



Town of Edson Communications Audit Report & Recommendations

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Introduction & Purpose of the Audit

The Town of Edson sought to enhance its internal and external communications to keep the Town's stakeholders engaged and informed. Marcomm Works was engaged in 2023 to conduct the communications audit for the Town. The goal of the audit was to assess the current state of communications activities and impacts and recommend strategies to improve Town communications to ensure that citizens and staff were receiving the right messages through the right communication channels.

Objectives of the Communication Audit

- **Assessment of Communication Effectiveness:**

An assessment of the effectiveness of the Town of Edson's communication strategy and initiatives was done to identify areas of strengths and opportunities for improvement.

- **Stakeholder Engagement:** The opinions, concerns, and perceptions of diverse internal and external stakeholders were sought to foster a holistic understanding of stakeholder sentiments and allow for alignment of actions with stakeholder expectations.

- **Identification of Communication Gaps:** Building upon insights gained from the last audit conducted in 2019, the communication audit sought to identify any existing communication gaps in the current communication channels and products, and pinpoint areas where information may not be effectively reaching its intended audience.

- **Roadmap for Optimization:** A key goal for the audit was to provide actionable recommendations from the results of the analysis, which will serve as a roadmap for optimizing communication practices and consequently improve communication within the Town of Edson.

* This is an independent report by Marcomm Works. We acknowledge that the opinions and recommendations presented in this report may or may not align with the overall views of the Town as a whole, or with the individual perspectives of those who took part in the communication audit process.

Much like a conductor in a symphony, an audit orchestrates harmony, transforming scattered noise into strategic impact.



Methodology



IN A NUT SHELL

Methodology Used:

- *Public Communications Survey*
- *Town Communication Channels Evaluation*
- *Focus group discussions (FGD)*
- *Senior-level team (SLT) Survey*

The town worked with Marcomm Works to develop the survey questions, which were subsequently posted on the Town's website in September 2023. The survey link was distributed through all the Town's communication channels.

Marcomm Works conducted a high-level assessment of some of the Town's communication products. This involved assessing any available communications plans, the Town App, website, and social media channels.

In addition, focus group discussions (FGD) were conducted with some internal employees of the Town, complemented by a survey administered to the senior-level team (SLT).

The Questionnaire

The questionnaire used in the survey was an adaptation of the questions from the 2019 communication audit and it provided quantitative insight into Town residents' perception of the Town's communication practices, messaging, preferred communication channels, effectiveness, and level of satisfaction with communications from the Town. A total of 175 people participated in the survey. Some of the survey respondents also provided suggestions for improvement. A copy of the questionnaire is found in Appendix A of this report.



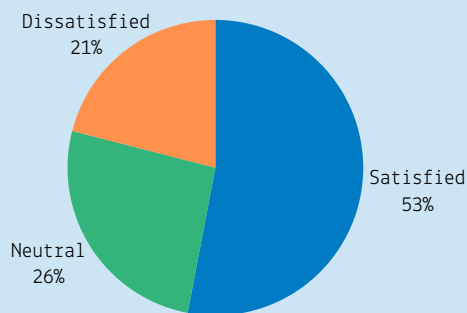
Key Findings & Takeaways



TAKING A CLOSER LOOK:

The results of Question 1 from our online questionnaire illustrate this:

Overall, how satisfied are you with communications from the Town?



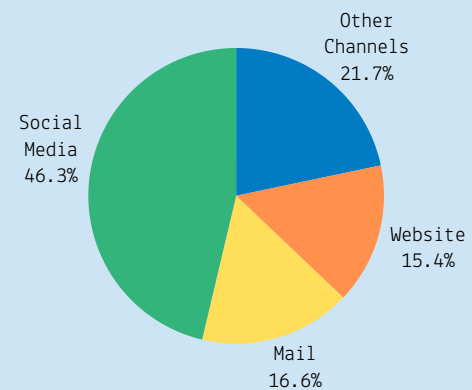
A slight majority of residents indicate that they are satisfied with communications from the Town.



TAKING A CLOSER LOOK:

The results of Question 5 from our online questionnaire illustrate this:

How would you prefer to receive information from the Town?



Residents indicated that they would prefer to receive news from the Town through **social media, website, and mail.**

External Communications

- Overall, Edson residents have a positive view of the Town's communication efforts.
 - A slight majority (53%) of residents are satisfied or very satisfied with communications from the Town.
 - More than two-thirds of residents (68%) think the Town keeps them informed.
 - 73% of residents said they always or usually believe information provided by the Town.
 - Slightly less than half (48%) of residents feel they know a lot or a fair amount about the Town's operations. However, 53% rated the effectiveness of the Town's communications regarding operations as very or somewhat effective.
 - Most residents (87%) rely on official and unofficial social media sources for Town information.
 - Only 33% felt the right tools were in place to provide feedback, opinions, and ideas to the Town.



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- The top three ways residents would like to receive news from the Town are social media, website, and direct mail.
 - On the website, residents are most interested in reading news releases and general information (66%), the community events calendar (55%), waste collection (48%) and recreation facilities/programming (48%).
 - The Town website navigation needs to be simplified to make information easier to find.
 - There are opportunities for improvement in Town communications.

Internal Communications

This was what we heard from the focus group with some Town employees and the survey administered to the SLT:

- Various communication channels like the Town’s website, app, and social media platforms contain a range of information beneficial for Town employees.
- Maintaining several social media pages promotes sharing, prevents overwriting, and ensures that the most current information is emphasized.
- There is an appreciation for the frequency and timeliness of providing updates about the Town.
- The SLT communicates primarily through email and Senior Management Team meetings.



WORTH NOTING

The results of the focus group discussion and survey administered to the SLT signify that:

“Internal communication is viewed as ineffective and could be better centralized through a tool such as an intranet or an internal e-newsletter.”



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- Internal communication is viewed as ineffective and could be better centralized through a tool such as an intranet or an internal e-newsletter.
 - Town employees should receive advance notice of updates to be better prepared to address inquiries from residents.
 - Consider ways to ensure that employees who are field workers have access to updates.
 - Include pictures of the public in Town photos to foster a sense of community.



Internal communications serve as the lifeblood of organizational synergy, fostering a shared understanding that transforms individuals into a cohesive force, driving collective success.



Comparative Analysis

The tables below provide a Comparative Analysis of the 2019 and 2023 Communication Audit Residents Survey Data.

Q1 Overall, how satisfied are you with the communications of the Town?		
	2019 (%)	2023 (%)
Very satisfied	15.88	13.14
Satisfied	52.94	34.48
Neutral	24.71	26.44
Dissatisfied	5.29	16.09
Very dissatisfied	1.18	4.60

Q2 Which best describes your impression of communications from the Town?		
	2019 (%)	2023 (%)
Keeps us fully informed	11.76	13.14
Keeps us fairly well informed	44.71	33.14
Keeps us adequately informed	25.88	21.71
Gives us only a limited amount of information	15.88	26.86
Doesn't tell us much at all about what is going on	1.76	5.14



Q3 | Which of the communication channels do you use to receive news about the Town?

	2019 (%)	2023 (%)
Mail	14.12	12.07
Website	44.12	41.95
Social media	85.88	87.36
Town office	8.24	4.60
Council	8.24	12.07
Television news	1.18	1.72
Radio	25.88	9.20
Newspaper	50.00	31.61
Annual report	2.35	3.45
Town app	38.83	42.53

Q4 | How would you prefer to receive information from the Town? (Most preferred channel)

	2019 (%)	2023 (%)
Mail	29.79	16.57
Website	15.87	15.43
Social media	66.67	46.29
Town office	12.50	1.14
Council	10.00	0.00
Television news	0.00	0.57
Radio	6.25	1.14
Newspaper	27.59	2.86
Annual report	18.18	0.00
Town app	40.98	16.00



Q5 How do you feel about the information you receive?		
	2019 (%)	2023 (%)
I can always believe it	27.06	23.84
I can usually believe it	50.59	48.84
I can believe it about half the time	18.24	22.09
I usually can't believe it	2.94	4.07
I can almost never believe it	1.18	1.16

Q6 How well do you feel you know about the operations of the Town?		
	2019 (%)	2023 (%)
I know about Town operations very well	2.35	9.14
I know a fair amount about Town operations	37.65	38.86
I know just a little about Town operations	46.47	40.57
I know almost nothing about Town operations	12.35	8.57
Doesn't tell us much at all about what is going on	1.18	2.86

Notes/Observations From the Comparison

- The average sample size for both years is **172**. The variance in the population sampled is negligible.
- Communication preferences show significant differences.
- There is an opportunity to improve communication.



Recommendations

The following recommendations are based on the results of the survey and employee engagement.

External Communications

Recommendation 1 | Continue to Strengthen Existing Communication Strategies

Based on the positive view of the Town's communication efforts, continue effective communication strategies such as:

- Continue to actively engage residents on diverse social platforms since this is the preferred means of communication for residents.
- Enhance preferred communication channels to capitalize on Town residents' communication preferences.
- Social media platforms and the Town website should be optimized through a comprehensive social media strategy and a revitalization of the Town's website to ensure that these platforms are user-friendly while continuing to be regularly updated with valuable and relevant information.
- Leverage LinkedIn as a communication platform for the Town.

Recommendation 2 | Strengthen Community Connection through Informed Engagement

- Continue the current communication strategies that contribute to residents feeling informed in an effort to improve the number of people who feel fairly well or fully informed.
- Encourage ongoing feedback to address specific information gaps and needs through several methods such as periodic updates, community forums, and interactive sessions.

Recommendation 3 | Categorize and Prioritize the Town's Communication Needs

Develop a systemic approach to categorize and prioritize communication needs based on the preferences and requirements of the Town identified through the survey. The approach should address both regular and critical information and should be constantly adjusted and adapted to the evolving communication needs of the Town.



Categorizing communication needs provides a structured framework for managing diverse communication needs and helps to ensure resource optimization, tailor communication, and enhance collaboration for more effective coordination.

An approach would be to classify communication into three categories:

- **Category 1:** Critical/Crisis communication.
- **Category 2:** Those that require collaboration and planning with the communication coordinator such as projects and events. Ensure the Town’s Communication Coordinator is involved from the beginning in all department-specific activities where external communication may be required.
- **Category 3:** Regular communication, such as notices and closures.

Internal Communications



WORTH NOTING

Benefits of Enhancing Internal Communication Practices:

“Enhancing internal communication practices can improve coordination, boost morale, and result in high levels of employee engagement, is critical for crisis communication, and leads to a more resilient and responsive Town administration.”



Recommendation 1 | Implement an Intranet for Town Employees

An intranet will enhance overall internal communication, collaboration, and efficiency among Town employees. Specifically, the intranet should:

- Provide a centralized platform for storing and accessing key Town information, which reduces misinformation or outdated updates.
- Incorporate features such as announcements, news feeds, mobile capabilities, and discussion forums to ensure a better-connected workforce and facilitate a smooth communication flow.
- Enable effective document-sharing capabilities and potentially reduce the need for extensive email communication.



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- Enable secure information sharing, and help employees stay informed about Town events and updates.



Recommendation 2 | Develop an Internal E-Newsletter

This can serve as a very useful tool for keeping employees informed and engaged with Town news. The newsletter should:

- Consolidate pieces of information into a simple, easily digestible, and visually appealing format for ease of understanding and information retention.
- Provide internal and external updates with hyperlinks to additional resources or the Town web pages to ensure consistent internal messaging.



Recommendation 3 | Develop a Comprehensive Crisis Communication Plan

This reinforces the Town's commitment to the safety and well-being of residents and ensures that timely and accurate information is provided in critical situations. The crisis communication plan should contain the following:

- Internal and external stakeholders and their identified communication needs in a crisis.
- Clear communication protocols that define roles and responsibilities, and communication channels.
- A multichannel approach to disseminating consistent messaging.
- Crisis communication adaptable messaging templates to facilitate faster dissemination of information in an emergency.
- Community engagement strategies.
- Media relations strategy.



