



Hamilton

## CITY COMMUNICATIONS

Communications and Strategic Initiatives  
Division Overview

# Communications and Strategic Initiatives – Who We Are and What We Do

**CSI has a total of 22FTEs (with some contract support) and is a support unit located in the CMO**

**Direct Communications (40% of staff)** – Mass Comms Developed and Distributed by CSI

- Communications and Public Education Campaigns
- Emergency/Crisis Communications (COVID-related communications)
- Issues/Reputation Management
- Media Relations
- Social Media
- Web Communications (and ownership and stewardship of the corporate website)

**Communications Support Services (60% of staff)**– CSI help others communicate their work

- Advertising Planning and Bulk Purchasing
- Graphic Design (Brochures, Reports, Signage, Decals etc.)
- Marketing Campaign Planning
- Strategic Communications Planning

# Core Audiences – CSI Support Efforts Related to the Following Audiences

The City of Hamilton supports City departments and staff in developing and **disseminating mass communication directly related to City business** to large-scale, strategic audiences which include:

## **External Audiences:**

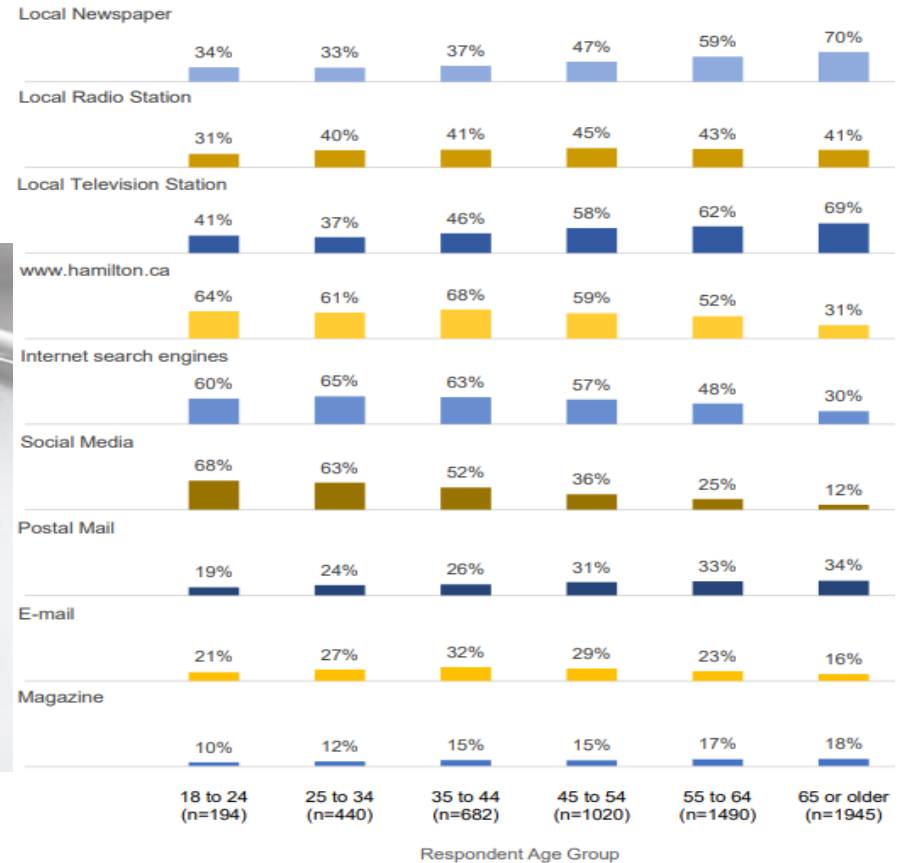
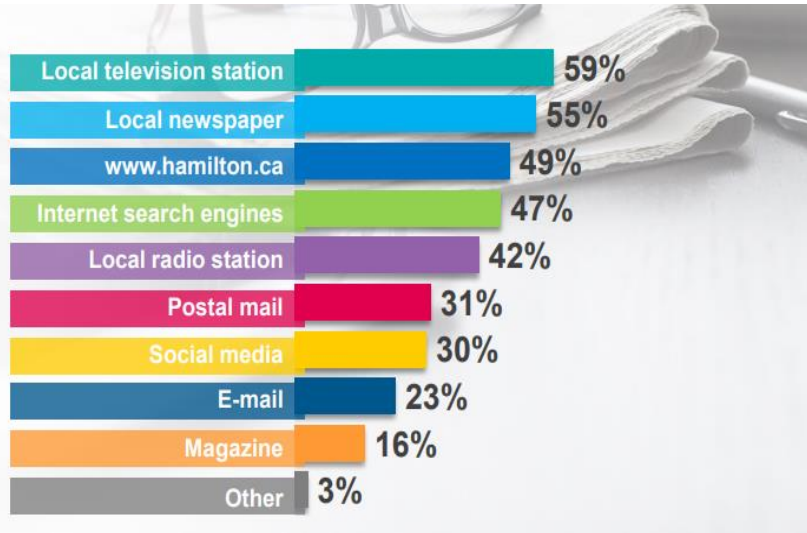
- Citywide
- Neighbourhood(s)
- Major client groups (recreation users, transit users etc.)

