



CITY OF COOPER CITY COMMUNICATIONS

**INCREASING REACH &
ENGAGEMENT**

www.CooperCityFL.org



WEBSITE IMPROVEMENTS DRIVE ENGAGEMENT

- We consistently analyze the top web pages being visited, and work to make sure they are easily accessible from our home page
 - Most visited pages from September 20 – October 20, 2021 (192,711 total page visits during this period)
 1. Home Page
 2. COVID-19 Information
 3. Calendar of Events
 4. Contact Us
 5. News Articles
 6. Utility Billing Customer Service
 7. **Activities & Programs Calendar**
 8. Building Division
 9. Recreation Items (Senior Transportation, Optimist link, Active Adult Resources, Special Events, etc.)
 10. Recreation (landing page)

WEBSITE IMPROVEMENTS DRIVE ENGAGEMENT

- The Activities and Programs Calendar was added to our website in early August 2021. This improvement helps separate our City’s meetings from our activities and programs.
- From Sept. 20 – Oct. 20, 2021
 - A variety of activities and programs attracted 4,043 total clicks
 - 75% increase in traffic compared to the previous month (2,318 total clicks on activities and programs from Aug. 20 – Sept. 20)

The screenshot displays two calendar views for October 2021. The top view is the 'Meetings Calendar', which lists various city meetings such as 'City Commission Regular Meeting', 'Board of Directors Meeting', and 'Public Hearing'. The bottom view is the 'Activities & Programs Calendar', which lists community events like 'Fall Fest', 'Halloween Party', and 'Trunk or Treat'. Both calendars show dates from Sunday to Saturday with specific event titles listed for each day.

WEBSITE IMPROVEMENTS DRIVE ENGAGEMENT

- A majority of activity and program pages now include a marketing flyer that can be downloaded by our website's visitors
- Key information for each activity and program is also provided in black text to guarantee ADA accessibility



The flyer features a purple background with a large orange and yellow full moon behind a black silhouette of a haunted house with glowing windows. The text 'CITY OF COOPER CITY' is at the top, followed by 'TRICK OR TREAT' in large, colorful letters and 'SHOP-TO-SHOP' below it. The event details are listed in a yellow box at the bottom, including the date, time, and location. Sponsors and contact information are at the very bottom.

Trick-or-Treat Shop to Shop

Saturday, October 30, 2021 at 10:00 AM
to 12:00 PM

Kids can dress up in costumes and visit participating merchants at the Countryside Shops to fill their Halloween bags with treats! Our Cooper City Recreation Department will also be on hand to celebrate with games, prizes, and much more!

Children up to Grade 8 should arrive on time, and be part of an exciting Costume Contest!

Address: Countryside Shops
5524 S. Flamingo Road
Cooper City, FL 33330

Last updated 10/4/2021 4:15:32 PM

INCREASING THE REACH OF OUR PLATFORMS

- Emails via Constant Contact
 - Currently more than 2,300 total subscribers
 - Subscribers receive weekly e-newsletters & event spotlights (standalone emails intended to highlight one or more City events)
 - Averaging 50 more subscribers per month
 - Utilizing segmented email lists
 - Residents, Advisory Boards, HOAs, Recreation sign-up lists such as Walking Club, etc.
 - Our City boasts a 45% open rate & 19% click rate
 - National average for government emails is 25% open rate & 9% click rate

INCREASING THE REACH OF OUR PLATFORMS

- Social Media
 - Facebook – more than 4,100 followers
 - Averaging 11% increase in our following per month
 - An average of 50 posts per month are reaching an average of 30,800 Facebook users per month
 - Twitter – 2,800 followers
 - Average of 60 tweets per month are reaching an average of 25,000 Twitter users per month
 - Instagram – 1,010 followers
 - City's page was started in February 2021 and has performed extremely well
 - An average of 25 posts per month are now reaching more than 10,000 Instagram users per month
 - YouTube
 - 151 subscribers
 - The City has significantly stepped up its uploads to the platform since June 2021
 - Videos are garnering 1,800 impressions per month (people who watch on a monthly basis)

CONTENT IS KING

- The City has seen a substantial increase in its social media following due to a mix in its content
 - Infographics
 - Weekly Link to E-newsletter
 - Traffic Alerts
 - Community Event Information & Updates
 - Videos
 - Strategic Planning
 - Wrap-ups of City-hosted events
 - Cooper City Spotlight
 - Features on residents who have been recognized
- Providing content for our residents and about our residents will increase motivation to return to our pages and consume information
- City is exploring the potential to profile businesses located within Cooper City to increase awareness and boost resident pride

FACE-TO-FACE ENGAGEMENT

- Canvassing businesses
 - Robust initiative to increase outreach and communicate with business owners
- Visiting with homeowners associations to bring City updates directly to residents
 - Increases familiarity with City staff and allows for City to receive direct input from residents
 - Provides direct opportunity to share e-newsletter sign-up link and QR Code to share with the association's homeowners in their respective newsletters
- City staff provides QR Code for email sign-ups at a variety of City events and at City facilities

EXPANDING OUR CITY'S BRAND

- Comcast Channel 78
 - Content uploaded to our City's social media pages are also being added to Channel 78
 - Currently available to Comcast subscribers
 - City staff currently researching a method to stream Channel 78 via our website for greater access
- Instituted Branding Guidelines
 - The City created guidelines and color scheme for all marketing collateral
 - Provides immediate identification of events and programs organized by the City
 - Allows residents and stakeholders to identify – who, what, why, when and where
- City events and programs are advertised on Community Center marquee and television screens located at the Community Center and Pool and Tennis Center



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