



DPMG Communications Committee

2018-18 Report

Prepared by Committee Members: Tyler Hall, Sarah Ready, Tanis Trainor

Committee's Mission

To ensure that DPMG members are kept informed about activities affecting the group.

Specific Responsibilities

(As outlined in the terms of reference): increase member engagement; ensure currency of the DPMG website; highlight the DPMG award winners; work with DPMG executive to collage and distribute bulletins and/or newsletters; regularly review communications channels to make recommendations for improvement; maintain communications handbook; submit annual report.

Summary for 2018-19

Creation of DPMG branded pens for new members

To help introduce new members to the DPMG, we have created branded pens that will be sent via interoffice mail to all new members. HR provides the executive with a list of new members monthly and the committee would send out the pens via interoffice mail.

Overhaul of the DPMG One-pager

In collaboration with human resources, the DPMG one-page document that explains who we are and what we do, was redone. We wanted to ensure changes were made to help provide clarity on the DPMG.

Increased use of website analytics for planning website structure

More intentional tracking was done of the DPMG website. Through the collection and analysis of this data, we were able to change how the website was structured. We saw what pages were being accessed most, and made sure pertinent information was housed on those pages.

Continuation of the know your neighbor campaign as well as the tri annual newsletter

The tri-annual newsletter was continued as well as the "Know your Neighbour" initiative. We changed the format from a written interview to a more interactive video using photos of the staff member. They provided the photos and answers to their questions. The software Biteable was used to prepare these videos.

Creation of DPMG signature to help unify the committee's communications

In order to increase the brand strength of DPMG, the committee created a signature to be used on all official DPMG communications.

Overall increase of 82% on Twitter impressions and engagement

Through more intentional and consistent use of Twitter, we were able to increase our Twitter engagement by 82% over the year. The number of Twitter followers also increased, going from 176 to 235, for a 34% increase over the past year.

Recommendations for 2019-20

- Increase the effectiveness of communications through website and Twitter analytics
- Funds have been approved for a communications survey initiative to assess how members best interact with the DPMG
- Continual day to day communications (website updates, Twitter, newsletter)