Recommendation 4 | Strengthen Resources and Support for Effective Communication Coordination

- Conduct a thorough assessment (including regular tasks and projects) of the Communication Coordinator's workload to identify areas that may benefit from additional support.



-
- Allocate additional resources and staffing support where needed including collaborating with other departments and outsourcing certain tasks as necessary.
 - Ensure the Communication Coordinator has direct access to senior leadership and participates in management meetings. This allows the coordinator to align communication efforts with organizational goals, ensuring a cohesive and strategic approach to town-wide communication, which ultimately facilitates timely decision-making, improves coordination, and promotes a more integrated and effective communication strategy for the Town.



Communication Tools Reviewed



IN A NUT SHELL

Tools reviewed include:

1. *Website Audit Summary*
2. *Social Media Audit Summary*
3. *Town App*
4. *Annual Report*
5. *Brochures*
6. *Newspaper Ads*
7. *Other communication products reviewed*

1. Website Audit Summary

Website:

www.edson.com

Overview:

The website audit for the Town was conducted to assess its overall performance, usability, technical aspects, and alignment with best practices. The purpose of this audit was to identify areas of improvement and provide recommendations to enhance the website's functionality and user experience.

Tools Used:

A Marcomm Works technology specialist deployed several tools to perform standardized audits on the website (refer to Appendix B for the full audit report). The residents' survey and employees' focus group also provided insight from user perspectives.

Key Findings:

- The performance of the website is commendable.
- The website is SEO-compliant.
- The Website is mobile-friendly.
- Security analysis demonstrated a secure website.
- The website is only partially accessibility compliant.
- Social media integration, optimizing page size and requests need improvement.



WORTH NOTING

Insight from Residents Survey:

"A persistent concern among residents is the website's difficulty in navigation, coupled with the challenge of finding information due to an excess of click-throughs."



Recommendations:

- Enhance website accessibility to ensure full compliance.
- Archive historical information and emphasize current information.
- Incorporate the ability for residents to submit applications online.
- Reduce the number of click-throughs.

2. Social Media Audit Summary

Platforms:

Main Edson Meta (Facebook) Page, X (Twitter)

Key Findings:

(Please see the full report in Appendix C)

Performance Metric	Very Poor (<2)	Poor (2-4)	Fair (5-7)	Good (8-10)	Very Good (>10)	Comment
Number of followers					12	Impressive compared with size of Town
Facebook reach					12	Impressive compared with size of Town
Facebook page visits					12	Impressive compared with size of Town
Contact information			7			Add email and physical address
Website information					12	Available
Frequency of posting					12	Almost daily
Content						Mainly informational
Promotional			5			
Informational					12	Main theme of most posts
Educative			5			Little to no content
Entertaining	1					Little to no content
Audience engagement		2				Too little compared with no of followers
Follower growth				9		
Visual appeal			5			Needs improvement
Cross-promotion		2				Facebook & Instagram not connected
Outreach to key demographics		2				Missing some key demographics by inactivity on Instagram
Innovation and trends		2				Needs improvement



Recommendations:

Introduce innovative and appealing content, explore cross-posting to Instagram, and leverage LinkedIn to engage the professional audience. Although several areas require improvement, the Town's social media presence displays strengths in terms of the number of followers, and in providing regular updates about the Town. Addressing these recommendations will ensure the overall effectiveness of the town's social media strategy.

LinkedIn Audit Summary:

The Town has an official LinkedIn page that remains untapped. This platform can be essential in engaging a professional audience and bolstering the image of the Town. Implement the following LinkedIn strategies:

- Post regular updates and highlight Town achievements, events, and news that showcase Edson's vibrancy.
- Actively connect with local businesses, professionals, and community leaders.
- Share job postings.
- Share educational content about Town services, resources, and initiatives.
- Leverage LinkedIn Live for streaming major Town events.

3. Town App

The results of the review of the Town app have not changed much from the 2019 communication audit report. Residents consider the app to be user-friendly and helpful for receiving information. The app is updated, has consistent fonts, and is visually appealing.

Recommendations:

- Information posted on social media should be updated on the Town app as quickly as possible.
- Showcase the app and encourage usage on Town communication platforms and through ads.



4. Annual Report

The Town's annual reports are visually appealing with consistent fonts and well-arranged layouts. There is the use of appropriate visuals including charts and images, which enhances the overall aesthetic, contributing to a professional presentation.

Recommendations:

Ensure consistent adherence to branding guidelines, particularly in terms of logo placement.

5. Brochures

Strengths:

- Availability: The brochure is readily available on the Town website.
- Topic-Relevant Visuals: The variability in visuals aligns with the specific topics covered in each brochure, which caters to the diverse interests of the audience.

Recommendations:

- Standardize Templates: Develop and implement standardized templates for brochures taking into consideration consistent use of the Town brand to ensure a consistent look and feel across communication materials.
- User-Friendly Design: Prioritize ease of use by adopting a layout that facilitates clear navigation and information accessibility for residents.
- Visual Appeal: Ensure a level of visual appeal, especially for colour and font consistency, and image resolution.

6. Newspaper Ads

Residents find these useful as they reach specific demography such as seniors who may not be technology savvy.

Recommendations:

- Ads should be more visually appealing to ensure they stand out amidst other news content.



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- Incorporate photos of the public to add a personal touch and enhance community connections.
 - Explore bigger size ads to prevent ads from getting lost amidst other news and to enhance accessibility for seniors who may have difficulty reading small prints.

7. Other Communication Products Reviewed

Council notes and fact sheets.



Appendices



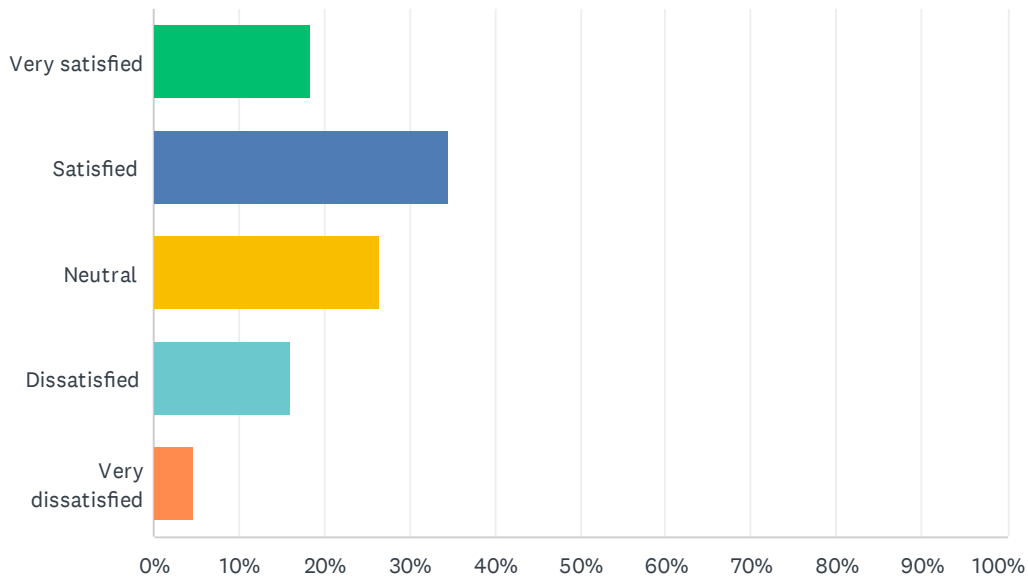


Appendix A: The Questionnaire

December 2023

Q1 Overall, how satisfied are you with communications from the Town?

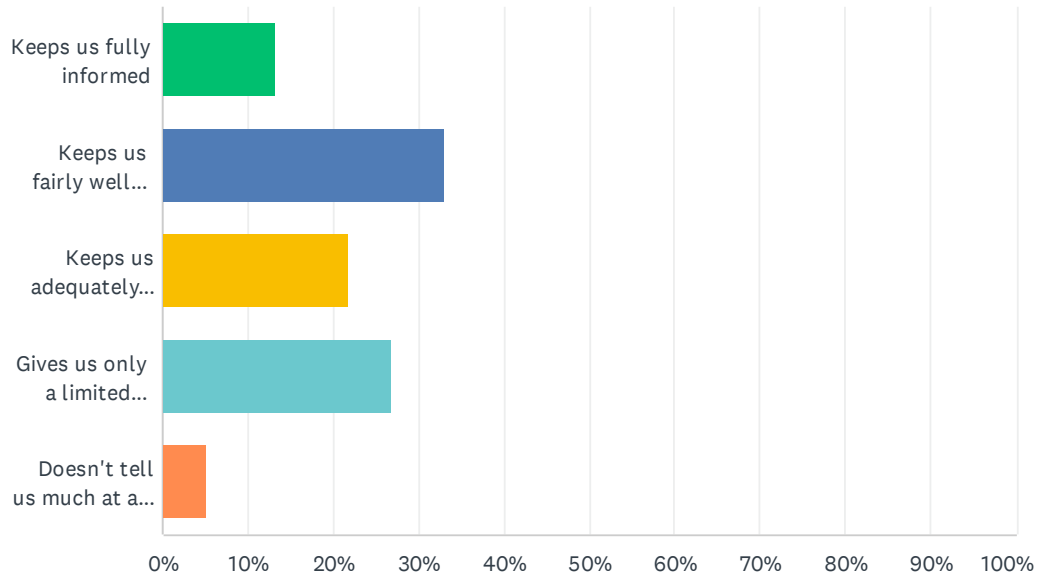
Answered: 174 Skipped: 1



ANSWER CHOICES	RESPONSES	
Very satisfied	18.39%	32
Satisfied	34.48%	60
Neutral	26.44%	46
Dissatisfied	16.09%	28
Very dissatisfied	4.60%	8
TOTAL		174

Q2 Which best describes your impression of communications from the Town?

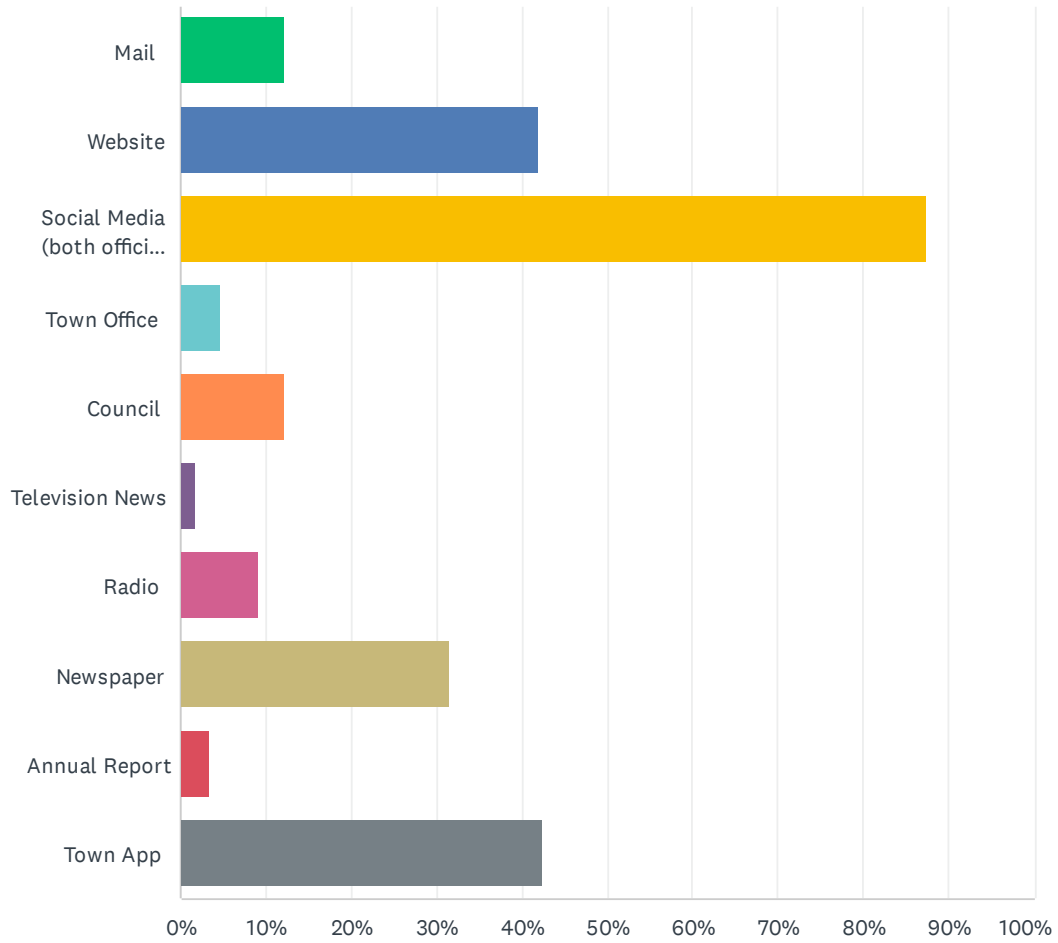
Answered: 175 Skipped: 0



ANSWER CHOICES	RESPONSES	
Keeps us fully informed	13.14%	23
Keeps us fairly well informed	33.14%	58
Keeps us adequately informed	21.71%	38
Gives us only a limited amount of information	26.86%	47
Doesn't tell us much at all about what's going on	5.14%	9
TOTAL		175

