



VILLAGE OF HOMEWOOD COMMUNICATIONS

Report

20

24

INDIANAPOLIS 368 mi.

Louisville 281 mi.

Chattanooga 585 mi.

Atlanta 701 mi.

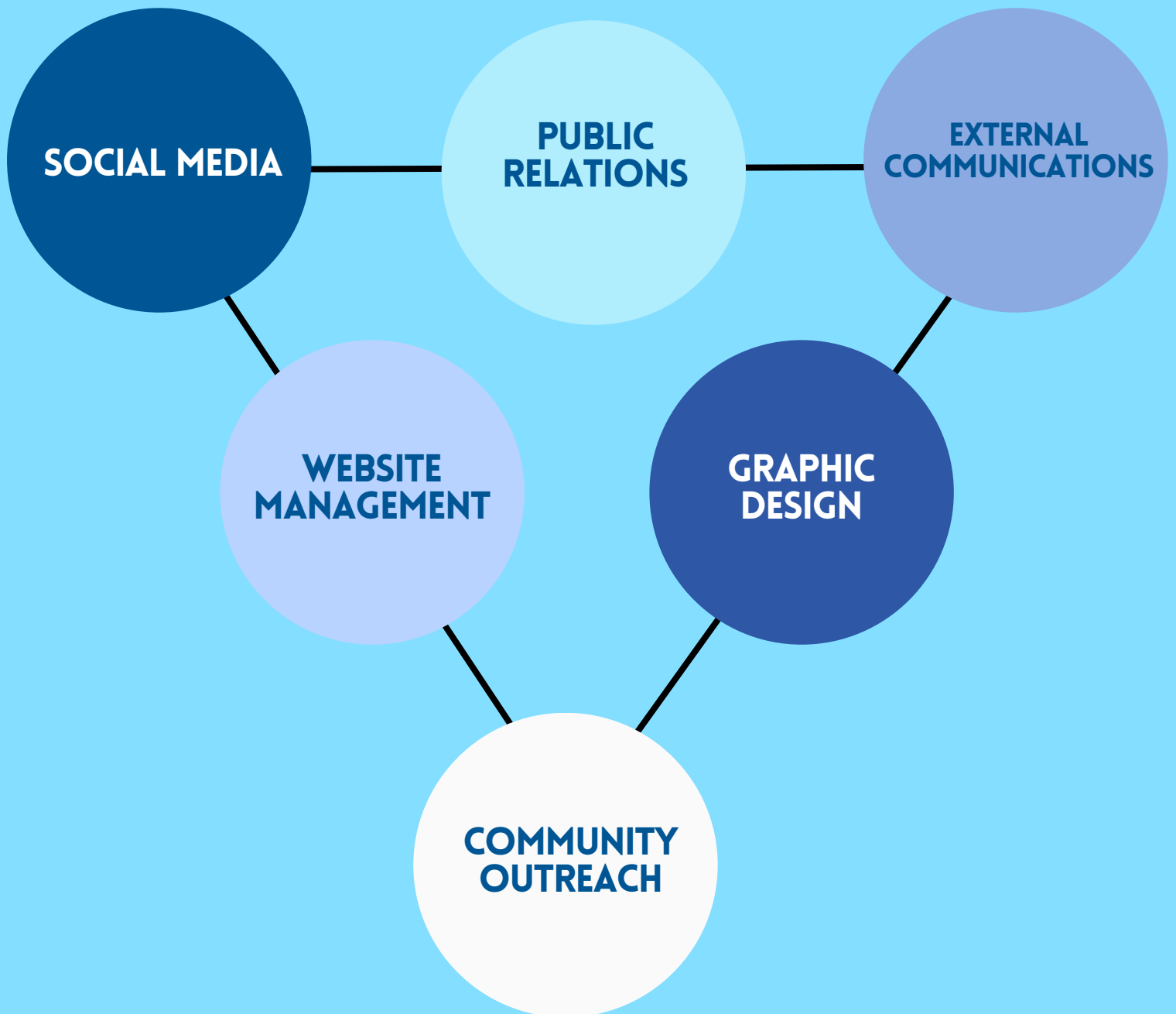
Miami 1,363 mi.



HOME *Sweet*
HOMWOOD.

COMMUNICATIONS

Responsibilities



EARNED MEDIA

HOMEWOOD IN THE *News*

Earned media is publicity or exposure that a company, brand, or individual receives through non-paid means.

