

VILLAGE OF LYTTON

2025 Communications and Engagement Overview

Committee of the Whole

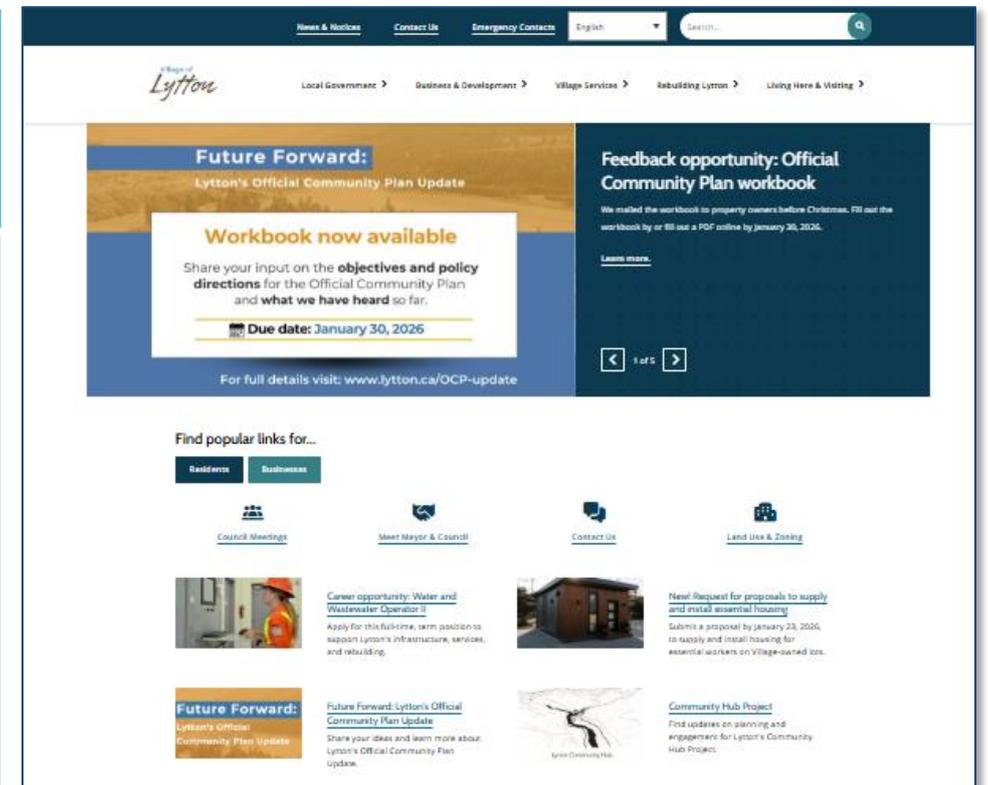
February 3, 2026

Village communications channels



Communication

- Website (Lytton.ca)
- E-newsletter (Mailchimp)
- CivicWeb Council meeting platform
- Facebook page
- YouTube channel
- Posters, handouts, mailouts



Village engagement channels



Engagement

- Council meetings (new: Committee of the Whole), public hearings, and Council correspondence
- Informal community events like Coffee with Mayor & Council and farmers' market pop-ups
- Open houses and other community meetings
- Advocacy (UBCM) and partner meetings
- Surveys
- News releases and media interviews
- Discussions/email with Council and staff

2025 OVERVIEW



Key activities

- Updating and refining use of **new website**
- Writing and distributing bi-weekly **e-newsletter**
- Sharing **information and updates**, including partner updates and community events
- Managing **media relations**
- **Advising** on issues, advocacy, communications and engagement
- Leading and collaborating on **communications and engagement** for rebuilding, planning, projects (like Community Hub and Official Community Plan Update), and operations
- Supporting **project funding recognition**

2025 OVERVIEW

Key metrics – communications



Channel	Metrics
E-newsletter	27 newsletters published ▼ 363 subscribers ■ Open rate 36 to 69% with an average of 42.4% ■ Average click-through rate 10.2% ▲
Website	Users 18,189 users, 27,504 sessions, 51,000 page views ▲ Search 57.81% organic, 30.79% direct, 4.89% referral, 4.66% organic social media Access 63.9% desktop, 34.3% mobile (phone), 1.85% tablet Audiences Mostly B.C.

2025 OVERVIEW

Key metrics - communications



Channel	Metrics
Facebook	1,346 followers ▲ 461,011 views ▲ 10,600 visits ▼ 6,800 content interactions ▼ 1,600 clicks ▲ Audience: 70.5% women; 29.5% men
YouTube	111 subscribers ▲ 2,681 views ▼ Audience: 20% subscribers; 67% male, 33% female
Media relations	0 media briefings Est. 30 to 40 interviews



Key metrics - engagement

Activity	Metrics
Council meetings	22
New: Committee of the Whole	4
Special (public) Council meetings	5
Village of Lytton community meetings/open houses	11
Public hearings	0
Coffee with Mayor & Council	52
Village of Lytton surveys /questionnaires	5



Highlights

- **Relaunched website:** improved usability, significant increases in users, page views, and engagement
- **Facebook:** more followers, more than three times as many views, and more link clicks; high photo engagement
- **Community engagement:** wide range of informal and formal opportunities for engagement
- **Balance of digital and in-person** communications
- **Communications to support** rebuilding/capital projects
- **Future Forward: Official Community Plan Update launch**

Challenges & opportunities

- Reaching community members without **limited online access**
- Connecting with **younger community members**
- Reaching **prospective/future community members, developers, investors, business owners** to support rebuilding and economic development
- Engaging **Nlaka'pamux community members**
- Shifting narrative of **media coverage** from weather and wildfires to rebuilding and community resiliency

Communications

- Continue to optimize **website**
- Continue to produce bi-weekly **newsletter**
- Collaborate with funding partners on **milestone announcements for rebuilding infrastructure projects**
- Support **economic development initiatives, municipal literacy, volunteer firefighter recruitment, community emergency preparedness, and municipal election**
- Develop procedures and templates to support **return to normal operations**



Engagement

- Continue to support **broad community engagement** for Community Hub project and Official Community Plan Update
- Support **engagement** October 2026 municipal election
- Consider **surveying community** on communications and engagement preferences
- **Adapt and improve** processes based on feedback and metrics



Questions?