

## Communication Plan Resource Guide

Print Recommendations		
Recommendation	Description	Cost information
Media Release	<ul style="list-style-type: none"> <li>Announcement made by Communication staff to the media.</li> <li>Min. 100,000 readers if media release is picked up by Hamilton Spectator</li> </ul>	<ul style="list-style-type: none"> <li>\$16 + tax per 8 lines, per column + incremental cost per line.</li> </ul>
Hamilton Community Newspaper	<ul style="list-style-type: none"> <li>Half page advertisement</li> <li>50,000 readers across the 4 editions (Ancaster News, Dundas Star News, Hamilton Mountain News and Stoney Creek News)</li> </ul>	<ul style="list-style-type: none"> <li>\$1,845 + Taxes (Nov 2022)</li> </ul>
Turtle Island Newspaper	<ul style="list-style-type: none"> <li>Half page advertisement</li> <li>10,000 readers</li> </ul>	<ul style="list-style-type: none"> <li>\$716.35/weekly edition</li> </ul>
Neighbourhood Community Newspapers (As identified by the Neighbourhood Association Directory)	<ul style="list-style-type: none"> <li>Depending on circulation schedule (monthly or quarterly), advertisement in each edition during any recruitment campaign.</li> <li>Neighbourhood Newsletter readers</li> </ul>	<ul style="list-style-type: none"> <li>No cost associated pending further review</li> </ul>
@ CityofHamilton Newsletter	<ul style="list-style-type: none"> <li>Quarter of a page advertisement in quarterly edition within the recruitment campaign.</li> <li>8,000 City of Hamilton Staff.</li> </ul>	<ul style="list-style-type: none"> <li>No cost associated; maintained by City of Hamilton staff</li> </ul>
Posters (400) created by City of Hamilton Staff	<ul style="list-style-type: none"> <li>Placement at City of Hamilton Recreation Centres and Libraries as well as key community agencies that target diverse populations.</li> <li>In excess of 5 million participant visits across COH recreation facilities (with 30,000 unique users who participated in registered programs)</li> </ul>	<ul style="list-style-type: none"> <li>\$400.00 for 400 posters(approx.)</li> <li>\$200.00 for poster mail out (approx.)</li> </ul>
Electronic Medium Resources		
Recommendation	Description	Cost information
Banner on eNet	<ul style="list-style-type: none"> <li>Daily exposure on eNet during recruitment campaign.</li> <li>Approx. 7,000 users</li> </ul>	<ul style="list-style-type: none"> <li>No cost associated; maintained by City of Hamilton staff</li> </ul>
Banner on Hamilton.ca	<ul style="list-style-type: none"> <li>Daily exposure on Webpages during recruitment campaign.</li> <li>Approx. 15,000 users/day</li> </ul>	<ul style="list-style-type: none"> <li>No cost associated; maintained by City of Hamilton staff</li> </ul>
City of Hamilton Social Media feeds (Facebook, Instagram, Twitter)	<ul style="list-style-type: none"> <li>Unlimited opportunity for feeds to be reposted or retweeted during recruitment campaign</li> <li>63,300 City of Hamilton Twitter followers</li> </ul>	<ul style="list-style-type: none"> <li>No cost associated; maintained by City of Hamilton staff</li> </ul>

	<ul style="list-style-type: none"> <li>• A general tweet will receive 5-8,000 impressions</li> </ul>	
City of Hamilton LinkedIn page (professional networking)	<ul style="list-style-type: none"> <li>• Daily exposure to LinkedIn subscribers during the recruitment campaign.</li> <li>• 4,500-20,000 LinkedIn users per post</li> </ul>	<ul style="list-style-type: none"> <li>• Cost covered by yearly City of Hamilton subscription to LinkedIn</li> </ul>
TV Monitors at Hamilton Farmer's Market	<ul style="list-style-type: none"> <li>• Continuous feed on Market days during recruitment campaign.</li> <li>• 10,000 Market users /week</li> </ul>	<ul style="list-style-type: none"> <li>• No cost associated; maintained by City of Hamilton staff</li> </ul>
Neighbourhood Community Social Media feeds (as identified in the Community Neighbourhood Directory)	<ul style="list-style-type: none"> <li>• Unlimited opportunity for feeds to be reposted or retweeted during recruitment campaign.</li> <li>• 50 Community Neighbourhoods and 32 Related Community Groups</li> <li>• Over 200 contacts on master mailing list</li> </ul>	<ul style="list-style-type: none"> <li>• No cost associated</li> </ul>
Our Future Hamilton special email notification	<ul style="list-style-type: none"> <li>• Email notifications during recruitment campaign.</li> <li>• 2,500 community partners (organizations and citizens)</li> </ul>	<ul style="list-style-type: none"> <li>• No cost associated; maintained by City of Hamilton staff</li> </ul>
Email blasts to City of Hamilton created special community lists (as identified by Hamilton Anti-Racism Resource Centre)	<ul style="list-style-type: none"> <li>• Unlimited opportunity for recipients to forward email through their personal social media networks.</li> <li>• 80 + Ethno racial community organizations</li> </ul>	<ul style="list-style-type: none"> <li>• No cost associated</li> </ul>
DiverseCity onBoard (professional networking)	<ul style="list-style-type: none"> <li>• One time subscription by City of Hamilton Staff. Advertisement can be emailed during recruitment campaign.</li> <li>• 200 qualified Hamilton community members with training in board governance</li> </ul>	<ul style="list-style-type: none"> <li>• \$500.00 annual fee</li> </ul>
<b>Public Information Session</b>		
<b>Recommendation</b>	<b>Description</b>	<b>Cost information</b>
Community Meeting Attendance	<ul style="list-style-type: none"> <li>• Internally communicate Advisory (Volunteer) Committee opportunities to City of Hamilton Staff who regularly interact with community agencies and groups.</li> <li>• Dependant on the number of available community meetings that occur in the recruitment period</li> </ul>	<ul style="list-style-type: none"> <li>• Estimated \$1200</li> </ul>