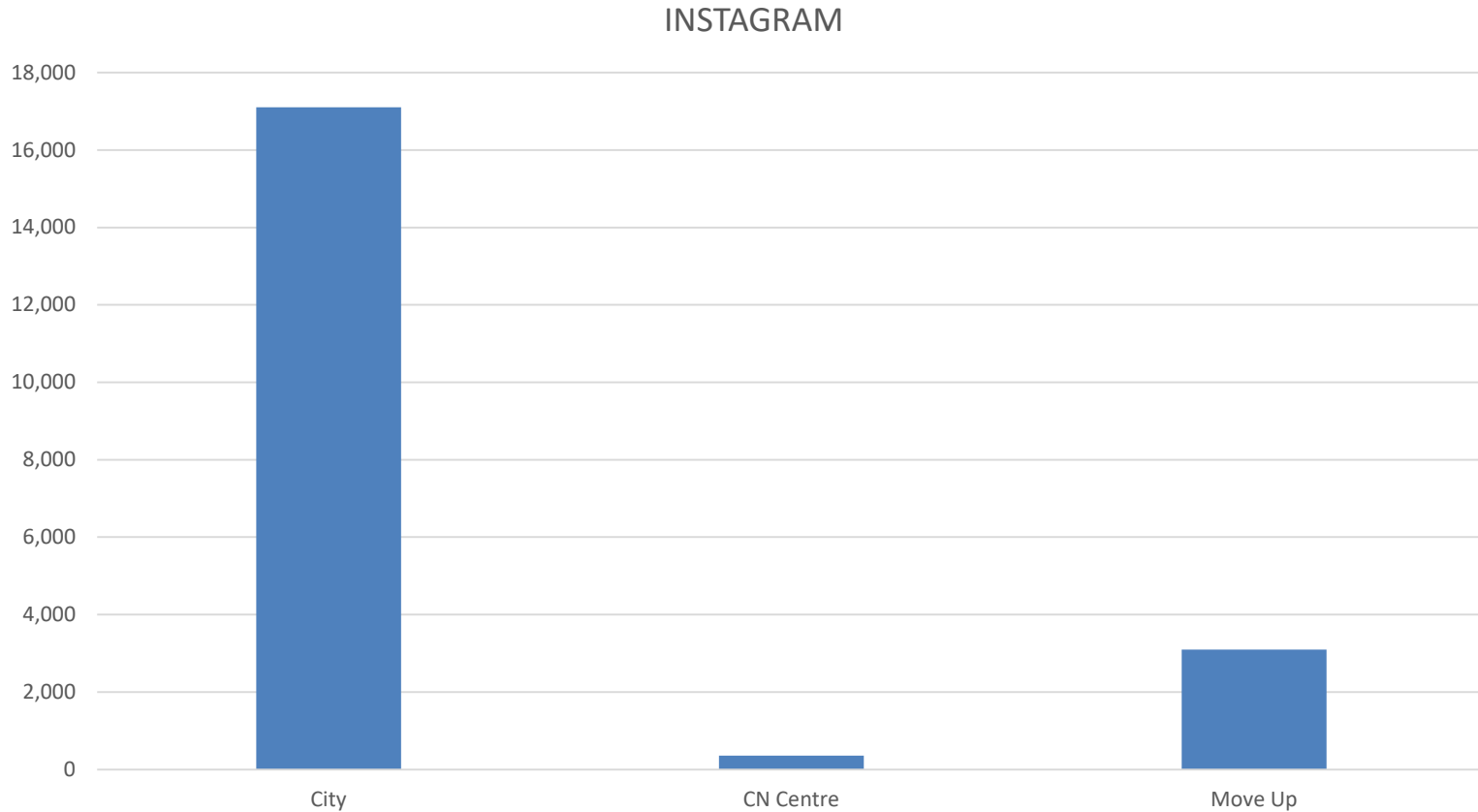


Clicks	Reactions	Comments
4210	28	14
Shares	Reach	Impressions
13	13765	62297

Instagram Followers



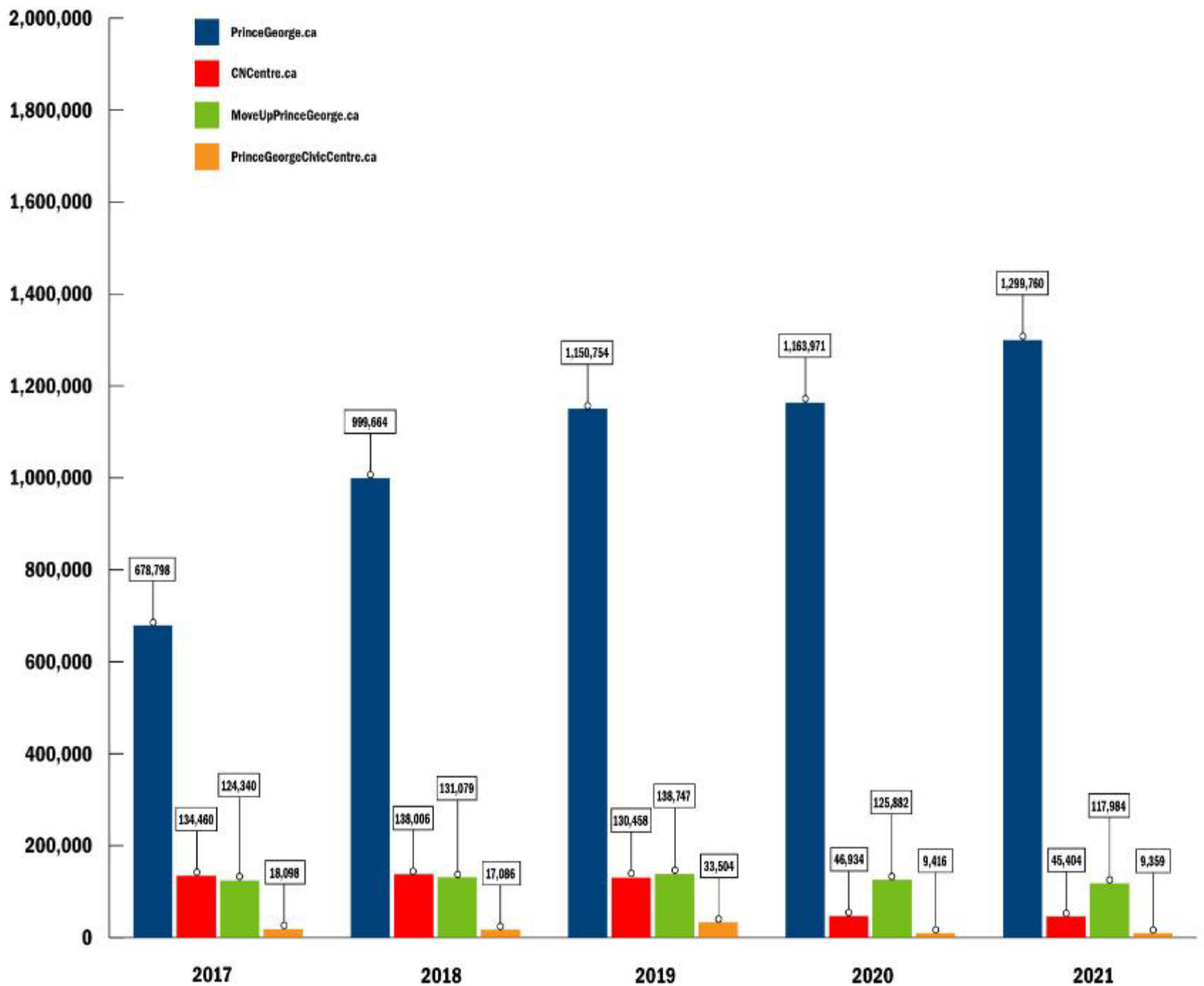
Instagram Engagement



Instagram most popular posts



TOTAL PAGEVIEWS



More data

- 3 e-newsletters = 6,301 subscribers
- News subscribers – 10,522
- App downloads – 1,203
- App service requests – 3,013
- Videos created – 9

