

Township of Wilmot: Social Media audit and high-level recommendations

Purpose and Scope

The Township of Wilmot is reviewing and updating its municipal communications strategy. As part of this work, Redbrick completed a scan of Wilmot’s social media accounts and reviewed analytics and other materials provided by the municipality. This social media audit provides a brief analysis of how the Township is using social media now and offers high-level recommendations to strengthen the organization’s social media presence over time.

Account and Content Analysis

Wilmot has a limited social media presence with their main activity on Facebook and secondary on X. The Township has a YouTube account mainly used to live broadcast Council and committee meetings.

Account	Audience Count (rounded)	Purpose/Current State
Facebook	3,200	<ul style="list-style-type: none">• Main municipal social account• Day-to-day operational updates, including closures, service interruptions, cancellations, etc.• Recreational programming sign-ups, event promotions• Council updates• Reshares of municipal-related content (e.g., Conservation Authority, recycling, etc.)• Some municipal storytelling
YouTube	675	<ul style="list-style-type: none">• Livestreaming council and committee updates• Shared account (or has been a shared account) with Wilmot Fire Department and Heritage Wilmot
X	3,700	<ul style="list-style-type: none">• Secondary municipal social account• Only operational updates• Used for specialized communications like crisis, real-time updates for municipal closures, service disruptions, weather warnings

Facebook:

The Township does a great job with operational and day-to-day posting on Facebook. Posts have a strong brand identity and a consistent look and feel. Posts are timely and communications staff have developed a rolling social media calendar to help develop content and schedule posts ahead of time. Still, most content is reactive rather than proactive. Staff are actively working to improve processes for content development and planning. However, with one specialist at the Township, capacity is limited.

In 2025, Wilmot’s Facebook Page generated:

- Two million views with notable seasonal peaks in April, July and October
- 65,000 visits
- 10,700 link clicks
- More than 12,000 content interactions

- 650 new followers – a slow but steady increase throughout the year with no notable peaks

Wilmot’s post visibility is strong. However, engagement is relatively low. This suggests that posts may be too informational and not community-focused or story-driven. The data tells us that people are seeing the posts but not interacting with them.

Wilmot primarily uses YouTube to livestream public meetings – making access to municipal business easier, more convenient, and helping residents to stay informed when they can’t attend meetings in-person.

In 2025, Wilmot’s YouTube generated:

- 64 livestreamed videos
- 650 subscribers
- 12,000 total views across 64 videos and an average viewer count of about 150 per video
- Two videos (outliers) with more than 1,000 views each

Posting on X is less of a priority. Like many municipalities and organizations, Wilmot has taken a step back from X – a platform that is known as a hotbed for misinformation, incivility and toxic discourse. Using X mainly for operational, crisis or emergency updates in real-time is platforming line with current trends in the municipal sector.

Recommendations

Focus on good storytelling. Often, municipalities treat social media accounts like bulletin boards, posting mostly operational updates, public notices, and other day-to-day content. There are benefits to this approach: it’s consistent, it provides accurate information to the public, it’s timely, and it helps make municipal social accounts the go-to source for information.

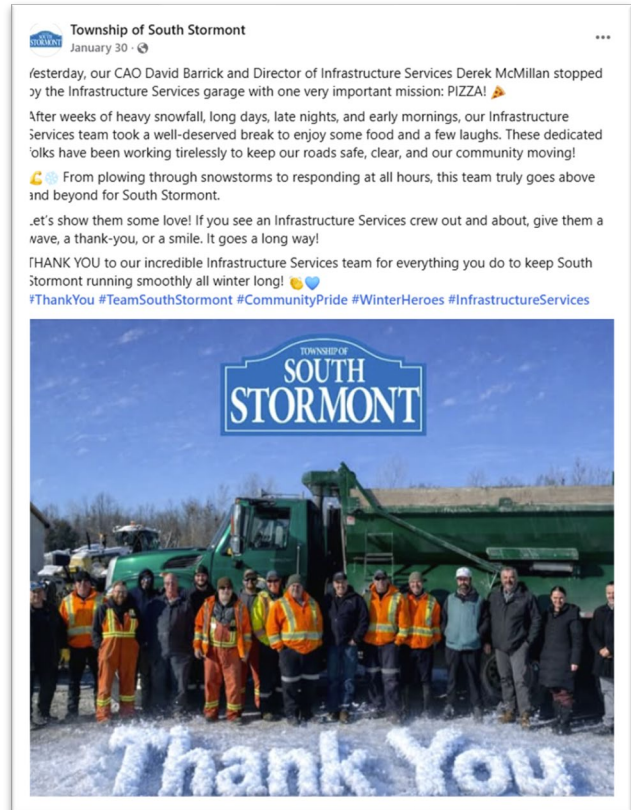
However, there is opportunity to use social media to build real connections with residents. Good storytelling builds trust. It also helps humanize the organization and combat the “us versus them” stereotype that government institutions sometimes face. Good people work for municipal governments, and the work they do is worth celebrating. The municipality can also use communications as a vehicle for taking complex things – like policies, planning, budgets or infrastructure projects – and explaining them simply, accurately, and creatively. This approach builds understand which ultimately helps build trust.