Q3 Which of the communication channels do you use to receive news about the Town? (Please select as many answers as you like)

Answered: 174 Skipped: 1



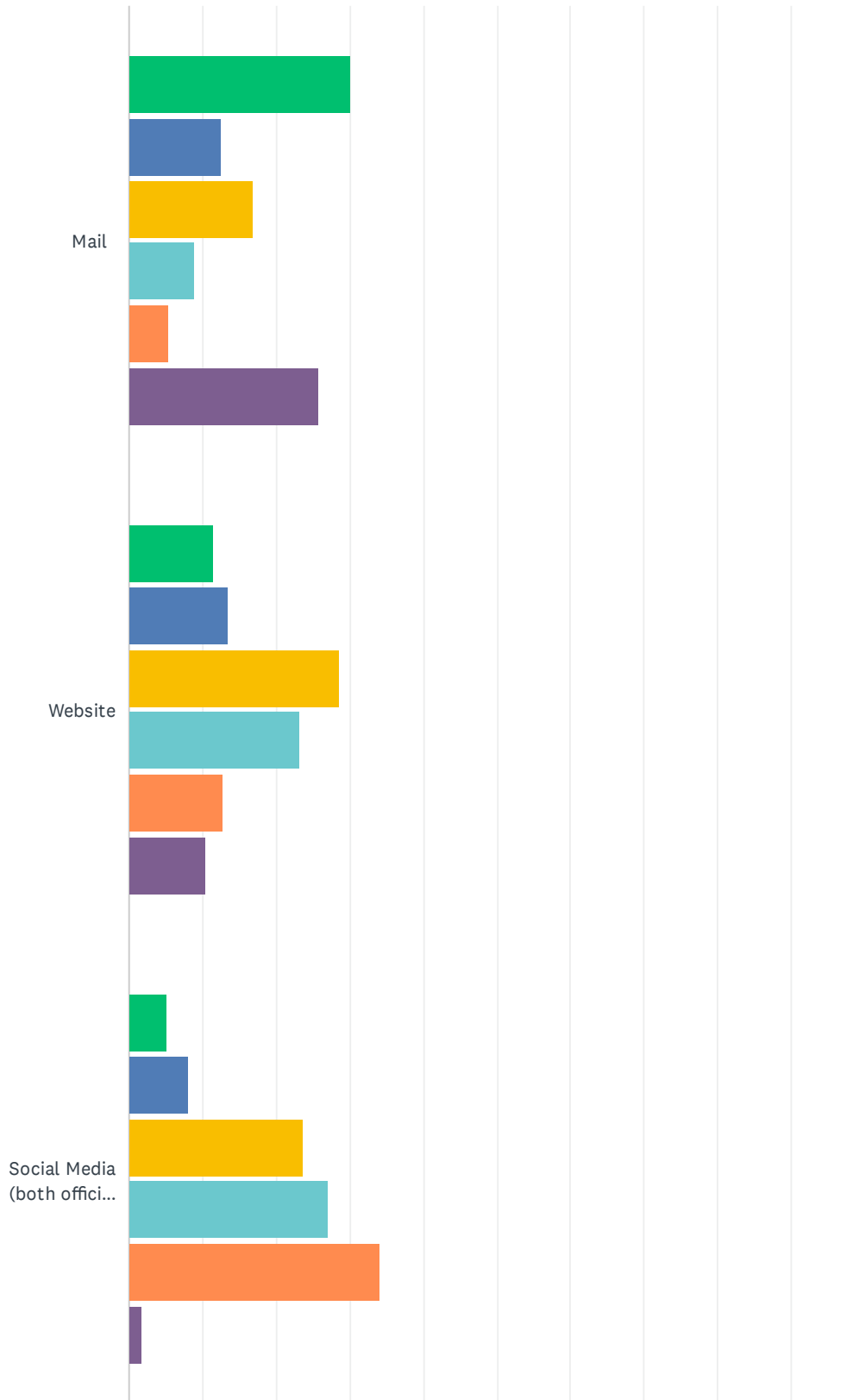
Town of Edson Communications Survey

ANSWER CHOICES	RESPONSES	
Mail	12.07%	21
Website	41.95%	73
Social Media (both official and non-official channels)	87.36%	152
Town Office	4.60%	8
Council	12.07%	21
Television News	1.72%	3
Radio	9.20%	16
Newspaper	31.61%	55
Annual Report	3.45%	6
Town App	42.53%	74
Total Respondents: 174		

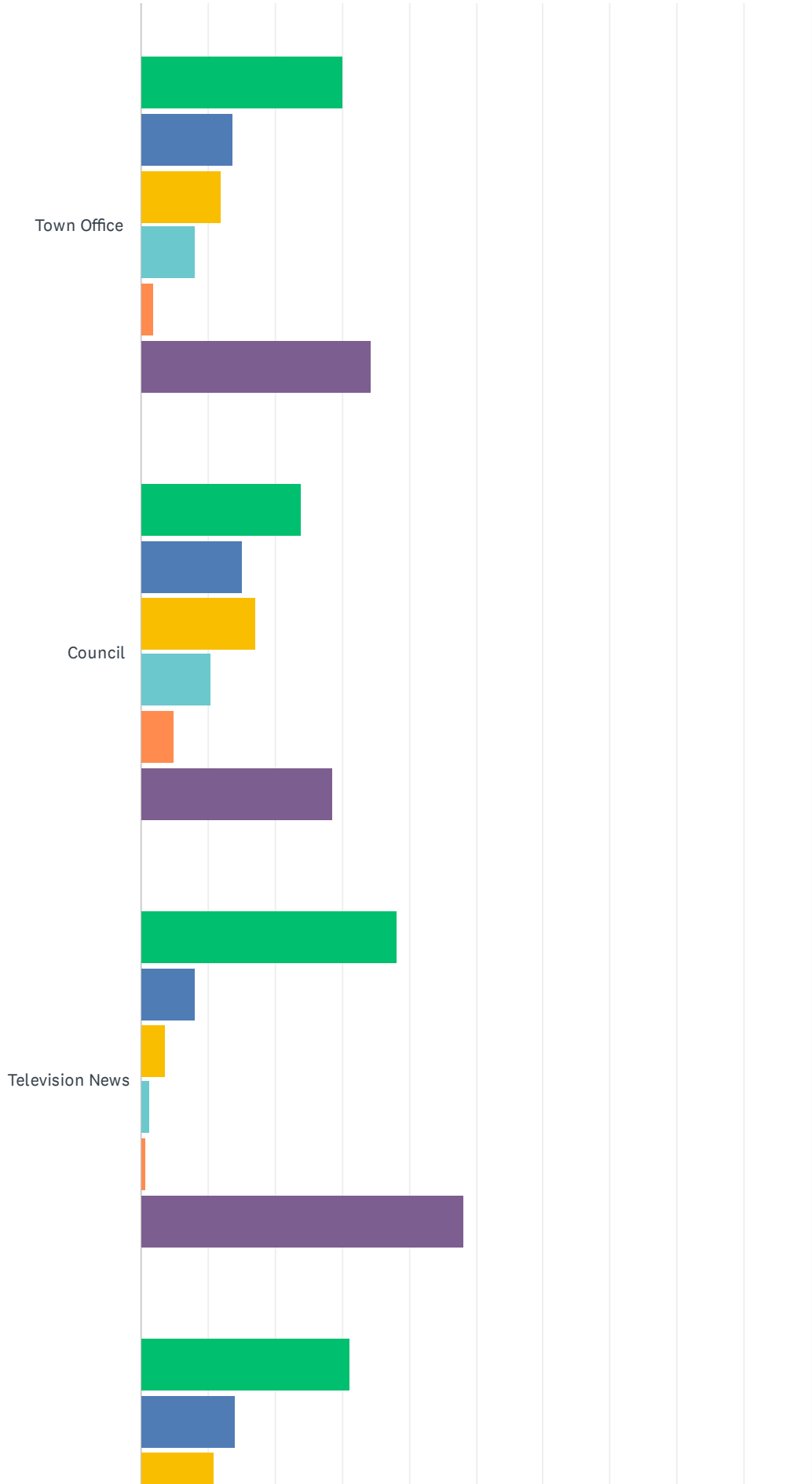
#	OTHER (PLEASE SPECIFY)	DATE
1	Arena office	9/29/2023 7:44 PM
2	Word of mouth	9/22/2023 8:52 AM
3	Facebook	9/20/2023 6:46 PM
4	Since the first evacuation, I have used the Town's Facebook page as well, but I much prefer paper to social media. I visit the community bulletin boards at the grocery stores all the time, and really appreciate them!	9/19/2023 10:08 AM
5	Our Mayor does a great job over and above to promote things happening around town.	9/18/2023 8:49 PM
6	The Mayors postings my favourite	9/18/2023 4:22 PM
7	I feel that what is reported in the newspaper is after the fact.	9/15/2023 8:00 PM
8	Facebook	9/14/2023 6:44 PM
9	Mayor Zahara's fb	9/14/2023 2:09 PM

Q4 How effective have the communication vehicles used been in the last year?

