

Corporate Communications Annual Report



Prepared by
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Reporting Period
1 Jan - 31 Dec

Summary



On behalf of the Chief of Police, this report highlights the key metrics, initiatives, and accomplishments of the Corporate Communications office for the 2025 reporting year.

A primary focus of this report is the continued growth and engagement achieved across the Service's digital platforms. The analytics included throughout this report demonstrate the reach and impact of the St. Thomas Police Service's social media presence and reflect the important role digital communication plays in sharing timely public safety information and connecting with our community.

This report also highlights several notable multimedia initiatives from the year. As video continues to play an important role in modern communication, Corporate Communications further expanded the use of short form video and visual storytelling to support public awareness, provide timely updates during incidents, and promote community initiatives.

In addition, the report outlines the Corporate Communications role in supporting key community partnerships and advisory groups, including coordination with St. Thomas Elgin Crime Stoppers, participation in the St. Thomas Elgin Local Immigration Partnership, and ongoing contributions to the Chief of Police Community Inclusion Council. These partnerships support collaboration, information sharing, and inclusive engagement with all members of our community.

Finally, this report details the Corporate Communications Coordinator's role in the planning, coordination, and promotion of community initiatives and events throughout the year. These efforts help ensure initiatives remain aligned with the Service's mission and values while strengthening public engagement and supporting community safety.

Digital Communications Performance



Overview

Digital communication continues to play a central role in how the St. Thomas Police Service shares information, promotes public safety, and connects with the community. In 2025, Corporate Communications used social media and digital platforms to deliver timely updates, support investigative communication, promote community initiatives, and provide accessible public safety messaging.

Across all platforms, the Service maintained strong engagement and continued growth in reach and visibility. Digital channels allowed the Service to share information quickly and directly with residents while supporting transparency and awareness throughout the community.

The analytics below highlight the overall, combined reach and engagement achieved across STPS digital platforms throughout the 2025 reporting year.



Combined Views
18,470,050



Combined Followers
34,513



Website Traffic
1,032,800

Social Media



Audience

Our digital audience represents a diverse and engaged community that relies on official communication channels for timely updates, public safety information, and community awareness. Throughout 2025, Corporate Communications continued to reach residents, local organizations, regional partners, and broader law enforcement networks through consistent and accessible digital communication.

Audience insights indicate strong engagement among adult residents across a broad age range, reflecting the community's reliance on STPS platforms as trusted sources of information. Engagement patterns demonstrate that audiences actively interact with content through shares, comments, and direct messages, reinforcing the importance of maintaining clear and responsive communication.

The concentration of engagement within St. Thomas and surrounding communities reinforces the role of STPS platforms as a primary local source for public safety information.



Audience

Most Engaged
Females Age 25-64

Top Cities
St. Thomas 43%
London 14.3%
Elgin County 9.1%

Top Performing Posts

Community Reach



Throughout 2025, several social media posts generated significant engagement and reach across STPS digital platforms. These posts often corresponded with major incidents, public safety messaging, and community focused initiatives, demonstrating how timely and relevant communication resonates with the community.



Arson Downtown: A Prolific Offender Has Been Arrested

Likes **2,648**
 Shares **346**
 Reach **592,000**



Now Hiring – Combined Posts

Likes **1,031**
 Shares **352**
 Reach **367,800**



MEDIA RELEASE

Suspect Arrested in Home Invasion

Likes **262**
 Shares **44**
 Reach **173,500**



Combined Reach
689,883



Traffic Management Unit

Combined Reach
265,600



Impaired Operation

Combined Reach
293,500

Operational Communications Impact



In 2025, Corporate Communications continued to support operational policing through timely public information, coordinated messaging, and clear communication practices across the Service.

Corporate Communications provided updates to key communication protocols and guidance documents, helping strengthen consistency and clarity in how information is shared across the organization and with our community.

Key Operational Communication Initiatives – 2025

Missing Person Protocol

Corporate Communications supported updates to the Missing Person Protocol to strengthen communication procedures and ensure timely and coordinated information sharing when individuals are reported missing.

Media Plan and Social Media Suite

Development of a standardized media and social media guide helped establish consistent practices for public communication across the Service.

