

VILLAGE OF LYTTON

2024 Communications and Engagement Overview

Report to Council

February 11, 2025

LEARN MORE AT: www.lytton.ca

Village communication & engagement channels



Communication	Engagement
<ul style="list-style-type: none">• Website (Lytton.ca)• E-newsletter (Mailchimp)• Facebook page• CivicWeb Council meeting platform• YouTube channel	<ul style="list-style-type: none">• Council meetings, public hearings, and Council correspondence• Board and Committee meetings• Community events, including Coffee with Mayor & Council, open houses, and community meetings• Advocacy meetings• Surveys• Media relations• Conversations and email with Council and staff

Key activities

- **Website** redevelopment
- Writing and distributing weekly **e-newsletter**
- Sharing **information and updates**, including partner updates and community events
- Planning, promoting, and supporting **community engagement**
- Managing **media relations**
- **Advising** on issues, communications, and engagement
- Supporting **rebuilding, operational, and planning** communications and engagement





Key metrics – communications

Channel	Metrics
E-newsletter	51 newsletters 362 subscribers Open rate 36 to 62% ↑ Click-through rate
Website	Users 16,492 users, 26,486 sessions, 43,000 page views Search 63% organic, 26% direct, 6% referral, 5% organic social media Access 61% desktop, 36% mobile (phone), 3% tablet Audiences Mostly B.C.



Key metrics – communications

Channel	Metrics
Facebook	1,200 followers (net ↑ of 142) > 500 posts 116,700 views, 13,900 visits, 64,900 reach 7,700 content interactions, 942 link clicks
YouTube	106 subscribers (↑ of 10) 2,759 views
Media relations	2 media briefings ~30 to 40 interviews ~40 to 60 articles

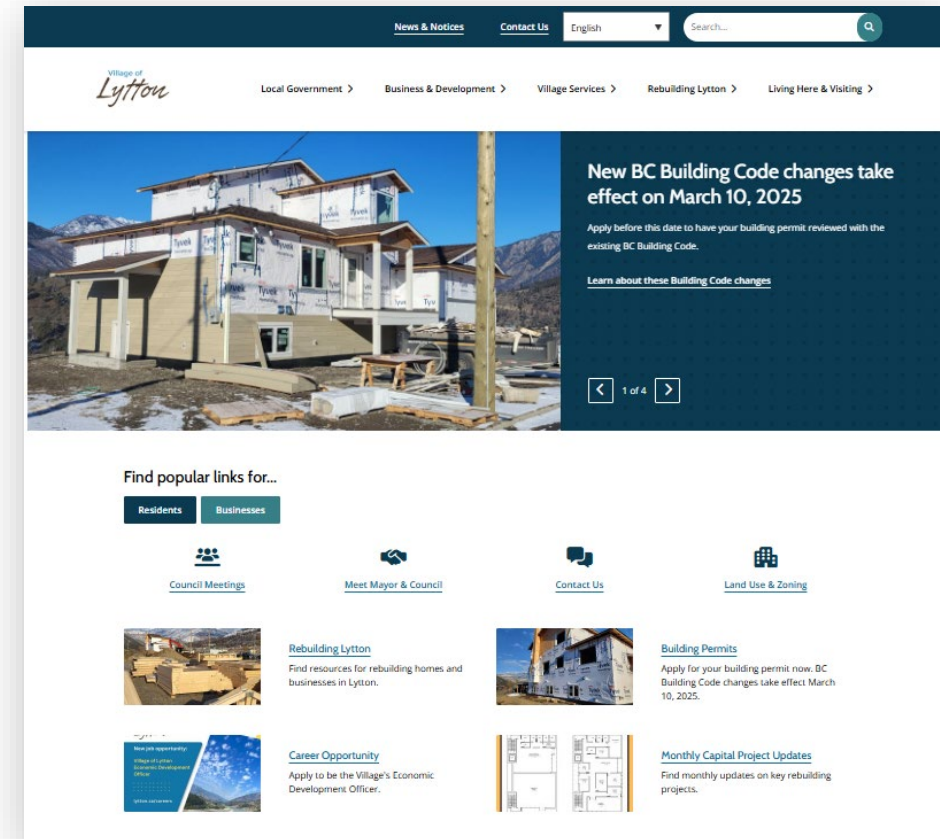


Key metrics - engagement

Activity	Metrics
Council meetings	30
Village of Lytton community meetings	3
Public hearings	2
Coffee with Mayor & Council	50
Village of Lytton surveys	1
Community events, partner events, and celebrations	Not counted

Focus and improvement

- Optimize use of **website**
- Bi-weekly **newsletter**
- Support engagement for **Village rebuilding projects** and **community planning projects**
- Communications to support **municipal literacy**
- Best practices, procedures, and templates to support **return to more normal operations**





Questions?