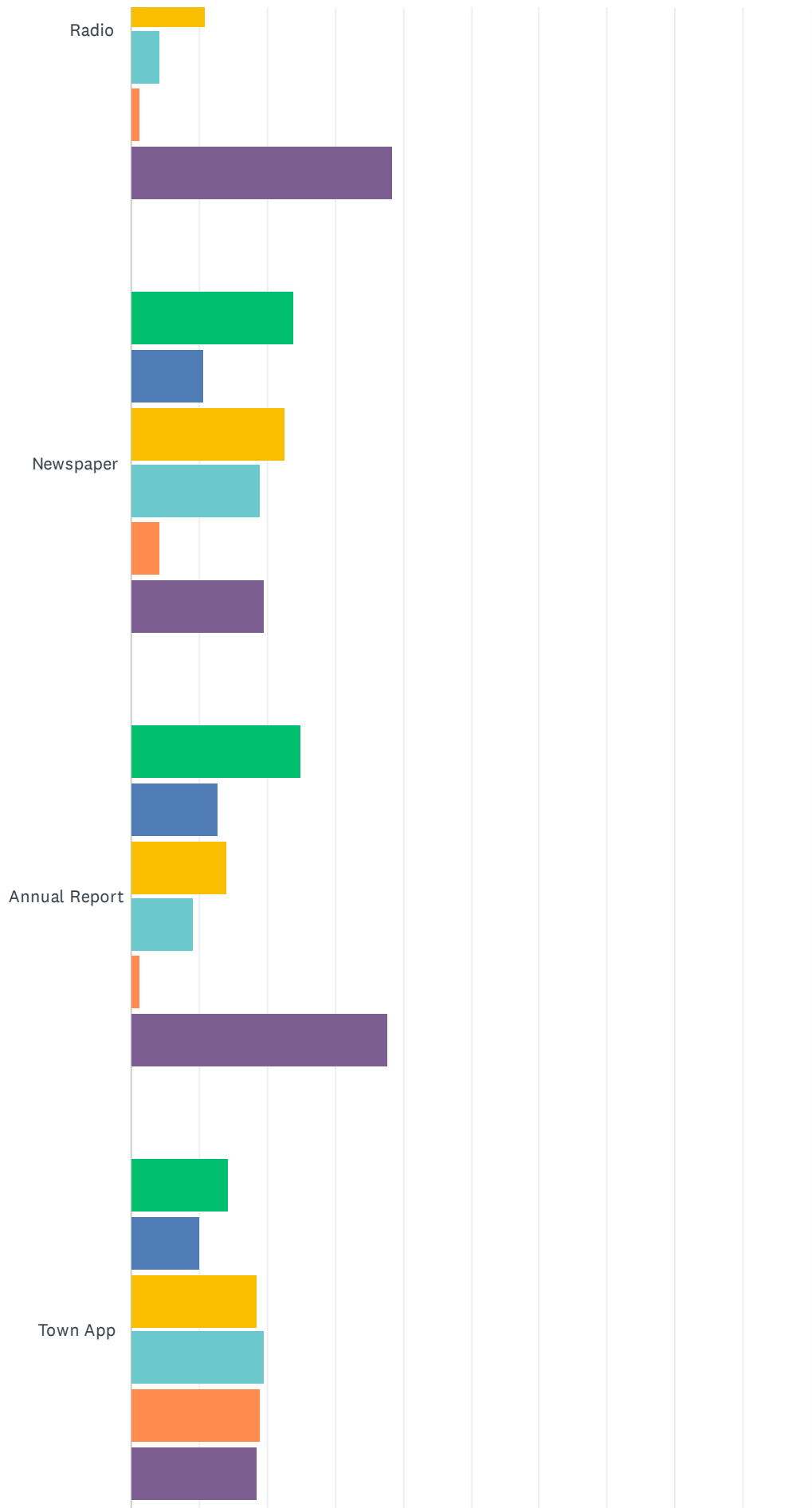
Answered: 175 Skipped: 0



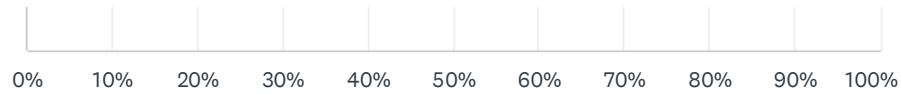
Town of Edson Communications Survey



Town of Edson Communications Survey



Town of Edson Communications Survey

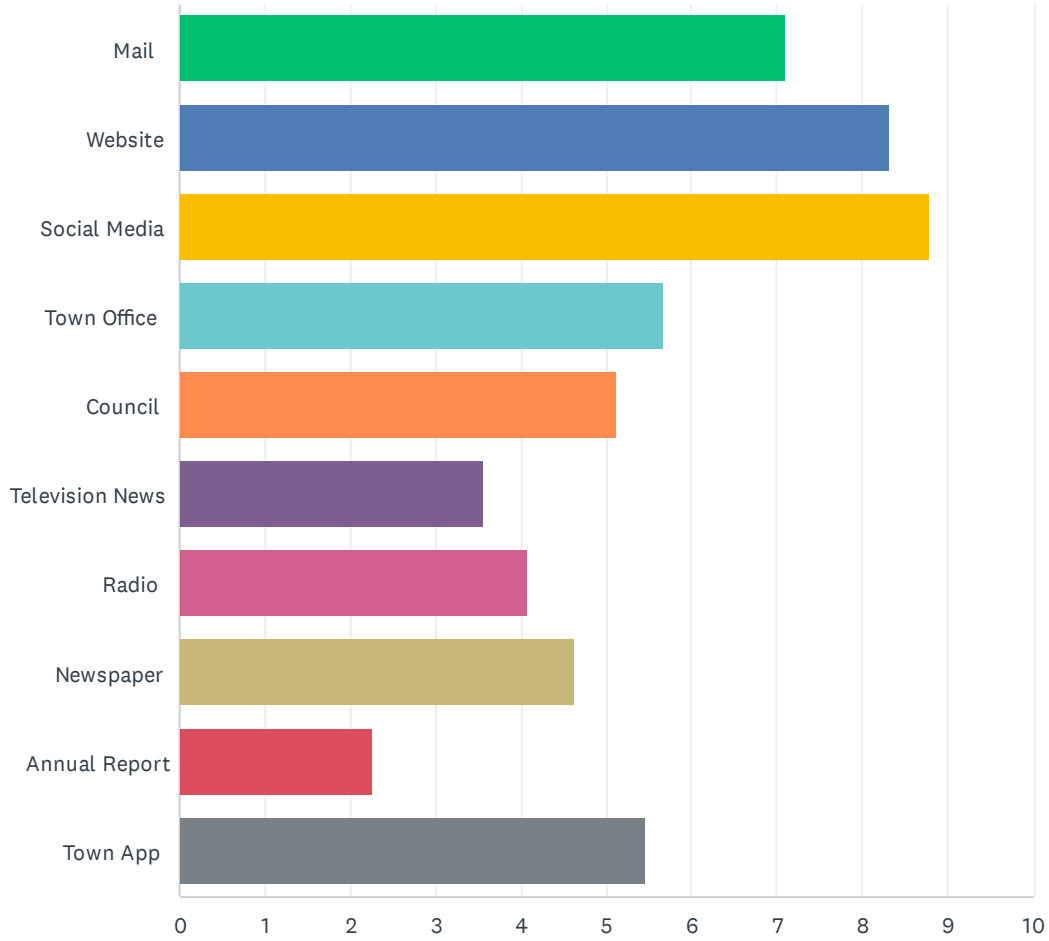


	1. LEAST EFFECTIVE	2	3	4	5. MOST EFFECTIVE	N/A	TOTAL	WEIGHTED AVERAGE
Mail	30.12% 50	12.65% 21	16.87% 28	9.04% 15	5.42% 9	25.90% 43	166	1.93
Website	11.59% 19	13.41% 22	28.66% 47	23.17% 38	12.80% 21	10.37% 17	164	2.56
Social Media (both official and non-official channels)	5.20% 9	8.09% 14	23.70% 41	27.17% 47	34.10% 59	1.73% 3	173	3.26
Town Office	30.00% 48	13.75% 22	11.88% 19	8.13% 13	1.88% 3	34.38% 55	160	1.75
Council	23.78% 39	15.24% 25	17.07% 28	10.37% 17	4.88% 8	28.66% 47	164	2.02
Television News	38.27% 62	8.02% 13	3.70% 6	1.23% 2	0.62% 1	48.15% 78	162	1.32
Radio	31.10% 51	14.02% 23	10.98% 18	4.27% 7	1.22% 2	38.41% 63	164	1.62
Newspaper	23.81% 40	10.71% 18	22.62% 38	19.05% 32	4.17% 7	19.64% 33	168	2.10
Annual Report	25.00% 41	12.80% 21	14.02% 23	9.15% 15	1.22% 2	37.80% 62	164	1.80
Town App	14.29% 24	10.12% 17	18.45% 31	19.64% 33	19.05% 32	18.45% 31	168	2.77

#	OTHER (PLEASE SPECIFY)	DATE
1	I left the ones that I don't use blank as I couldn't comment since I didn't use that mode, and N/A would seem to suggest that it might not be a valuable mode for someone else or for different info. than what I had sought. I do find the town's website difficult to navigate to find what I'm looking for, and often leave without what I went for, and call to get what I need.	9/19/2023 10:08 AM
2	Any N/A I put was because I haven't tried so I can't have an opinion	9/14/2023 6:23 PM

Q5 How would you prefer to receive information from the Town? (Please rank in order of your preference, 1 being your most preferred)

Answered: 175 Skipped: 0

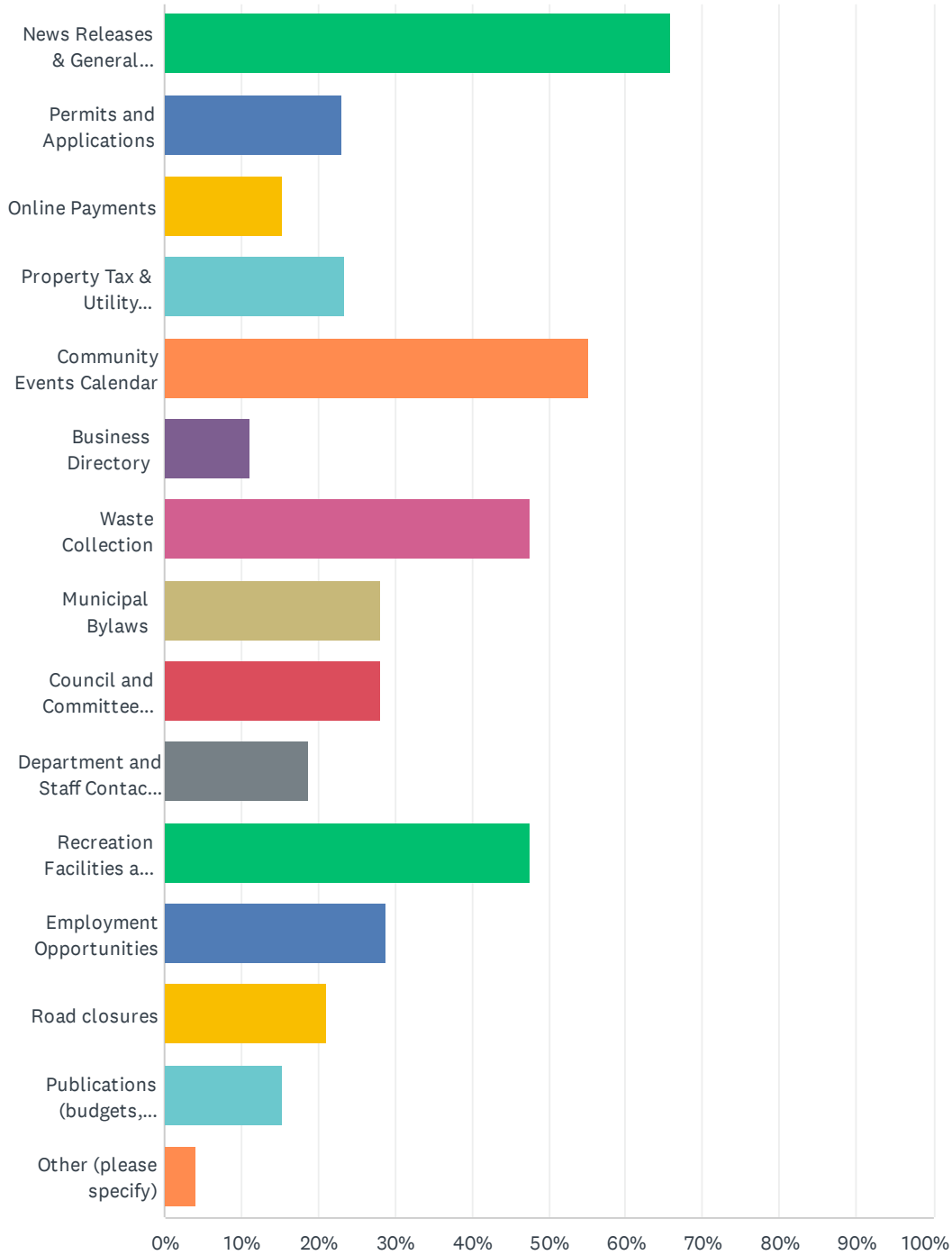


Town of Edson Communications Survey

	1	2	3	4	5	6	7	8	9	10	TOTAL	S
Mail	16.57% 29	16.57% 29	16.00% 28	14.86% 26	12.00% 21	9.14% 16	6.29% 11	4.00% 7	2.86% 5	1.71% 3	175	
Website	15.43% 27	38.29% 67	25.71% 45	10.86% 19	6.86% 12	0.57% 1	1.71% 3	0.00% 0	0.00% 0	0.57% 1	175	
Social Media	46.29% 81	18.29% 32	20.00% 35	11.43% 20	0.57% 1	0.00% 0	1.14% 2	0.57% 1	0.57% 1	1.14% 2	175	
Town Office	1.14% 2	1.71% 3	10.86% 19	20.57% 36	24.00% 42	20.57% 36	9.71% 17	5.14% 9	2.86% 5	3.43% 6	175	
Council	0.00% 0	2.86% 5	6.86% 12	8.00% 14	24.00% 42	19.43% 34	23.43% 41	10.86% 19	3.43% 6	1.14% 2	175	
Television News	0.57% 1	1.14% 2	2.86% 5	2.29% 4	6.29% 11	15.43% 27	24.00% 42	14.29% 25	15.43% 27	17.71% 31	175	
Radio	1.14% 2	0.00% 0	6.29% 11	8.57% 15	5.14% 9	13.14% 23	17.71% 31	27.43% 48	14.86% 26	5.71% 10	175	
Newspaper	2.86% 5	6.29% 11	5.14% 9	10.86% 19	10.86% 19	10.29% 18	7.43% 13	25.14% 44	18.29% 32	2.86% 5	175	
Annual Report	0.00% 0	0.00% 0	0.00% 0	2.86% 5	3.43% 6	5.14% 9	5.14% 9	10.29% 18	35.43% 62	37.71% 66	175	
Town App	16.00% 28	14.86% 26	6.29% 11	9.71% 17	6.86% 12	6.29% 11	3.43% 6	2.29% 4	6.29% 11	28.00% 49	175	