Crime Stoppers Tip Processing Protocol

Updates to the Crime Stoppers tip processing protocol were presented to all members of the Service to improve coordination and understanding of how anonymous tips are received and managed.



St. Thomas-Elgin

**CRIME
STOPPERS**

www.stthomas-elgincrimestoppers.ca
1-800-222-TIPS (8477)

Multimedia & Video Strategy



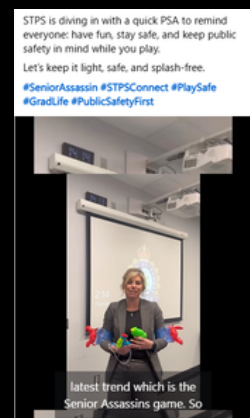
In 2025, multimedia communication continued to play an important role in how the St. Thomas Police Service informed and engaged with the community. Short-form video and visual storytelling were increasingly used to deliver public safety messaging, share timely updates, and highlight community initiatives.

Video allowed the Service to communicate information in a clear and accessible way, helping reach audiences quickly across digital platforms. This approach proved particularly effective for public education, crime prevention messaging, and real-time updates during significant incidents.

Throughout the year, Corporate Communications used video to support a range of communication objectives, including incident awareness, community engagement, and youth-focused safety messaging.

Multimedia Highlights – 2025

- Woodworth Fire – on scene video reporting providing timely public updates
- Jesse’s Journey – video launch supporting the Defeat Duchenne’s Walk initiative
- Senior Assassin Awareness Video – proactive messaging addressing student safety concerns
- Polar Plunge Reel – community engagement and Special Olympics awareness
- K9 Rocky Canada Day Reel – community connection and organizational visibility
- Torch Run Reel – support for Special Olympics Ontario initiatives
- Lock It or Lose It – short-form crime prevention messaging
- Santa Claus Parade and Shop with a Cop Reels – community engagement storytelling



Strategic Campaigns & Special Projects



Throughout 2025, Corporate Communications led and supported several strategic campaigns designed to promote public safety, strengthen community relationships, and support Service initiatives. These projects required coordinated planning, visual branding, and multi-platform communication to ensure messaging was clear, accessible, and impactful. By combining storytelling, creative design, and targeted outreach, these initiatives extended beyond traditional information sharing and supported proactive engagement with the community.

Project Home Safe

Project Home Safe was launched in December 2025 as a targeted impaired driving enforcement initiative during the holiday season, when alcohol and drug related driving incidents typically increase. Corporate Communications supported the initiative through branding, visual design, and coordinated public messaging built around the message 'Every Driver. Every Ride. Home Safe'. The campaign helped reinforce the importance of responsible choices while supporting the Service's efforts to enhance visibility and deterrence through proactive RIDE operations and impaired driving enforcement.



Hand in Hand: Paint the Van

A collaborative initiative between local elementary school students and the St. Thomas Police Service designed to promote safety awareness, creativity, and community connection. In coordination with School Resource Officer Constable Mike Kaiser, students were invited to contribute their handprints to the Service's community safety van, transforming it into a vibrant, student-designed symbol of collaboration and unity. The project provided an opportunity for young people to engage directly with officers while reinforcing positive messages around safety, respect, and responsibility. Through creativity and shared participation, the initiative strengthened relationships between students and STPS while creating a visible reminder of community partnership.

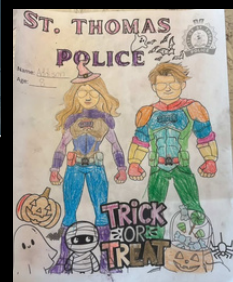


Youth Engagement – Cru & Sader

Throughout 2025, Corporate Communications supported youth-focused safety messaging through the Service's Cru & Sader initiative, designed to engage young audiences and families through approachable educational content.

During the summer months, the [Cru & Sader Cyber Safety](#) series shared weekly online safety tips for parents and youth, highlighting popular digital platforms and providing guidance on privacy settings, online predators, and safe gaming habits.

A creative engagement opportunity was executed in the fall with the Cru & Sader Halloween Colouring Contest, which invited children aged 13 and under to colour a halloween version of our crime 'Cru-Sader's' while encouraging positive connections between youth and the St. Thomas Police Service.



