

COMMUNICATIONS

The Institute's Communications Committee is an operational committee responsible for overseeing PIBC's communications activities and services. Heike Schmidt RPP, MCIP served as the chair of the Committee in 2022, taking over from Jada Basi RPP, MCIP. Communications & Marketing Specialist Cindy Cheung of the Institute's staff team supports the Committee and assists with implementing much of our communications work.

Work continued through the year to maintain and advance PIBC's communications activities and services. As in previous years, there was continued focus on communicating to highlight the value and benefits of professional membership and Institute benefits and services to PIBC members, and on promoting PIBC and the Institute's profile to external audiences as well.

PLANNING WEST MAGAZINE:

Over the course of 2022 PIBC once again successfully published and delivered four regular seasonal issues of our primary publication, *Planning West* magazine. As always, the magazine included a range of diverse planning-related articles, recurring features (such as legal updates and spotlights on PIBC members), regular news and information about Institute activities, book reviews, timely and thoughtful commentary, feature articles, and more. Some of the themes and topics that were covered in 2022 included: planning for accessibility, street re-allocation in light of the pandemic, climate action, Indigenous housing, small town downtown revitalization, heritage conservation, cultural resiliency, and farm housing, to highlight a few.

In 2022 as our outgoing Editor Maria Stanborough RPP, MCIP wrapped up her time in this key role, we were pleased to welcome new Editor Kristin Agnello RPP, MCIP, who took over the role in late 2022. Our many thanks to Maria for her time, hard work, and dedication in helping curate and maintain *Planning West* as a vibrant and engaging professional publication, and a heartfelt welcome to Kristin who has now fully transitioned into the role of Editor as of the Winter 2023 issue. Additional thanks are extended to the many members and other authors who contributed articles and content to the magazine in 2022, as well as to our continuing and new advertisers and subscribers for their ongoing support of *Planning West*.

Additionally, in 2022 we continued with our updated policy and practice (introduced last year) with respect to publicly posting archived digital copies of past issues of the magazine online sooner (within six months of initial publication). This revised approach is working well, and continues to provide broader, more timely public access to past issues (and their diverse and valuable content), while still maintaining immediate, preferred access and benefits to members and subscribers.

OTHER COMMUNICATIONS MATERIALS & WORK:

The Committee continued its work reviewing and considering the possibility of developing and implementing a new planning related PIBC podcast. While this continues to be explored as a potential long-term objective, in the short term the Committee has begun to develop and

curate information and resources promoting and sharing information about existing podcasts of interest to planners to members through our existing communications channels (*Planning West*, the website, PIBC e-News etc.). It is hoped that, over time, an extensive resource of different podcasts and podcast episodes will be developed and maintained for PIBC members and others to utilize.

The Committee also continued to collaborate and work with other PIBC committees, sub-committees, and other areas of Institute activity to curate and disseminate communications content – facilitating ongoing communications regarding other key Institute initiatives and work – ranging from climate action work to academic planning and student affairs, from mentorship and membership activities to CPL events and activities, and from planning practice and reconciliation work to Indigenous planning content. Communications continues to play a vital and central role in supporting the work of the Institute across many areas, while helping to keep members and others informed and engaged.

PIBC WEBSITE:

PIBC's website continued to serve as the primary online hub for Institute communications and virtual resources for members and others looking for information about the Institute. In addition to keeping ongoing sections and information on the website up to date (job postings, event listings, Institute news and information etc.) efforts this past year also focused on maintaining and growing the online planning consultants directory as a permanent resource on the website, adding new planning resource sections, links and materials (including planning podcast information, mentorship resources, and information related to planning students and planning academia).

Additionally, as part of the launch of the new online membership database or association management system in late 2022, the integrated register of members and online login was updated on the website. Looking ahead we will also continue to work to update and revise key Institute information on the website (such as membership information, CPL information, etc.) to keep it current and accessible for members, and will continue to explore opportunities to further enhance and integrate our website and other communications with the new online association management system.

Communications Activities in 2022



PLANNING WEST MAGAZINE

4 quarterly issues containing a total of 140 pages of content, with a total of **6,665 copies** produced and distributed.

PIBC E-NEWS

26 regular editions and notices, **53 special editions**, and 62 local chapter editions produced and distributed. **Average open rate of 58% - 61%**.

PIBC WEBSITE

87,351 visits/users over 139,436 sessions, with **257,856 page views**. Top 3 most popular pages/sections: Current job postings; CPL pages; and AMS member login.

SOCIAL MEDIA: TWITTER

1,673 total Twitter followers, 258 tweets, and 2,734 re-tweets, comments, and engagement.

SOCIAL MEDIA: LINKEDIN

7,095 total LinkedIn followers, 268 posts, and approx. 6,164 direct & indirect engagement.

SOCIAL MEDIA: FACEBOOK

827 total Facebook followers, over one main PIBC page (709 connections) and two local chapter pages (118 connections combined).

Over the course of 2022 the PIBC website had more than 87,000 user visits over more than 139,000 sessions, generating almost 258,000 page views. The three most popular pages or sections of the PIBC website in 2022 continued to be: current job postings, CPL pages, and the online AMS member login.

PIBC E-NEWS:

The PIBC e-News – the Institute’s regular bi-weekly email newsletter – continued throughout 2022 as the Institute’s main channel for ongoing direct and timely electronic communication with PIBC members. Each regular and special issue of the e-News contained a range of content, such as Institute news and member announcements, chapter news and events, current job postings, national news from CIP, and other external events and information. Once again, the e-News helped keep members up to date and informed throughout the year. In 2022 there were 26 regular editions of the PIBC e-News, 53 special editions and member notices, as well as 62 local chapter-specific editions of the e-News.

SOCIAL MEDIA:

The Institute again continued to be engaged and active across several key social media platforms throughout 2022, communicating, sharing key information, and interacting with members and others affiliated with and beyond the planning profession. Twitter, LinkedIn, and Facebook continued to be the primary social media channels for PIBC’s activities and outreach. PIBC continues to support and facilitate relevant social media presence for some of the Institute’s local

chapters on Facebook and Twitter in cases where the local chapter has expressed interest and ability to engage on such platforms on behalf of their chapters.

In 2022 PIBC’s LinkedIn following grew to over 7,000 followers. Followers on Twitter grew to just over 1,600, though overall platform-wide activity and engagement on Twitter showed some signs of potential decline in late 2022 and into 2023. The Institute’s Facebook page, which largely restates existing information and messaging disseminated through our other social media channels, currently has connections with more than 700 users.

The Institute also maintains a YouTube channel that currently hosts 33 videos. It is a valuable platform to permanently share Institute video content, including certain CPL webinars and events, and other Institute video content in a convenient and accessible way. Several new pieces of video content (primarily CPL events and content) were added to the channel in 2022.

COMMITTEE THANKS:

Thanks are, once again, extended to all the members who volunteered and contributed to the Communications Committee and to the Institute’s various communications activities throughout 2022. Thanks also to the Institute’s staff, in particular Communications & Marketing Specialist Cindy Cheung, for their ongoing work in supporting and implementing the Institute’s communications activities.