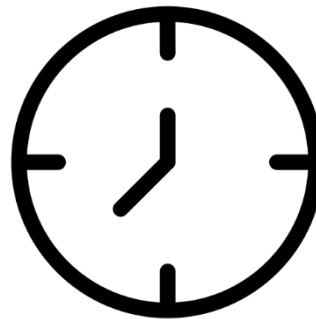
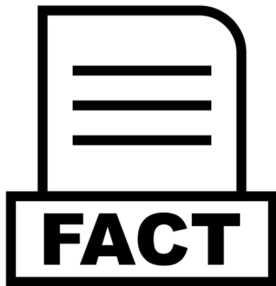


2022

Moving forward

Transparent, Factual, Timely

- The team will focus on ensuring the City communicates on issues important to citizens in a transparent, factual and timely manner.
- If the City is stopping, starting or changing something the public may need to know about it.



Plain language

Writing that is clear, concise, and well-organized.

Information is easy to find, read and understand.

It saves people and government time and money and improves the accessibility of content.

Engagement



- Authentic community engagement is NOT the occasional survey on the topic of our choosing.
- Authentic community engagement IS a culture of listening.
 - Finding more ways/platforms to connect with citizens.
 - Listening to what is important to our citizens and engaging with them on those topics – in addition to our topics.

Team

- We are all in this together.
- Communications works with every department because every department provides a service to our citizens that we need to talk about.

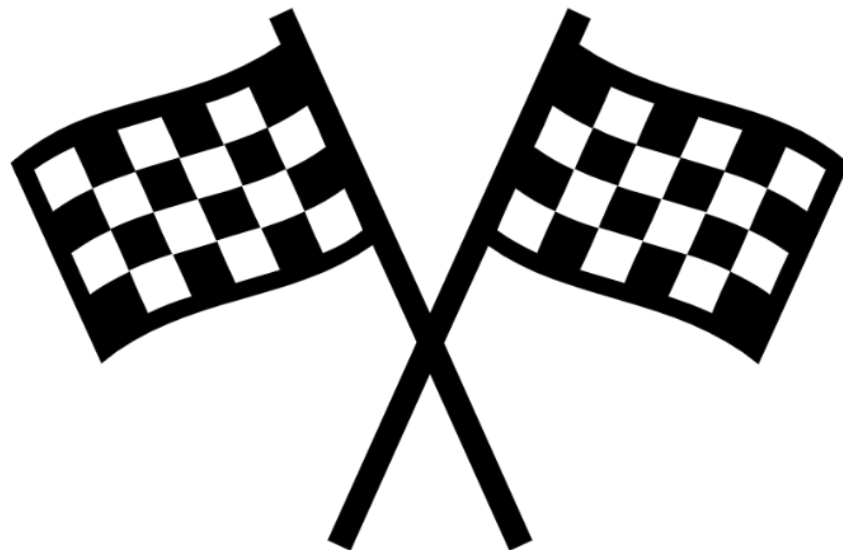


2022 projects

- Implementation of communications policies
- Develop an internal communications strategy
- Draft a City communications strategy
- Create a fact check webpage to address misinformation and disinformation
- With IT, transition website to a new platform and address content needs
- Video: storm water infrastructure, roads and bylaw services
- Develop a social media strategy
- Improve presence on Google business pages

City projects

- Move Up PG
- Downtown Strategy
- Pool grand opening
- Capital project communications
- Daycare opening
- Another new daycare construction
- Storm water education
- Election information
- World Women's Curling promotions



Questions?