Q6 What information do you generally access on the Town website? (please check all that apply)

Answered: 170 Skipped: 5



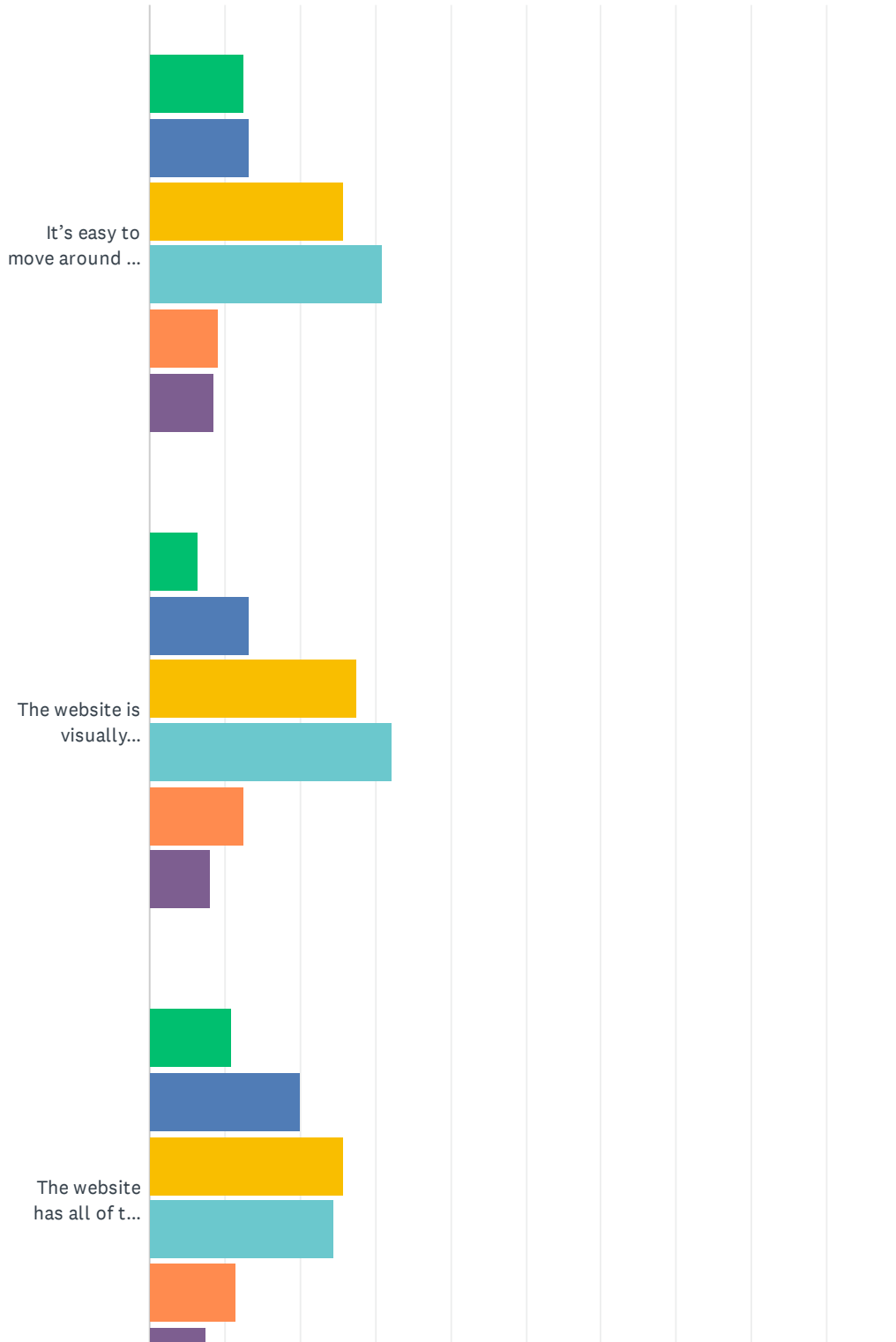
Town of Edson Communications Survey

ANSWER CHOICES	RESPONSES	
News Releases & General Information	65.88%	112
Permits and Applications	22.94%	39
Online Payments	15.29%	26
Property Tax & Utility Information	23.53%	40
Community Events Calendar	55.29%	94
Business Directory	11.18%	19
Waste Collection	47.65%	81
Municipal Bylaws	28.24%	48
Council and Committee Meetings, Agendas & Minutes	28.24%	48
Department and Staff Contact Information	18.82%	32
Recreation Facilities and Programming	47.65%	81
Employment Opportunities	28.82%	49
Road closures	21.18%	36
Publications (budgets, annual reports, etc.)	15.29%	26
Other (please specify)	4.12%	7
Total Respondents: 170		

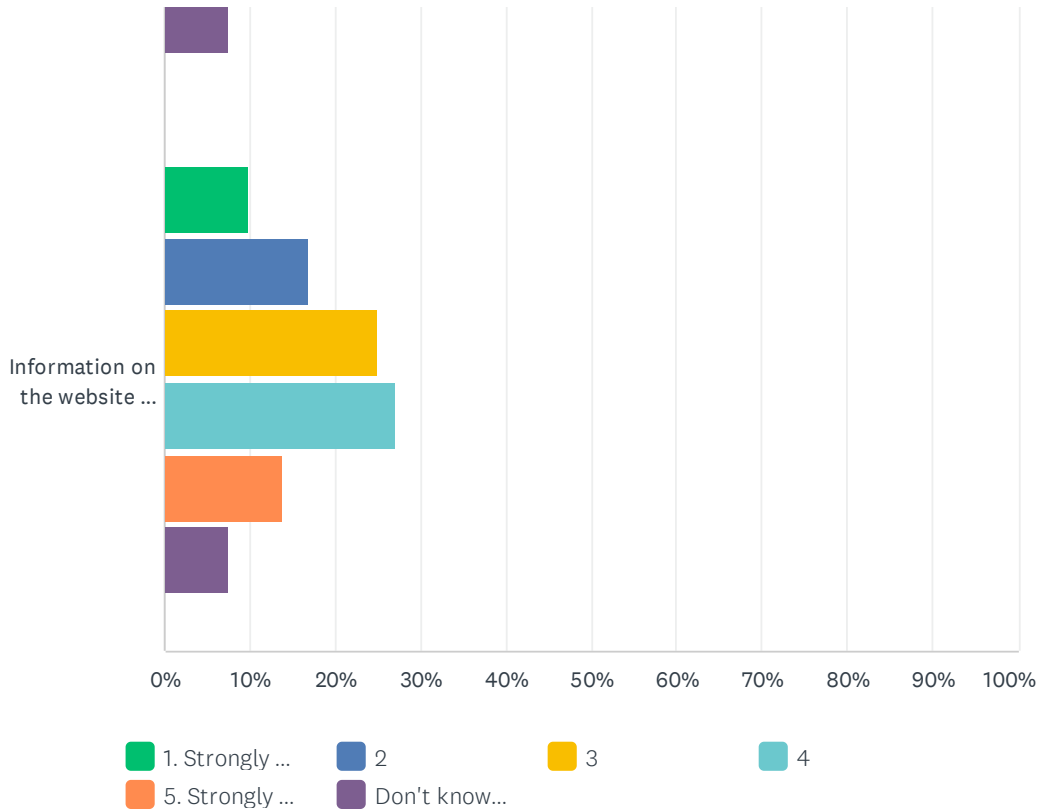
#	OTHER (PLEASE SPECIFY)	DATE
1	poorly designed site	9/26/2023 10:55 AM
2	None	9/26/2023 12:26 AM
3	Youth interagency activities, muni site info. (Land title descriptions)	9/19/2023 10:08 AM
4	Planning and assessment	9/17/2023 10:41 AM
5	Road repairs	9/14/2023 9:20 PM
6	Never been on it	9/14/2023 2:48 PM
7	Usually use mayor website for information	9/14/2023 2:08 PM

Q7 Please read the statements below about the Town's website, and for each one, rate how strongly you agree or disagree with the statement. Please use a scale of 1 to 5, in which 1 means you strongly disagree, and 5 means you strongly agree.

Answered: 175 Skipped: 0



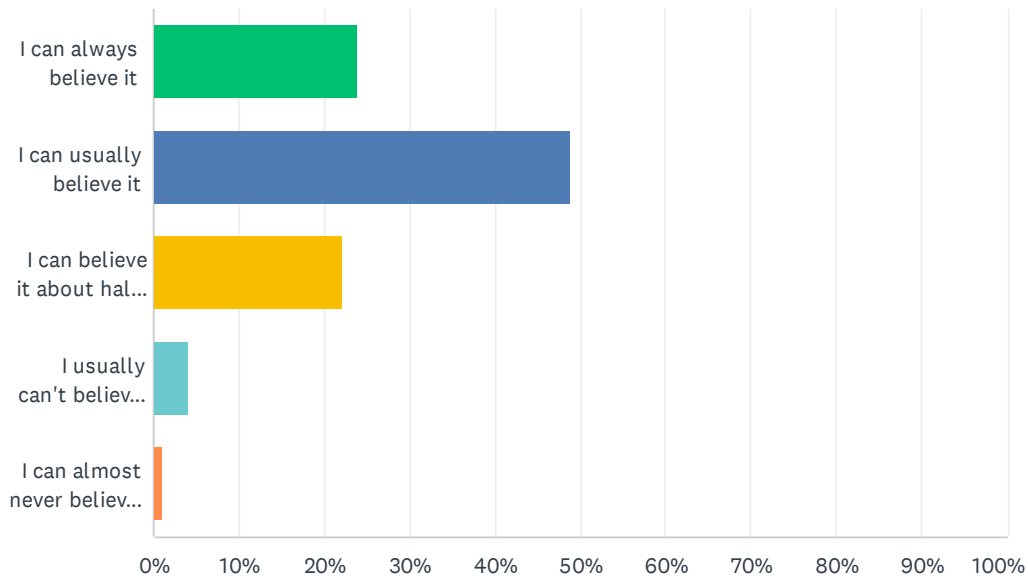
Town of Edson Communications Survey



	1. STRONGLY DISAGREE	2	3	4	5. STRONGLY AGREE	DON'T KNOW/NA	TOTAL
It's easy to move around the website and find information.	12.57% 22	13.14% 23	25.71% 45	30.86% 54	9.14% 16	8.57% 15	175
The website is visually appealing.	6.32% 11	13.22% 23	27.59% 48	32.18% 56	12.64% 22	8.05% 14	174
The website has all of the information I am looking for.	10.86% 19	20.00% 35	25.71% 45	24.57% 43	11.43% 20	7.43% 13	175
Information on the website is easy to understand.	9.83% 17	16.76% 29	24.86% 43	27.17% 47	13.87% 24	7.51% 13	173

Q8 How do you feel about the information you receive?

