

**Vacant Unit Tax
Call to Action Campaign Communications Tactics
Planned for January through April 2024**

- Media release – shared when by-law is approved
- Webpage updates – Hamilton.ca/VacantUnitTax
 - Information on how to declare, including the vacant unit tax explainer video
 - Link to declaration portal and vacant unit tax step-by-step tutorial video
- Notice to declare – letter mailed directly to all residential property owners in Hamilton
- Videos developed by an external vendor
 - Video 1: Explainer on the vacant unit tax, addressing key questions that have been asked by the community
 - Video 2: Step-by-step video on how to complete the declaration online
- Social media posts and responses to community questions – ongoing from January to April 2024
- Paid Advertisements – January to April 2024
 - Hamilton Spectator print ads
 - Money Saver magazine print ads (delivered monthly to every mailbox in Hamilton via Canada Post)
 - Outfront Billboards (large electronic billboards on the LINC and other areas in the City)
 - Social media: LinkedIn
 - Bus ads
 - Google digital ads
 - CHCH multizone digital ads
 - Transit shelters
 - Radio advertisements – across three local stations
- Organic / Unpaid Advertising– January to April 2024
 - Digital signage: City Hall, Gage Park, TV Screens
 - Social Media: Instagram Stories, Facebook, LinkedIn, X
 - Print poster – 8.5x11
 - eNet banner
 - Print postcards
- Council Social Media Toolkit – an email to Councillors with promotional materials, including videos and key messages to share with constituents on how to declare, including the key deadlines