MAJOR *Mentions*

Continuous earned media ran on several major Chicago and Homewood media markets throughout 2024. Those media outlets include:

- CBS 2 WBBM
- ABC 7 WLS
- NBC 5 WMAQ
- FOX 32 WFLD
- WGN-TV 9
- PBS 11 WTTW
- CHICAGO TRIBUNE
- CHICAGO SUN-TIMES
- HOMEWOOD-FLOSSMOOR CHRONICLE
- HOMEWOOD PATCH
- COUNTRY HERALD

MAJOR *Highlights*

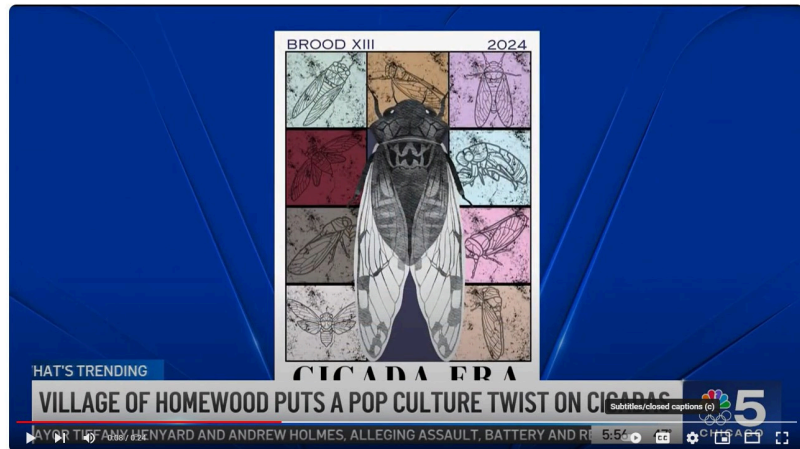


Homewood police chief to run Boston Marathon

Homewood Chief of Police Denise McGrath is getting ready to run the Boston Marathon. She's raising money for Semper Fi and America's Fund, to care for the nation's critically wounded, ill and injured service members and veterans.

Posted March 12, 2024 9:06am CDT | ↗

March 2024



Cicada Eras Tour? Swifties put a Taylor twist on the upcoming emergence

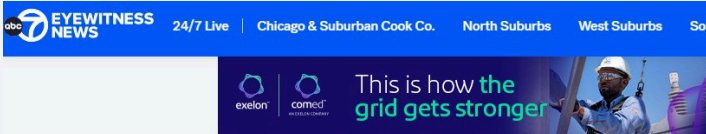


Subscribe



May 2024

EARNED MEDIA HOMEWOOD IN THE News



STORM DAMAGE

Thousands still without power days after Chicago-area storms; Homewood helped by surrounding suburbs

At least 24 tornadoes hit Chicago region on Monday, a new record for a single day: NWS

By [Stephanie Wade](#)
Friday, July 19, 2024



STORM DAMAGE
CLEANING UP TORNADO DAMAGE IN HOMEWOOD

Thousands still without power days after Chicago-area storms. There are still power outages today, Homewood is being helped by surrounding suburbs, as many remain without electricity days after severe weather.

HOMEWOOD, Ill. (WLS) -- Public works are still working to clean up downed trees and debris in south suburban Homewood.

July 2024



WEEKEND BREAK CHECK IT OUT!

Homewood Fall Fest

Noon - 9 PM

Martin Ave & Kroner Rd

homesweethomewood.com

FB: @villageofhomewood

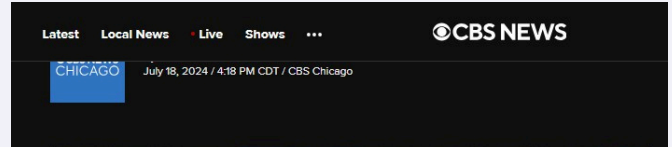


Homewood Fall Fest welcomes fall with crafts, pumpkin patch and chili cook-off

News / Sep 21, 2024 / 09:48 AM CDT

Fall is only a day away and celebrations are already underway at the Homewood Fall Fest.

September 2024



Storm cleanup continues in Chicago's south suburbs...



CBS News Chicago: Local News, Weather & More



Longest-serving exonerated man in Illinois finally...



Kidnapping prompts police pursuit in Chicago...

HOMEWOOD, Ill. (CBS) - The cleanup from Monday's storms continued in the South Suburbs on Thursday, where hundreds of

July 2024



Chicago Tribune

Daily Southtown | Homewood woman celebrates turning 110 with lots...