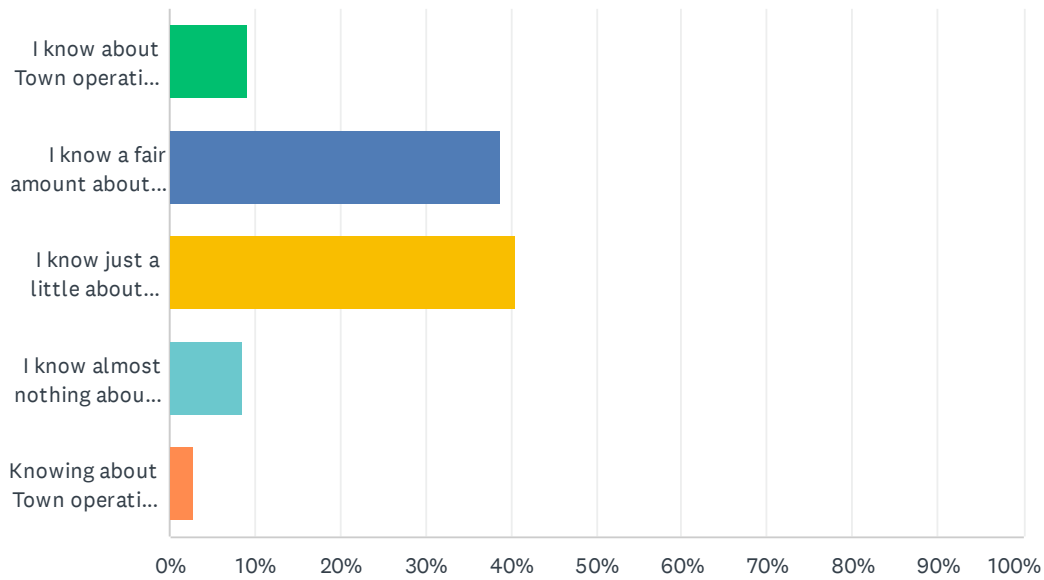
Answered: 172 Skipped: 3



ANSWER CHOICES	RESPONSES	
I can always believe it	23.84%	41
I can usually believe it	48.84%	84
I can believe it about half the time	22.09%	38
I usually can't believe it	4.07%	7
I can almost never believe it	1.16%	2
TOTAL		172

Q9 How well do you feel you know about the operations of the Town?

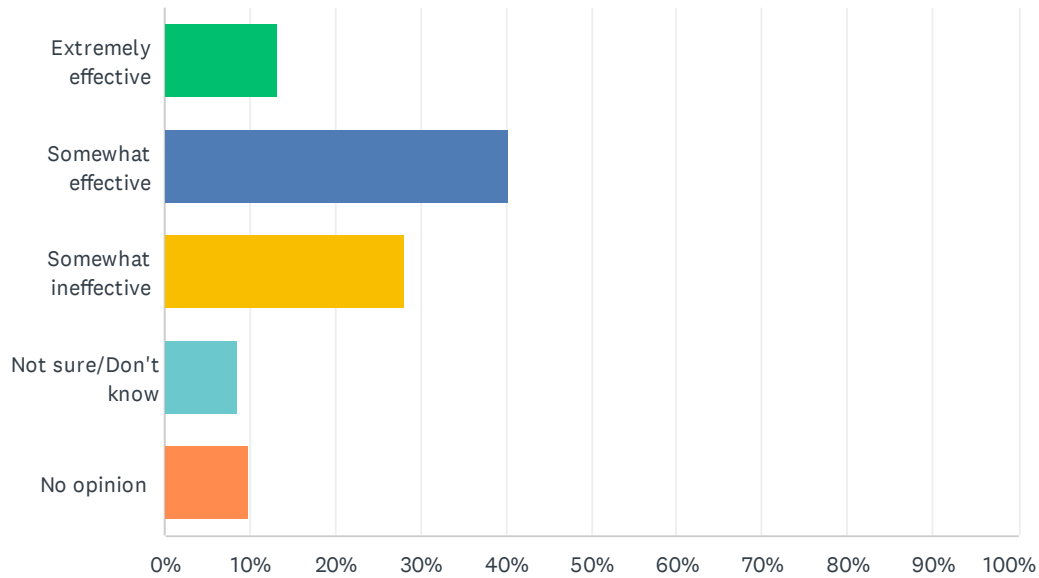
Answered: 175 Skipped: 0



ANSWER CHOICES	RESPONSES	
I know about Town operations very well	9.14%	16
I know a fair amount about Town operations	38.86%	68
I know just a little about the Town operations	40.57%	71
I know almost nothing about Town operations	8.57%	15
Knowing about Town operations is not important to me	2.86%	5
TOTAL		175

Q10 Overall, how would you rate the effectiveness of the Town's communications in informing stakeholders about operations in the past year?

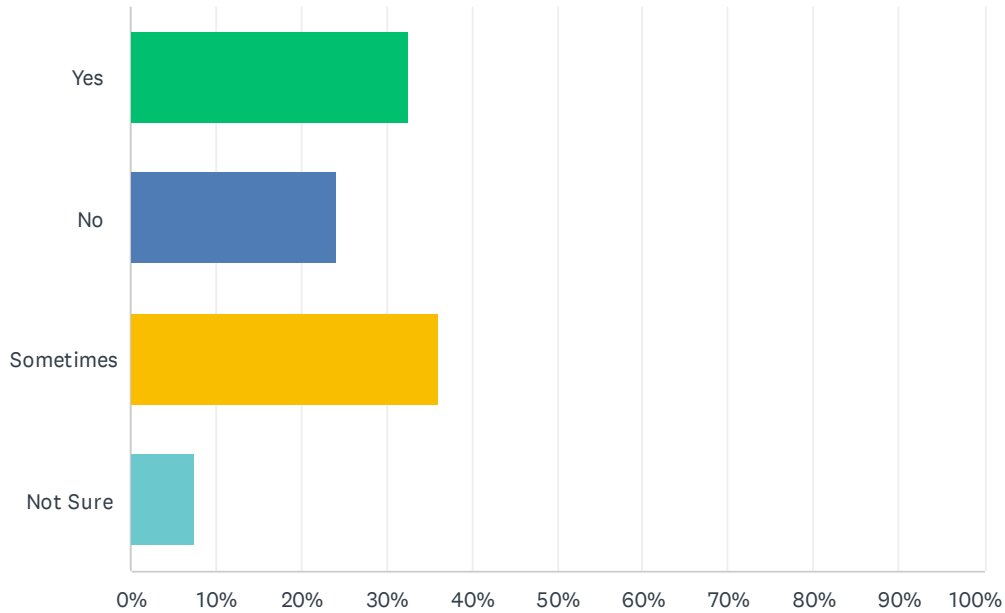
Answered: 174 Skipped: 1



ANSWER CHOICES	RESPONSES
Extremely effective	13.22% 23
Somewhat effective	40.23% 70
Somewhat ineffective	28.16% 49
Not sure/Don't know	8.62% 15
No opinion	9.77% 17
TOTAL	174

Q11 Are the right tools in place for you to provide feedback, opinions, and ideas to the Town?

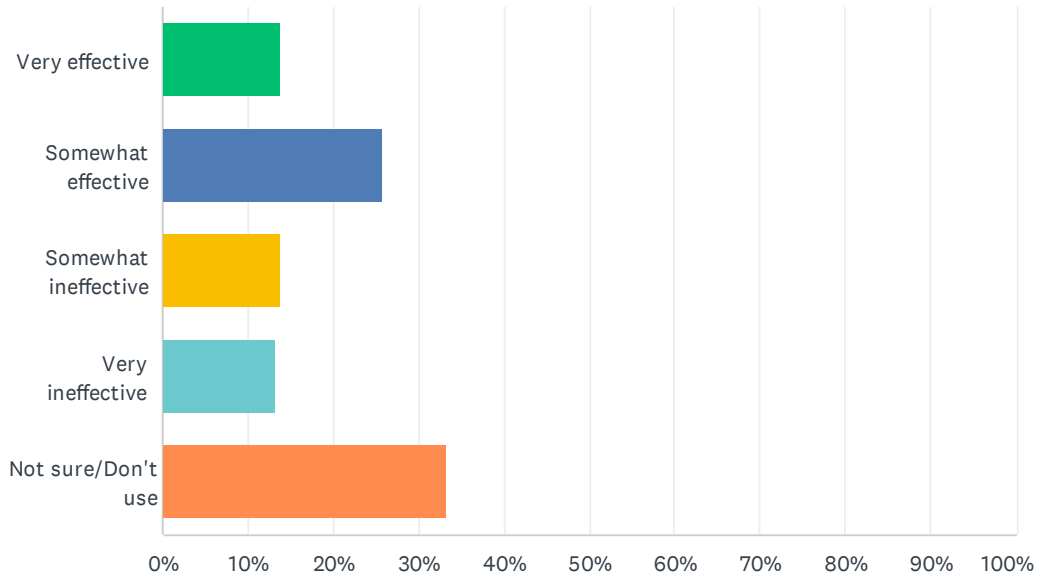
Answered: 175 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	32.57%	57
No	24.00%	42
Sometimes	36.00%	63
Not Sure	7.43%	13
TOTAL		175

Q12 How effective is the Town's Report a Problem tool at responding to questions, complaints or inquiries?

