

FOR IMMEDIATE RELEASE

Ingersoll Unveils Bold Communication Strategy to Enhance Community Engagement and Inclusivity

Ingersoll, ON April 23, 2024 — Since autumn 2023, the Town of Ingersoll has been on a mission to revolutionize its communication landscape. It has marked a significant milestone with the introduction of its first-ever comprehensive Communication Strategy. This strategic initiative responds to previous challenges faced by the Town in effectively disseminating information and fostering a cohesive online presence.

With the introduction of a dedicated Communications staff member last October, Ingersoll has taken decisive steps to rectify these issues and achieve its communication objectives. Key accomplishments include:

- Solidification of the Town logo as the primary image, alongside consistent utilization of branding fonts and colours, establishing a cohesive visual identity
- Streamlining of social media
- Designing and implementing an online digital program guide for Community Services
- Garnering media attention through press releases on prominent platforms such as CBC News, London Free Press, Heart FM, and MSN.com
- Implemented FlashVote and successfully executed the first survey, fostering increased public engagement

In harmony with the central goals of our Communication Strategy, these accomplishments represent a collaborative effort to boost public involvement, strengthen our internal communication setup and ramp up tourism while highlighting affirmative narratives and advocating for diversity and inclusion across our community.

Looking ahead, Ingersoll has laid out a thorough Communication Strategy plan for the next couple of years, putting the focus on key projects to achieve its goals. In Year 1, the focus is on finalizing branding elements, standardizing communication materials, and augmenting the Town's digital presence. Stakeholder feedback and community engagement will be instrumental in informing policies and strategies, ensuring inclusivity and alignment with community values.

In Year 2, the Town will implement its finalized social media and diversity policies. While adhering to established guidelines and procedures, the strategy aims to ensure inclusivity and foster effective community engagement. Continuous evaluation and adaptation will remain paramount, allowing Ingersoll to refine its communication efforts and ensure alignment with organizational goals and stakeholder feedback.

As our town's Communication Strategy evolves, our dedication to transparency, inclusivity, and engagement remains unwavering. By confronting past challenges and embracing innovative approaches, Ingersoll is positioned to establish stronger connections and nurture a more dynamic and well-informed community.

Quotes

"As the architect behind our new communication strategy, I'm excited to witness its impact in bringing our community closer together. Our strategy isn't just about words; it's about fostering genuine connections and ensuring everyone feels heard and included. I can't wait to see the positive changes it brings to Ingersoll."

- *Siobhan Witte - Communications Officer, Town of Ingersoll*

"Ingersoll's Communication Strategy marks a pivotal moment in our Town's journey towards greater connectivity and cohesion. By prioritizing clear communication and embracing fresh, innovative approaches, we're building a tighter-knit community where everyone's voice counts and is respected. I am confident that this strategy will pave the way for a brighter future for Ingersoll."

- *Mayor Brian Petrie – Town of Ingersoll*

About the Town of Ingersoll

Nestled in the heart of southwestern Ontario, the Town of Ingersoll is a vibrant community with a population of over 13,000. As a forward-thinking municipal government, Ingersoll is a strong, diverse, green, and sustainable community that respects our people, honours our past and shapes our future. From cultural venues, such as museums, theatres, and art galleries, to outdoor adventures, such as hiking, cycling, and fishing, you'll find what you are looking for in Ingersoll. Ingersoll's Town Hall, centrally located in the heart of our community, serves as a hub for accessible and responsive municipal services. Stay connected with us online through our official website, www.ingersoll.ca, and follow our social media channels at @townofingersoll. Explore our strategic vision for Ingersoll in our [Strategic Plan](#).

Contacts

Siobhan Witte | Communications Officer | Town of Ingersoll
519-485-0120 x 6297 | siobhan.witte@ingersoll.ca | www.ingersoll.ca

Michael Graves | CAO | Town of Ingersoll
519-485-0120 x 6222 | michael.graves@ingersoll.ca | www.ingersoll.ca