



Social Media Training/ Community Service

Operators Workshop

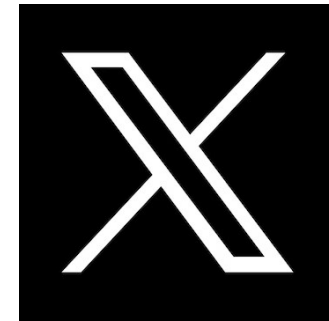
March 25-27, 2025

Intro

- Communications is a utility priority
- All departments and staff have a part to play in communications!
- 'AFNWA' wants to be a 'household name' across all communities.
- Operators are trusted & respected in communities; let's leverage these positives as tools!

Our apps

- Meta
 - Facebook: service notices & emergencies, careers & procurement, etc.
 - Instagram: campaigns, intros, FAQs, etc.
- LinkedIn
- Twitter/X
 - Media, government; considering Bluesky
- YouTube
 - Pre-transition videos (2022); future plans with Operators.



Why?

- Info and awareness: service notices & advisories, emergencies
- Community connections: stakeholder (owner) buy-in from residents
- Outreach & engagement: build and maintain trust, establish AFNWA brand, connect name to work done
- Community concerns: are we engaging with community enough?
- Operators: what could we do better?

Info & Awareness

- Careers & procurement
 - Website, shared on social media
- Staff bios
 - Intros, Operators, new staff, etc.
- Holidays, themed days and months
 - Out of office, National Engineering Month (March), National Indigenous Water Operators Day (NIWOD, March 21), etc.
- Campaigns & documents
 - Quarterly newsletter, annual report, 3Ps, water conservation, etc.

Outreach & engagement

- Service notices & advisories
 - Water main repair, system flushing, temporary service loss, etc.
- Emergencies
 - (P)BWAs, DNC (has not occurred with AFNWA), etc.
- Community campaigns
 - Conservation, “don’t fill pool,” safe flushing, 3Ps, etc.
- Stakeholder buy-in
 - open communications, community can share concerns, ask questions, transparency, etc.

Action pics

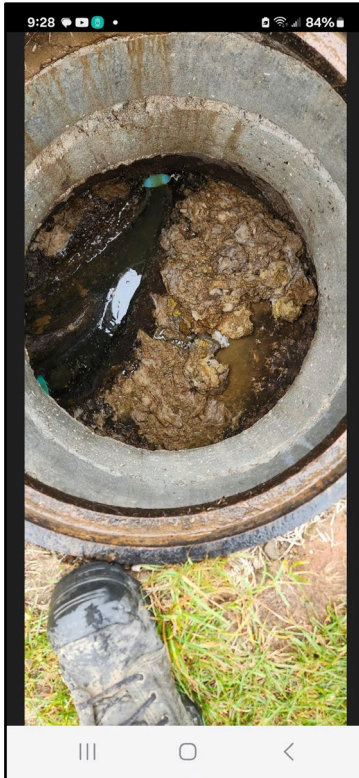
- Clogged system, wipes, backups; safety first, get closeups if possible
- Services
 - Flushing, repairs, installations, new infrastructure, work being done, brand
- Staff
 - Operators working where they live, Operations / office members; identifiable, **show residents who also lives & works in same communities**
- Quality
 - Hi-res, use email or text to send to C+O/GR+E for documents, NO screenshots; MS Teams to share with all staff (low-res, general updates, etc.)

Action pics (2)

- Please continue taking these whenever possible
 - Show communities our progress, staff leading work, build trust.
- Be mindful of safety, regulations, and professionalism
 - We represent our communities and company, **safety always first!**
- Share with our departments
 - Hi-res, no screenshots; docs, social media highlights, *stakeholder* buy-in.
- Keep up the great work on these!
 - Woliwon + Wela'liek! The action shots are wanted and great ways to build confidence and trust, highlight staff.

Can't use these

Screenshots: low-res, other items included; use email/text to send!



Difficult to see the 'subject matter' from distance, distractions in foreground/midground; not a 'bad' photo but could be confusing



Great!

Identifiable staff in action, working in the communities they also live in. Be mindful for safety and regulations.



New infrastructure photo, has staff wearing proper PPE and following safety; text isn't necessary but okay to have



So-called 'flushable' wipes removed from community wastewater system, clear and detailed.



Social Media Use

- Do not ‘bash’ or ridicule or talk down about:
 - Your employer (or any)
 - Board members / council (applies to other leadership; constructive)
 - Colleagues (we have processes in place for conflict resolution)
 - Anyone (arguments lead to screenshots to HR, avoid being ‘baited’)
 - Montreal Canadiens
- Avoid posting/sharing ‘attacks’ on certain groups
 - 2SLGBTQ+, religions, ethnic groups or races; **AFNWA is a barrier-free employer**

Increased Engagement

- Both formal and informal feedback to us has been to have increased engagement:
- Community Satisfaction Survey
 - Community Satisfaction Survey is an opportunity for the AFNWA to see if our communication efforts are reaching community members
 - 2024-2025 survey results indicated a need for increased engagement
- Housing Managers Working Group
 - Need to have increased communication with community members and contractors on how we work.

Community Service

- **Door knocking:** If there is work happening that affects residents, knock on their door and let them know. Our team can work with you to have flyers ready to outline the work.
- **Multi-Channel Communication:** Utilize various communication channels such as phone, email, and mobile apps to keep community members informed about service updates, outages, and maintenance schedules. Please let our team know if there are communication channels in your community we can access?