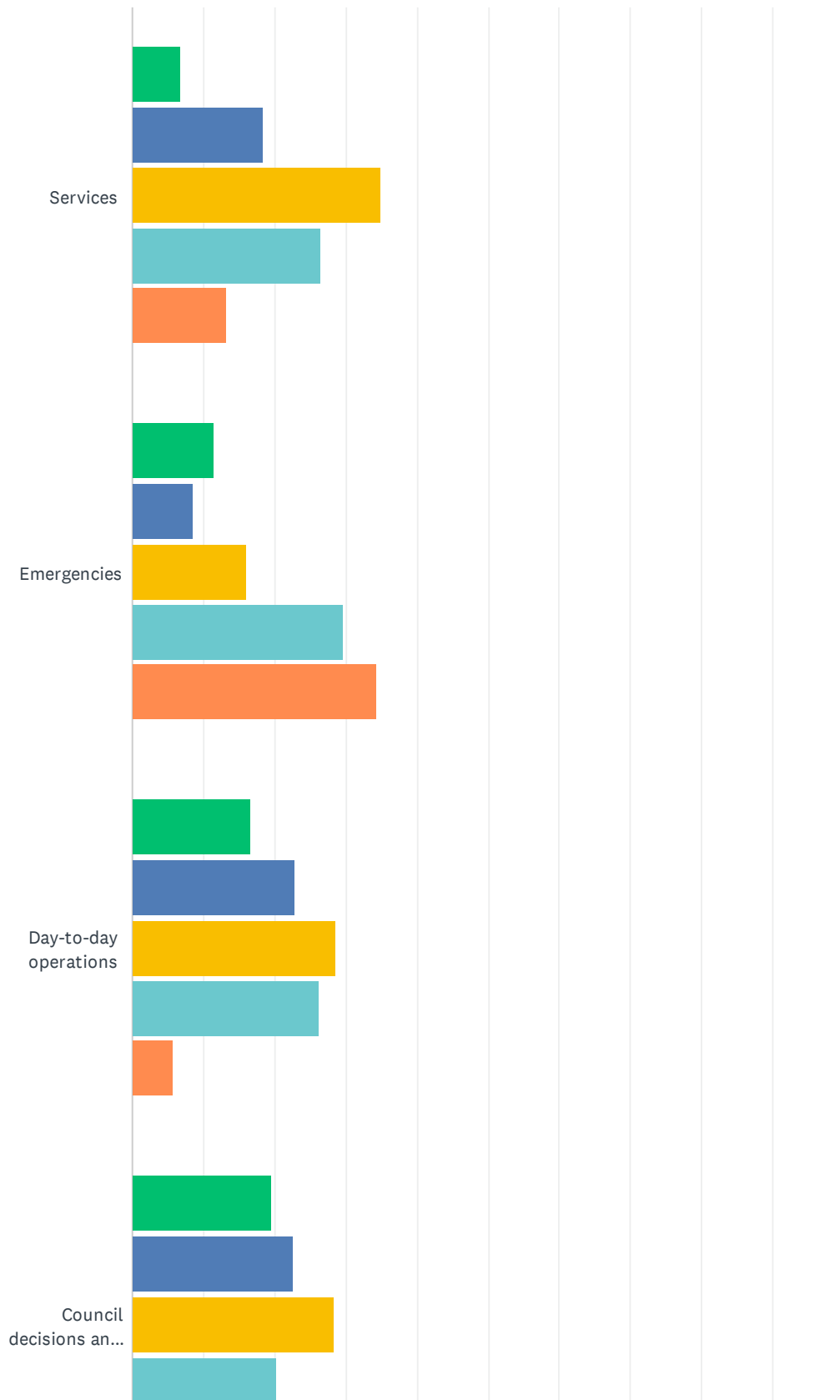
Answered: 174 Skipped: 1



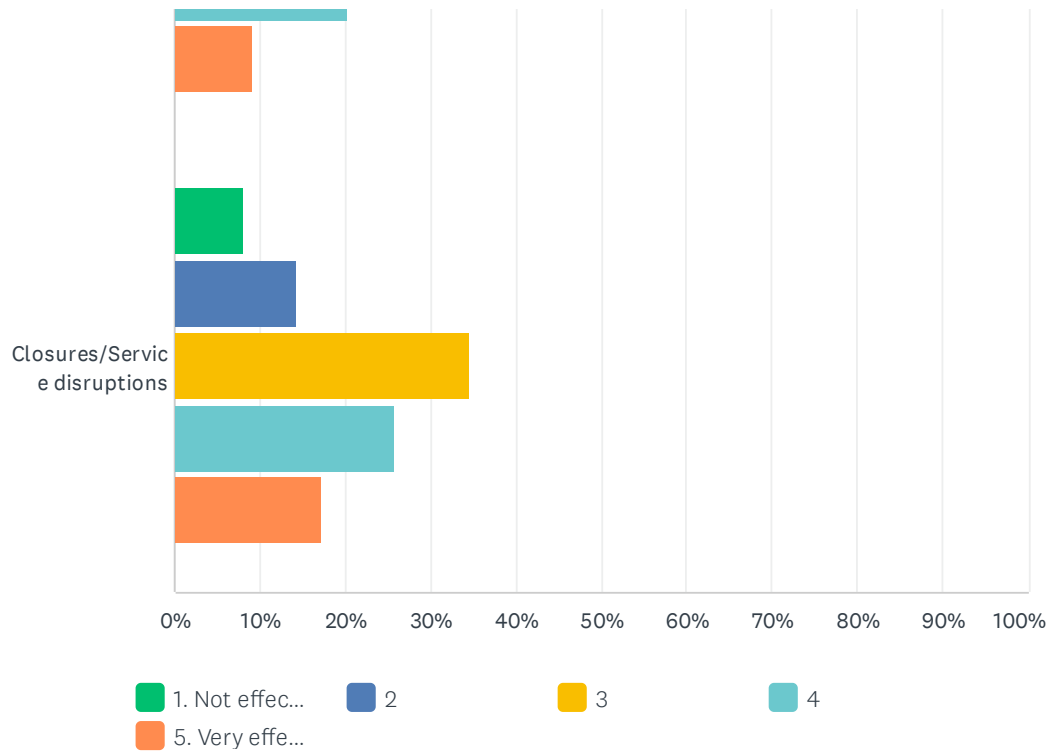
ANSWER CHOICES	RESPONSES	
Very effective	13.79%	24
Somewhat effective	25.86%	45
Somewhat ineffective	13.79%	24
Very ineffective	13.22%	23
Not sure/Don't use	33.33%	58
TOTAL		174

Q13 How effective is the Town at communicating each of the following?

Answered: 175 Skipped: 0



Town of Edson Communications Survey



	1. NOT EFFECTIVE	2	3	4	5. VERY EFFECTIVE	TOTAL
Services	6.90% 12	18.39% 32	35.06% 61	26.44% 46	13.22% 23	174
Emergencies	11.43% 20	8.57% 15	16.00% 28	29.71% 52	34.29% 60	175
Day-to-day operations	16.57% 29	22.86% 40	28.57% 50	26.29% 46	5.71% 10	175
Council decisions and direction	19.65% 34	22.54% 39	28.32% 49	20.23% 35	9.25% 16	173
Closures/Service disruptions	8.05% 14	14.37% 25	34.48% 60	25.86% 45	17.24% 30	174

Q14 Do you have any suggestions for what we can do to improve communication with you?

Answered: 43 Skipped: 132

#	RESPONSES	DATE
1	Open the prison doors at the town offices and talk to people You work for the people I know a few people that have tried talking directly to people and it's impossible to do I am one of these people Council directly work for the people and why are they not available to be out there getting peoples opinions	9/29/2023 8:06 PM
2	The rec complex deal and then lack of the new rec Center has left me very doubtful of what goes on in council. I look around at other communities, including cadomin, and what they have achieved. This and other town facilities, like whitecourt, puts our town to shame.	9/29/2023 7:44 PM
3	I personally find the bylaws documents hard to navigate. I better search function would be extremely useful.	9/29/2023 9:38 AM
4	Use of local radio could be used a lot more efficiently	9/27/2023 6:22 PM
5	Have more public meetings and be more available to the public. Council member should be responsive to public questions. Less talk from administration and more from the elected council.	9/26/2023 10:55 AM
6	I personally find myself completely frustrated getting around the TOE website, I find there are too many steps to get to the information I am looking for and the signing up for things is equally frustrating. I do however commend Our Mayor on his thankless work through the evacuations.. well done Sir.	9/25/2023 7:16 PM
7	Respond to emails. I sent emails to the last town manager and received no response	9/24/2023 8:28 AM
8	Overall the town does a great job in communicating to the public. Thanks for all you do.	9/24/2023 7:58 AM
9	Have the mayor post and respond to all information publicly. Whenever there is backlash for a decision he hides and quits posting to take attention away	9/23/2023 8:00 AM
10	Facebook is great and seems to be the most effective in my opinion. With that being said, even with notifications turned on it can be days after the event has passed before we see it. The Town of Edson website is not updated as often as it should be and it is not easy finding things. For example, tried to find the Edson Medical Clinic under residents, it gave me a long list of pdf files. No one has time for that. Just wanted to know about their walk-in clinic policy and times they were open. Calling the medical clinic now and waiting on hold for 45 minutes is ludicrous. I posted on their facebook page two days ago and have yet to been given an answer. This past May and June with evacuations in Edson. The town and county were great with providing daily updates. However, we were in an area that had next to no cell service. To travel daily half an hour to 45 minutes away to receive updates in an already stressful situation could have been avoided if the town would have posted a written transcript on the facebook page immediately after the updates. The Town of Edson app is good, however not always updated either. Suggestion for community events and more pertinent information would be to do a mailout or email monthly to be included in the water bill. There is no fool proof way to have everyone notified. Newspaper only comes out once a week, our radio station is no longer locally owned and less reliable. Unless you like listening to the incessant Dodge commercial and Wendy Meister (Lord give me strength). I think facebook is your best bet (for now) even though not everyone is on facebook and a lot of seniors do not have access and have to rely on word of mouth, phone calls, neighbors. I guess the main key here would be to update daily on your current venues. There is a lot of outdated information on the website and the app. Thank you for listening.	9/22/2023 9:18 AM
11	Standardize the website for all departments, have more communications staff, update information	9/21/2023 6:39 PM
12	I am very interested in the construction of the Recreation Complex and it isn't even on the	9/21/2023 8:50 AM

Town of Edson Communications Survey

council meetings?? Never hear much about this project or any other major projects. We only hear about trivial stuff in my opinion

13	Be more forthcoming with information regarding decisions made by council. There needs to be more community involvement in decisions that affect their day to day living. Would be an asset to the town, if you had a person in place to take complaints and pass them to the persons or department that can deal with them. Trying to call RCMP, bylaw enforcement or different town departments can be time consuming, frustrating and challenging especially for some of the older people in town.	9/20/2023 6:04 AM
14	Facebook is not a reliable way to communicate - algorithms stop people from getting those updates all the time. Communication about sports infrastructure is terrible. Ball diamonds - what's happening. New arena - just now something comes on Facebook saying space for a gym; Up till that point it has included a field house. When did that change. Parks - I've seen the town give a presentation about all the parks in Edson and updating them and hiring someone to do this assessment. But what has been done about that? Paid for an assessment, presented it to council but then what's happened. Also - what's grants does the town give out. I was at a meeting where senior transport said they received a \$50k grant from the town which I didn't know about. But also 2 years ago the same organization received the proceeds from the mayors golf tournament. That organization wants to buy a bus and they had \$25k in a reserve - therefore the \$50k went to help cover operating costs, not just buy a bus. I'm sure these donations are vetted but it did not check all my boxes. Living in this town is confusing. I go to other towns and they have so much more then Edson. Small, less industry communities. Maybe communicate why! What's holding Edson back? There are people who want to help, but how can they help? Cut the baseball fields, nope that's an insurance problem. Always red tape. More communication - via something. Has to be website I think. And Facebook but that's an extra, not reliable.	9/19/2023 5:35 PM
15	I'd love to see a report in the newspaper of things that have been brought past council, and to know how we can access council outside of meetings. Hinton does a minute with council about once a month at a public space (mall/coffee shop, etc.) for 15-30 minutes (depending on how many folks arrive to chat) that anyone can attend, ask a question/chat with a council member briefly and be on their way (no council presentation or anything like that, just an opportunity to discuss whatever is on the mind of the citizen). I don't recall if the entire council was there, or just one or two members, but it was nice to be able to chat with a councillor informally.	9/19/2023 10:08 AM
16	You are never going to please everyone. You are doing a great job. Give yourself a Pat on the back.	9/18/2023 8:49 PM
17	Update the app and make it easier to find things on the app. The website has too many links to get to where you want to be.	9/17/2023 7:56 PM
18	Stop using Facebook , use signs or mail	9/17/2023 2:09 PM
19	D velozmente permit decisions should be published in the paper. Not just a website link to go look.	9/17/2023 10:41 AM
20	Make things more understandable	9/17/2023 7:38 AM
21	The mayor does an excellent job of keeping the town members notified and up to date regarding issues that concern them. He is by far the most involved and efficient mayor we have had!	9/16/2023 5:53 PM
22	Yes have more town meetings with say	9/16/2023 11:01 AM
23	Have people reply to communications. In the past three years I sent issues to bylaw twice, town maintenance once and missed garbage pick up once. No one ever replied or even acknowledged my submissions. All we're done through the towns app.	9/16/2023 9:31 AM
24	Information should be able to be found in the official app not having to rely on the Mayors facebook page when we have a full time staff member who is paid for communications. Maybe less time at the firehall is needed and more focus on the fulltime job could be given.	9/15/2023 8:58 PM
25	I felt we got decent information on the fire evacuations but it could be improved. I heard of a couple who didn't evacuate the first time because they didn't know. I felt we could've been told sooner about the first one. The second time was "better" as we knew more about what to do and where to go. The many face book information updates must've been hard to do but were gratefully appreciated. I think we all learned lots. Now we are dealing with our insurance	9/15/2023 8:49 PM

Town of Edson Communications Survey

company and flooding; I know it would be very costly to do new sewer lines but it's very costly mentally, physically and financially to homeowners.

