



EDMONTON POLICE SERVICE

MEMORANDUM

2024 02 16

TO: Edmonton Police Commission

FROM: Patricia Misutka, Executive Director of Corporate Communications

SUBJECT: Corporate Communications Report to Commission

1. Corporate Communications 2023 – Social Media Results

Corporate Communications activities at the Edmonton Police Service are part of EPS' Strategic Goal #3: Connect Share and Evolve. All members of the Corporate Communications Branch help to create content for the branch, much of which is disseminated through social media channels. The digital media unit within Corporate Communications manages accounts across all platforms. Internal social media policies provide guidance and structure regarding the corporate and personal use of social media.

As part of our overall reporting to the Edmonton Police Commission on Corporate Communications, we are providing an overview of 2023 results from all social media activities. Results from 2023 across main channels have been compiled demonstrating:

- 11.9% audience growth across all channels
- Close to 59 million audience impressions across all channels
- An engagement rate of 9.9% - exceptionally high and higher comparatively among police services across Canada
- 3,287 published posts across all channels representing a diverse and varied range of content.

The attached presentation provides a full breakdown of our social media approach along with results and achievements in 2023. The report also provides a breakdown of the information that we disseminate proactively on behalf of EPS, along with a breakdown in matters which the public proactively engages with us on.

The report also provides some comparisons with public sector and policing equivalents.

Signed:

A handwritten signature in black ink, appearing to be "Patricia Misutka".

Patricia Misutka
Executive Director, Corporate Communications

A handwritten signature in black ink, appearing to be "Devin Laforce".

Devin Laforce
Acting Chief of Police