## **Internal Audiences:**

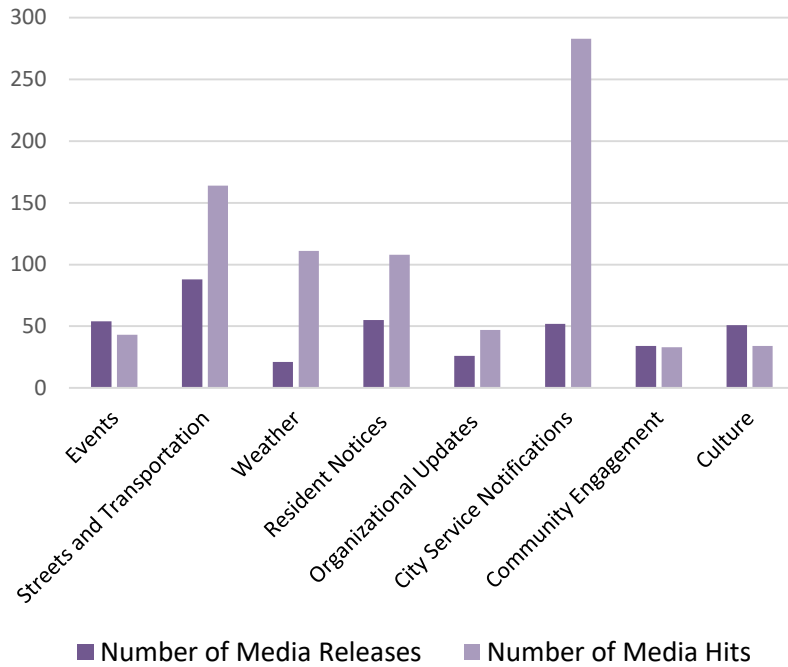
- Department wide
- All City employees

# How CSI Decides Where Content Goes – Public Preferences

How do you like to get information about the City of Hamilton’s programs, initiatives, news and events?

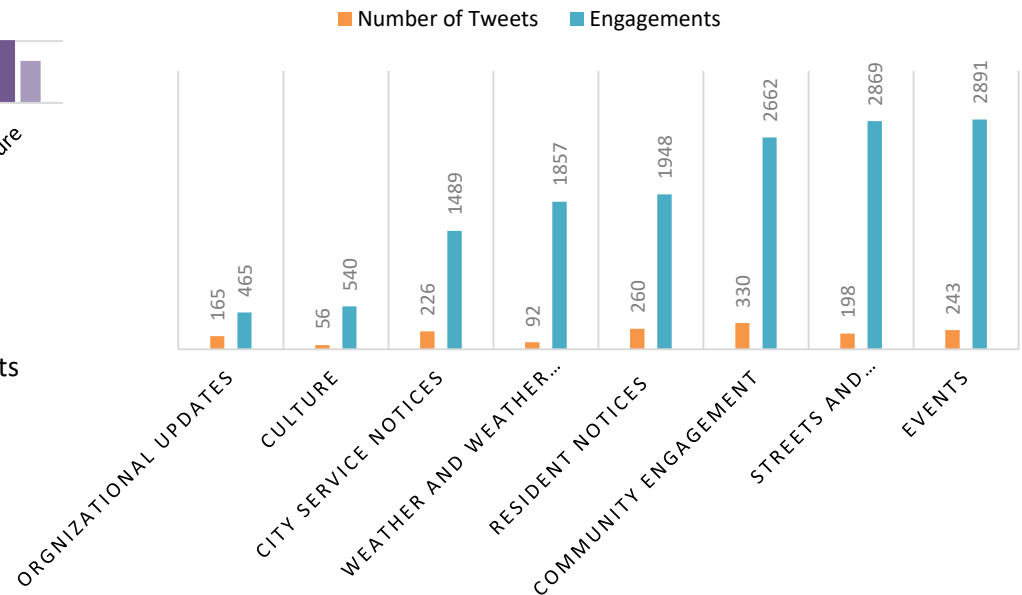


# How CSI Decides Where Content Goes – Content Performance



## COMPARING NUMBER OF TWEETS TO ENGAGEMENTS

\*ENGAGEMENT NUMBERS REDUCED



# Media Relations – Current Strategy and Tactics

## **Proactive**

- Media Releases that focus on:
  - Upcoming reports to Council (background and context)
  - Impact of Decisions of Council and City Investment
  - Overview and promotion of City Services (with focus on Council Priorities)
  - Service Updates
  - Issues Updates

## **Reactive**

- Respond to approximately 3,000 incoming media requests a year

# Media Relations – Support for Mayor and Council

## **Mayor's Office (Chief Spokesperson)**

- Key message development and interview prep support (where required)
- Quotes from Mayor on Corporate Releases
- Information/Research to aid in the development of speaking notes by Mayor's communications staff
- City-related media event support
- Updates on breaking issues with accompanying key messages
- Media Interview Training

## **Council**

- Updates on breaking issues and accompanying key messages
- Media relations guidance and advice
- Media interview training
- Issues Management advice and guidance

# Social Media – Strategy and Tactics

## **Proactive**

- Focus on human interest and softer news
  - Events
  - Cultural news
  - Human Interest news
  - Community Engagement
- Heavy use of video, graphics and text

## **Reactive**

- Monitoring social media traffic on our channels
- Flagging issues of interest and concern
- Correcting the record on significant misinformation (when able to)



# Social Media– Support for Mayor and Council

## **Mayor's Office (Chief Spokesperson)**

- Retweeting of relevant Mayoral posts (items that deal with City business)
- Provision of graphics/video/messages related to City business for use by Mayor's accounts
- Identification of reputational issues emerging on social platforms

## **Council**

- Provision of graphics/video/messages related to City business for use by Council members accounts

# Guiding Principles on City's Main External Channels

## **Media Relations**

- Interviews over written responses (ongoing effort)
- Respect for deadlines
- Support for media's reporting efforts (information gathering, upgraded facilities etc)
- Proactive information releases and briefings wherever possible
- Hard news focus does better on this channel

## **Social Media**

- Focus on actions and not opinions
- Limited engagement (resource levels)
- Prioritize visuals/videos/photos over text
- Human interest content does better on this channel



Hamilton

QUESTIONS?

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