



Town of Claresholm Communications and Engagement Strategy

1. Purpose & Vision

This Communications and Engagement Strategy was created to assist council with its strategic plan. It was compiled in consultation with council, staff and the public. to foster transparent, inclusive, and proactive communication that reflects Claresholm's values and strategic priorities, while engaging residents, businesses, and stakeholders in meaningful ways.

2. Strategic Objectives

Aligning with the 2026–2029 Strategic Plan, the communications strategy will support:

- Support Council's Strategic Plan
- Promote engagement and communications and Create an environment where town processes and policies, and council decisions are transparent and accessible
- Economic & Community Development: Highlight business incentives, tourism, and local events.
- Sound Governance: Ensure transparency and accessibility of Council decisions.
- Community Engagement: Strengthen relationships with residents and service groups.
- Livable Community: Promote wellness, recreation, and inclusion.

3. Target Audiences

- Residents: Diverse age groups with growing immigrant communities.
- Local Businesses: Including agriculture, retail, and service sectors.
- Community Organizations: Chamber of Commerce, service groups
- Visitors & Investors: Regional and international prospects.

4. Key Messages

- Claresholm is a welcoming, safe, and vibrant place to live, work, and invest.

- Council is transparent, approachable, and committed to community well-being.
- Claresholm supports active living, economic growth, and cultural diversity.

5. Communication Channels

- Website & Newsletters: Central hub for updates, strategic plans, and public notices.
- Social Media: Facebook YouTube – for real-time updates, event promotion, and engagement of operational and Council activities, Council meeting highlights
- Local Press: Claresholm Local Press
- Public Forums: “Coffee with Council” and Open Houses

6. Engagement Tactics

- Surveys & Polls: To gather feedback on town initiatives.
- Open House: Information and Q&A sessions.
- Youth & Senior Outreach: Partner with schools and senior centers.
- Community Spotlights: Feature local businesses, volunteers, and events.

7. Evaluation & Metrics

- Website traffic and social media engagements.
- Attendance at public meetings and events.
- Survey response rates and feedback quality and sentiment analysis.
- Election every four years – voter turnout and any acclamations
- Council committee appointments – number and length of vacancies

8. Communications and Engagement Tools Assessment

- contains an inventory and evaluation of existing communications and engagement tools, with recommendations for improvement as well as new tools and practices