Community Engagement & Events



Throughout 2025, Corporate Communications supported a number of community initiatives and events that strengthened relationships between the St. Thomas Police Service and the residents we serve. These events provided opportunities for meaningful engagement while promoting public safety, collaboration, and community connection.

Corporate Communications played a key role in coordinating messaging, supporting event planning, and documenting these initiatives through photography, video, and digital storytelling.

Chief of Police – Community Inclusion Council BBQ

- Supported planning, vendor coordination, all necessary legal permits, food handling compliance and the promotion of the BBQ, including the development of new event imaging banners.



Back to School Supply Drive

- Facilitation of the event. Pre-planning, sponsor coordination, assisted with promotion and outreach efforts, scheduling of volunteer staff and coordinate with the schools in St. Thomas along with several community partners



Boredom Busters

- Youth-focused summer programming, planned around various sports designed to provide safe and engaging activities for young people in the community during the dogs days of summer



Shop with a Cop

- Corporate Communications supported this annual event, where 21 local students were paired with officers for an evening of connection and holiday shopping. Alongside the Service's School Resource Officer and Community Mobilization Officer and the Executive Leadership Team, members volunteered their time to support this initiative in partnership with Doug Tarry Homes.



Governance, Partnerships & Organizational Representation



In 2025, Corporate Communications continued to support the St. Thomas Police Service through active participation in community partnerships, advisory groups, and collaborative initiatives. These roles help strengthen relationships with community organizations, support information sharing, and contribute to coordinated approach of public safety and engagement.

Community Inclusion Council (CIC)

Corporate Communications continued to support the Chief of Police Community Inclusion Council through meeting facilitation, communication support, and event coordination, including planning and promotion of the annual CIC Community BBQ.



St. Thomas Elgin Local Immigration Partnership (STELIP)

Corporate Communications participated in the St. Thomas Elgin Local Immigration Partnership, collaborating with community partners to support newcomer integration and strengthen inclusive engagement within the community.



Crime Stoppers – STPS Coordinator

Corporate Communications serves as the St. Thomas Police Service liaison for St. Thomas Elgin Crime Stoppers, supporting coordination between investigators, Crime Stoppers leadership, and community members who provide anonymous tips that assist police investigations.



City of St. Thomas Social Committee

In 2025, Corporate Communications represented the St. Thomas Police Service on the City of St. Thomas Social Committee, participating in monthly meetings with municipal partners including Parks and Recreation, Fire Services, Environmental Services, Valleyview, and City administration to support collaborative community initiatives.





The Evolving Role of Corporate Communications

Looking Ahead

Throughout 2025, the role of Corporate Communications within the St. Thomas Police Service continued to evolve in response to growing communication needs across operational, community, and organizational initiatives.

In addition to public-facing communication, Corporate Communications supported the development of communication protocols, coordinated messaging across service areas, and provided guidance for initiatives requiring clear and timely public information.

These efforts reflect the increasing importance of communication in supporting operational effectiveness, organizational consistency, and community engagement within modern policing.

Looking ahead, Corporate Communications will continue building on this foundation by strengthening coordinated communication practices, expanding multimedia storytelling, and supporting clear and consistent messaging across the organization.

As expectations around transparency and information sharing continue to evolve, Corporate Communications remains focused on ensuring the work of the St. Thomas Police Service is communicated clearly, accurately, and in a way that supports public understanding and trust.



Samantha Wakefield Corporate Communications



Corporate communications in policing continues to evolve alongside the communities we serve. While platforms, tools, and communication methods may change, the purpose remains the same: to provide clear information, support understanding, and build trust through honest and accessible communication.

Throughout 2025, the work of Corporate Communications reflected the importance of meeting people where they are—whether through timely updates during critical incidents, community-focused storytelling, or initiatives designed to educate and connect.

Communication is most effective when it is consistent, thoughtful, and grounded in transparency. By supporting operational priorities, community engagement, and collaborative initiatives, Corporate Communications helps ensure the work of policing is understood not only through outcomes, but through connection and shared understanding. As the role of communication continues to grow within modern policing, the focus remains on listening, adapting, and finding meaningful ways to inform, support, and serve both the organization and the community.



"Communications in policing is not just about press releases. It's about clarity, accountability, trust, and timing. Clear communication strengthens understanding, connection, and trust between the St. Thomas Police Service and the community we serve"
- Samantha Wakefield