Community Service

- **Community Events:** Join us at events to engage with the community, educate them about water conservation, and address their concerns directly.
- **Follow-Up:** After resolving an issue, follow up with the customer to ensure satisfaction and address any lingering concerns.
- **Ample Time for Communication:** If there will be a service disruption or discolouration, please let the communications team know one-week in advance (if possible) to communicate to the community.

Next steps

- We want to get the Operators more involved in our communications
 - **Operator Spotlights:** Feature profiles of water operators, showcasing their daily tasks and the importance of their work.
 - **Work descriptions:** Why is leak detection important? What is the treatment process? We would like to have operators explain these tasks on video to share with communities.

Continuous Improvement

- Key Performance Indicators
 - AFNWA has developed a number of KPIs for our communications strategy, making 2025-2026 a baseline year.
 - We will continue to monitor our strategy to see where we can improve

KPI – Newsletter and E-mail Campaigns

KPI	BENCHMARK	Q1	Q2	Q3	Q4	AVERAGE
Open Rates	20%-30%					
Click Through Rates (if applicable)	2.66%					

KPI – Social Media

KPI	PLATFORM	BENCHMARK	Q1	Q2	Q3	Q4	AVERAGE
ENGAGEMENT <small>(likes/comments/shares)</small>	Facebook	1%–2%					
	Instagram	1%–3%					
	X	0.5%					
	LinkedIn	0.5%–1%					
SENTIMENT ANALYSIS	Facebook	Benchmark against historical results					
	Instagram	Benchmark against historical results					
	X	Benchmark against historical results					
	LinkedIn	Benchmark against historical results					
FOLLOWER GROWTH	Facebook	1–3%					
	Instagram	5–10%					
	X	1–2%					
	LinkedIn	2–4%					

KPI – Website (Google Analytics)

- Traffic Metrics

KPI	BENCHMARK	Q1	Q2	Q3	Q4	AVERAGE
Sessions	Benchmark against historical AFNWA results					
Users	Benchmark against historical AFNWA results					
Pageviews	Benchmark against historical AFNWA results					

- Engagement Metrics

KPI	BENCHMARK	Q1	Q2	Q3	Q4	AVERAGE
Average Session Duration	2–3 minutes					
Pages Per Session	2+ pages/session					
Bounce Rate	40% or lower					

Website Content

KPI	BENCHMARK	Q1	Q2	Q3	Q4	AVERAGE
Top Pages (Pages which attract the most traffic and where most time is spent)	Benchmark against historical AFNWA results					
Exit Pages (Pages users leave from most frequently)	Benchmark against historical AFNWA results					
Most Accessed Documents (Documents most accessed on the AFNWA website)	Benchmark against historical AFNWA results					

Additional Website Metrics

KPI	BENCHMARK	Q1	Q2	Q3	Q4	AVERAGE
Conversion Rates (Percentage of completed goals)	Benchmark against historical AFNWA results					
Top Traffic Sources (Origin of website visitors)	N/A					
Audience Location (Geographic location of website visitors)	N/A					

Community Meetings and Workshops

KPI	BENCHMARK	Q1	Q2	Q3	Q4	AVERAGE
Number of Community Events and Workshops Hosted	Benchmark against historical AFNWA results					
Attendance of Events/ Workshops	Benchmark against historical AFNWA results					
Satisfaction with the Outcomes of Events/Workshop (Measured by follow-up survey/exit survey)	Benchmark against historical AFNWA results					
Conversion Rates (if there's an ask for participants, i.e. signing up for a newsletter)	Benchmark against historical AFNWA results					

Media Relations

- Mainstream Media

KPI	BENCHMARK	Q1	Q2	Q3	Q4	AVERAGE
Media Mentions	Benchmark against historical AFNWA results					
Inbound Media Inquiries	Benchmark against historical AFNWA results					
Media Pick-Up (based on proactive pitching)	Benchmark against historical AFNWA results					

- Water/Wastewater Industry Publications

KPI	BENCHMARK	Q1	Q2	Q3	Q4	AVERAGE
Media Mentions	Benchmark against historical AFNWA results					
Inbound Media Inquiries	Benchmark against historical AFNWA results					
Media Pick-Up (based on proactive pitching)	Benchmark against historical AFNWA results					

Additional Activities

- Sponsorship and Community Involvement

KPI	BENCHMARK	Q1	Q2	Q3	Q4	AVERAGE
Number of Events Attended by a Representative of AFNWA	Benchmark against historical AFNWA results					
Number of Community Partnerships/ Events Sponsored by AFNWA	Benchmark against historical AFNWA results					
Monetary Value of Community Investments	Benchmark against historical AFNWA results					

Additional Activities

- Community Satisfaction

KPI	BENCHMARK	Q1	Q2	Q3	Q4	AVERAGE
Community Satisfaction Scores	Benchmark against 2024/25 community satisfaction results					

- Responsiveness to Community Feedback

KPI	BENCHMARK	Q1	Q2	Q3	Q4	AVERAGE
Average Response Time to Community/ User Inquiries and Feedback	Benchmark against historical AFNWA results					
Number of Follow-up Questions to Responses to Inquiries	Benchmark against historical AFNWA results					

Questions?

Woliwon + Wela'lin