26	Have meetings where the public can attend and voice their issues	9/15/2023 2:48 PM
27	Some of the council notes released could be issued in more simple wordings as well as the bylaws and other formal documentation. A person can feel like things are hidden behind "fancy" words. Get to the point please. Thank you for the opportunity to voice opinions. The videos during the evacuations were a good idea as well, thank you for that.	9/15/2023 1:18 PM
28	No suggestions, but I want to say that Kevin does an amazing job at sharing , posting and I wouldn't know much about what is going on if he didn't.	9/15/2023 8:20 AM
29	Update website regularly and get rid of old information	9/15/2023 6:47 AM
30	Being open to feed back When making big decisions such as a propane plant right in town there needs to be multiple meetings and opportunities for engagement ensuring that the public knows and feels it is in the best interests of everyone The mayors social media is more about self promotion not town promotion and he does not take any negative feedback well or address the concerns directly Very disappointed in how the town provided supports for displaced county citizens during evacuations Have more than one option date for property taxes when paying monthly	9/15/2023 12:58 AM
31	The app works well, more people need to know about it and use it. How can you make that happen though? My survey answers are a bit of an amalgamation of mine and my co workers experience. My partner worked for the town until recently so my experience with knowledge of the town is different than others. Moving away from a reliance on social media to inform people would be given new regulations and META's response to them, but so many people are heavily invested in those platforms. Maybe no news will give the town space to tell it's story.	9/15/2023 12:53 AM
32	Have more detail and explanations regarding upcoming council meetings and clearly communicate what happens at meetings instead of hiding it within minutes	9/14/2023 8:10 PM
33	Give Steve a raise and extra vacation time. He deserves it. 😊😊😊	9/14/2023 7:37 PM
34	Social media posts are too wordy. Website is too cumbersome. I would like to see a council update released after council meetings.	9/14/2023 4:45 PM
35	You need to give older people some things to do other than the kids	9/14/2023 4:10 PM
36	Be more transparent. Updates on major projects, even if there isn't really anything to update.	9/14/2023 3:57 PM
37	I think Council/Administration should have at least a monthly Meet and Greet. Two would be better and could possibly be held before each Council Meeting.	9/14/2023 3:56 PM
38	It is the how you communicate to us it is how long it takes to get the information out to the public. The town has a huge deficit in the budget I get that and because of this the repairs and maintenance and lack of services in the town and the cleanliness of the town is showing more and more each year. I personally would like to see downtown cleaned up so that the towns nickname would be gone buildings are showing their age or need repairs. Some kind of Downtown association to work with the town and business owner to work together and make it more eye appealing. I would like to see more variety of businesses whether they be mom and pop shops or fanchise businesses it would be nice to shop locally instead of driving to other towns to make purchases.	9/14/2023 3:40 PM
39	Please use other social media outlets (instagram, twitter, tictoc,) this will help to reach younger people in the community.	9/14/2023 3:11 PM
40	The app should make it easier to tell in advance when garbage days are-a day or more-not just an hour	9/14/2023 2:48 PM
41	Edson communications are amazing, I've lived in many places and the communications here are way ahead of any other place I've lived. Right through Covid, through the emergencies this year, and just day to day info, it's been great. (Although I hated the video updates through the emergencies, never seen people so awkward and it didn't add any extra info than shared online, just really cringe). I have been told it is only one person doing communications for the town and I don't see how it's still done to such a high standard. Also, love the website, so easy to navigate and the newest update makes it even better. Only suggestion I have is stop the mayor from posting so much. I an familiar with municipal operations through family down	9/14/2023 2:24 PM

Town of Edson Communications Survey

south who work for municipalities and council and mayor do not know what's going on day to day. I feel he detracts from the real information that should only be coming from the town. I know he used to be in radio but he's not anymore. Let the towns communications person do it, they are doing a great job.

42	Just comparing to Other towns, I work in an office that receives regular, sometimes more than daily, updates of what is happening in town, I would like to see that with Edson. I don't mean someone having a hot dog sale but town happenings like street closures and emergencies, or even if fire training will be doing a public facing training session.	9/14/2023 2:09 PM
43	Keep up the good work.	9/13/2023 11:48 AM



Appendix B: Website Audit Report

October 2023

Website Audit Report

Audit Summary:

Website: <https://www.edson.ca/>

Website Owner: Town of Edson, Alberta, Canada

Audit Date: 13th October, 2023

Overview:

The website audit for www.edson.ca was conducted to assess its overall performance, usability, technical aspects, and alignment with best practices. The purpose of this audit is to identify areas of improvement and provide recommendations to enhance the website's functionality and user experience.

Main Objectives:

1. Evaluate the website's technical performance and loading speed.
2. Assess the website's user interface, navigation, and overall user experience.
3. Analyze the website's SEO readiness, Social media integration and identify opportunities for optimization.
4. Ensure the website adheres to best practices in security and accessibility.

Technical Analysis:

PART A

1. Performance (18/30)

Metric	Status	Comment
Average Page Size	4.2MB	A respectable pace. The heavier the site page, the slower the load.
Page Requests	49	The more HTTP requests your website makes, the slower it becomes.
Page Speed	5.9 sec	Might try speeding things up a bit.
Browser Caching	Pass	Your web caching is Excellent.
Minimal Page Redirects	Pass	Excellent
Minified css	Pass	Excellent
Image Size	Pass	Your images fit perfectly!
Minified JavaScript	Fail	When your JavaScript is properly compressed, it makes your website run much faster.

2. SEO (30/30)

Metric	Status	Comment
Permission to Index	Pass	Granted
Meta Description	Pass	Meta descriptions tell people what your page is about in search results.
Content Plugins	Pass	Excellent
Decriptive Link Text	Pass	Your links make sense

3. Mobile (30/30)

Metric	Status	Comment
Legible Font Size	Pass	Excellent. Easy on the eyes.
Tap Targets	Pass	Clicking is very easy. Mobile-friendly pages perform better in search results.
Responsive	Pass	Excellent. Responsive design gives you a bump in search rankings for searches on mobile devices.

4. Security (10/10)

Metric	Status	Comment
HTTPS	Pass	Secure. HTTPS protects websites from attacks
Secure Javascript Libraries	Pass	Protected! Intruders can exploit outdated JavaScript libraries.

Total Score: 88% | This Site is Good

Recommendations For Improvement:

Performance	Current	Recommendation
1 Page Size	4.2 MB	<3 MB Lighten your pages by removing or compressing heavy content such as images and video.
2 Page Requests	49	<30 Reduce the number of HTTP requests your site makes. Remove any unnecessary images, scripts, or files, and consider lazy loading your images.
3 Page Speed	5.9 Sec	<5.3 Sec Speed up your site by lightening up your site pages, compressing images and video where possible.
4 Minified Java Script	No	Yes Use a minifier tool or contact your web host to ensure your JavaScript is minified.

PART B

5. Social Media Integration: 15/30

Metric	Status	Comment/Recommendations
Prominent Icon Placement	Footer only	Consider also placing them in the header or a fixed sidebar for maximum visibility.
Clickable Icons	Pass	Social Icons are clickable, direct users correctly and also opens in a new tab/window for seamless UI
Shareable Content	Fail	Ensure that the website's content is easily shareable on social media. Implement social sharing buttons on individual pages or articles to encourage users to share content they find valuable.

Your Grade: B (Visible but can be Improved)

6. Accessibility Compliance: 10/30

Metric	Status	Comment/Recommendations
Alt text for Images	Pass	Alt text for images communicates the meaning of the image to the reader.
Color Contrast	Partial	There are several very low contrast errors.
Heading Tags	Partial	There are several missing Heading tags.

Your Grade: B (Partially Compliant)

Conclusion:

Key Findings: :

The technical analysis revealed commendable performance with areas for improvement, particularly in minifying JavaScript, optimizing page size and requests. The SEO analysis showed excellent compliance, while the mobile analysis highlighted a mobile-friendly design. The security analysis demonstrated a secure website. In terms of social media integration, the icons were visible but could benefit from more prominent placement and improved shareability of content. Accessibility compliance was partially achieved, suggesting room for enhancement, particularly in heading tags and color contrast.

Audit Tools Used:

The audit was conducted using various online tools, including WAVE (Web Accessibility Evaluation Tool), Google Lighthouse, axe Accessibility Checker, Website Grader, and Screaming Frog, to comprehensively assess different aspects of the website's accessibility, and user experience

This report provides a summary of the website audit conducted and is not exhaustive. Further detailed assessments and continuous improvements are encouraged to enhance the website's overall performance, user experience, and compliance with best practices.



Appendix C: Social Media Audit Report

October 2023

Town of Edson Social Media *Audit Report*

Overview

This document was developed to comprehensively analyze the town's current social media presence, focusing on the Main Edson Meta Page (Facebook) and X (Twitter). This report aims to assess the effectiveness of the town's social media strategy, identify strengths and weaknesses, and provide actionable recommendations for improvement.

Evaluation Summary

Performance Metric	Very Poor (<2)	Poor (2-4)	Fair (5-7)	Good (8-10)	Very Good (>10)	Comment
Number of followers					12	Impressive compared with size of Town
Facebook reach					12	Impressive compared with size of Town
Facebook page visits					12	Impressive compared with size of Town
Contact information			7			Add email and physical address
Website information					12	Available
Frequency of posting					12	Almost daily
Content						Mainly informational
Promotional			5			
Informational					12	Main theme of most posts
Educative			5			Little to no content
Entertaining	1					Little to no content
Audience engagement		2				Too little compared with no of followers
Follower growth				9		
Visual appeal			5			Needs improvement
Cross-promotion		2				Facebook & Instagram not connected
Outreach to key demographics		2				Missing some key demographics by inactivity on Instagram
Innovation and trends		2				Needs improvement

Platforms Analyzed

Main Edson Meta Page (**Facebook**) and X (**Twitter**)

Key Findings

1. Metrics (January 1 - December 1 2023)

- **Facebook (Meta)**
 - **Followers:** 9,463
 - **Reach:** 1, 145,031 (up 1.0k%)
 - **Likes:** 8,901
 - **Page Visits:** 738,981 (up 1.4k%)
- **Twitter (X)**
 - **Followers:** 799
 - **Total impressions:** 219,638

Assessment: Very good

Summary: The town has achieved commendable success in growing its social media audience, reflecting a positive interest and engagement from the community. June was the month with the highest number of impressions and page visits.

Recommendation: Introduce innovative content to maintain a fresh and appealing social media presence.

2. Frequency of Posting

Assessment: Very good

Summary: The town demonstrates consistency in posting informational content and maintaining an active social media presence.

3. Content Quality

- **Informational Content:** Very good
- **Educative Content:** Fair
- **Entertaining Content:** Poor

Summary: While posting frequency is high, there is little to no educative and entertaining content.

Recommendation: Develop and share more educative and entertaining content to engage and captivate the audience.

4. Audience Engagement:

Assessment: Poor

Summary: Despite a sizable number of followers, the level of engagement is low, indicating a need for more captivating and shareable content to promote audience interaction. There is also the opportunity to engage in community conversations.

Recommendation: Actively engage the community in relevant discussions.

5. Visual Appeal:

Assessment: Fair - Needs Improvement

Summary: Deemed acceptable but could benefit from enhancements to make it more visually engaging and aligned with current design trends.

Recommendation: Make posts more visually appealing to align with current trends.

6. Cross-Promotion:

Assessment: Poor

Summary: Cross-promotion efforts across different social media platforms or town initiatives are lacking.

Recommendation: Implementing a cohesive cross-promotional strategy can increase the reach and impact of the Town's messaging.

7. Outreach to Key Demographics:

Assessment: Poor

Summary: Inactivity on Instagram represents a missed opportunity to connect with a specific demographic.

Recommendation: Efforts should be directed towards understanding and engaging with the audience on this platform.

8. Innovation and Trends:

Assessment: Poor

Summary: There is a lack of innovation and alignment with current trends.

Recommendation: Constantly innovate and adapt to current trends.

Conclusion

Although several areas require improvement, the Town's social media presence displays strengths in terms of the number of followers, and in providing regular updates about the Town. Addressing these recommendations will ensure the overall effectiveness of the town's social media strategy.



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