Illustrative Examples

Idea:	Premise:
Tools of the Trade	Showcasing different pieces of municipal equipment and what they’re used for.
How it Works	One-minute videos featuring an employee talking about their job or showcasing their department. E.g. a water department employee showing how water is tested and treated or a landfill attendant.
Ask me Anything	Municipal senior staff answer frequently asked questions.
Project walkthroughs	Short videos or a photo series with senior staff taking a walkthrough of an ongoing construction or infrastructure project
Cheers for Peers	Highlighting one employee of the month, as nominated by fellow staff, to receive a small token of appreciation

Pets of Town Hall	Feature municipal staff or Council pets
Policy explained simply	Helping the public understand a policy or by-law in under 60 seconds.
Ride alongs	Communications staff join municipal staff for a ride along – in a plow, for example

Examples from other municipalities:



Create content to fit your audience. Algorithm is a fancy word for a simple concept: the algorithm pays attention to what people are actually doing on social media, not what we hope they are doing. It knows what people are searching for, looking at, and interacting with, and it responds to those actions by providing more of that same content. With the addition of [Artificial Intelligence \(AI\)](#) to most social media platforms, understanding your core audiences is more important than ever.

AI is helping curate content for viewers that is even more intuitive and based on their behaviours. It shows users content they've never seen before, based on what they're engaging with now. And, it predicts what they might engage with next.

Content creators can replicate this intuition. By understanding what resonates with the intended audience, we can build better, more curated content that reaches more people.

Think beyond follower growth: Sometimes it's hard to determine if content is impactful and effective. This is especially true for public sector organizations that must balance posting operational updates (that are frequent, but don't generally get a lot of activity) with quality storytelling (that usually drives-up engagement and follower count for short spurts). Additionally, it's easy to get caught up in audience

growth as a measurable indicator of overall success. But social media platforms embedded with AI now push creative content to whoever is [most likely to interact with it](#) – regardless of whether they are a follower. An analytics “score sheet” can be helpful to determine what metrics and measurements matter and how they apply to your organization. These metrics don’t have to come from the platform itself. For example:

Metric:	Analytics to consider:
Are we reaching the right people?	Reach, impressions, audience demographics
Do people find our posts useful?	Engagement rate, likes, comments, shares
Does our audience find our content interesting?	Shares, saves, average viewing time (for video content)
Are we practicing good social listening (e.g., having two-way conversations online that are helpful)	Response time, issue resolution
Are people doing what we want?	Click-through rate, sign-ups, downloads
Do people trust us?	Website hits, audience growth, post shares

Build video into your content: More and more, content creators are taking advantage of shortform videos – concise visual content that is less than three minutes (ideally 30 seconds to one minute) – to capture audience attention in oversaturated and overwhelming social media feeds.

Short videos can help explain complex topics in plain language, and often do it more clearly than text. They help build transparency and trust through visibility – reminding the viewer that real people work for Wilmot, helping to humanize the organization. And, they foster a sense of authenticity, connection and appreciation for staff.

For example, in 2025, the Town of St. Mary’s invested federal funding into upgrading their indoor community pool. Instead of a static post announcing the grand opening, they partnered with the Canada Community-Building Fund to develop a short video about the project, and released it in anticipation of the grand opening to get the community excited: [St. Marys Makes a Splash - CCBF 2026](#).

Become your own newsroom: Most rural and small urban communities across Ontario are grappling with the loss of local media. To add to that challenge, residents are filling those information gaps through online community groups – most of them on social media. Sometimes, this leads to the spread of misinformation, and it can become a full-time job for municipal communications staff to address that misinformation. Some municipalities have adapted by becoming their own newsroom. This starts with building relationships with local journalists and publishers. Newsrooms are very short-staffed. Municipal communicators can become trusted sources for packaged media releases, photos and cutlines that don’t require editing and can go straight to print.

Consider social media advertising. Most social feeds are now controlled by the platform’s algorithm. Users no longer consume content based on a chronological timeline. Instead, they are fed content that the platform believes they are most likely to interact with. You may have a timely update to share about program registration, but residents don’t see it until days later. Social media advertising (i.e., boosted posts on Facebook) is a relatively inexpensive way to ensure that content is displayed in users’ feeds. It can be done at a fraction of the cost of traditional advertising and allows targeting based on location and other factors allowing creators to reach key audience groups.