Homewood woman celebrates turning 110 with lots of friends, plate of ribs



Mary Cantway, who moved to Homewood around 70 years ago, blows out a candle on a birthday cake on Monday as she celebrated turning 110 years old. According to the Gerontology Research Group, there were only 210 known people in the world as of Monday who were 110 or older. (Jeff Vavra/Daily Southtown)

By JEFF VORVA | Chicago Tribune
PUBLISHED: October 1, 2024 at 3:15 p.m.



RECOMMENDED FOR YOU

Column: No matter who is blame, the CHSN vs. Comk debacle could diminish in Bulls and Blackhawks

Election 2024: How to vote get a mail-in ballot or find polling place in Illinois

September 2024

SOCIAL MEDIA

HOMEWOOD GETS *Social*

FOLLOWER METRICS

2
0
2
4



13,064

total followers **+15%**



3,334

total followers **+12%**



197

total followers **+24%**



5,016

total followers **+18%**

VS

2
0
2
3



11,367

total followers **+6%**



2,968

total followers **+5%**



157

total followers **+23%**



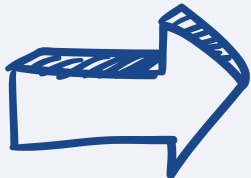
4,262

total followers **+32%**

Number of followers has grown over the course of 12 months and we predict our following will continue to grow steadily in 2025.

PAGE VIEWS

Between January 1, 2024 and December 31, 2024 the Village of Homewood Facebook page reached **1.1M** people. This is a new metric, showing the results beginning in October.



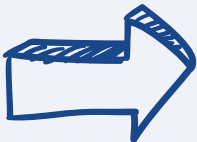
Facebook Page Views:

The number of times your content was played or displayed. Content includes videos, posts, stories and ads.

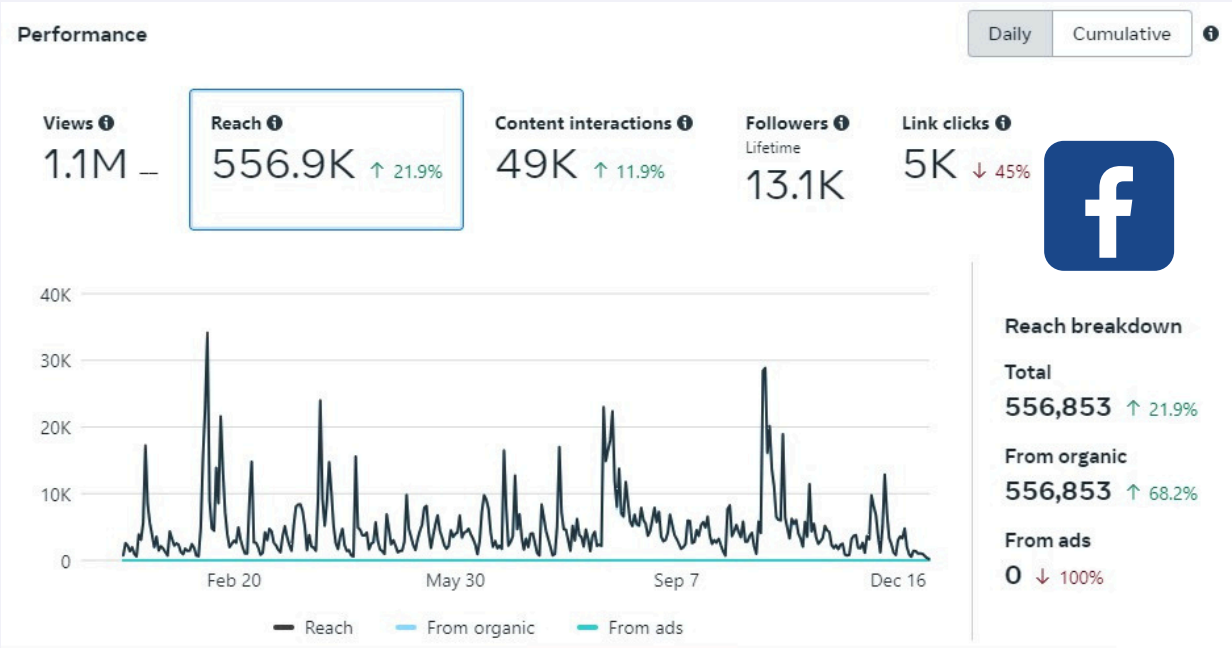


ENGAGEMENT METRICS

Between January 1, 2024 and December 31, 2024 the Village of Homewood Facebook page reached **556.9K** people with an increase of **21.8%** over last year and our Instagram content and page reached **16.7K** people, which is an increase of **210%** from 2023.



"Facebook reach" refers to the total number of unique users who see a specific post or content from your Facebook page, whether it's displayed in their newsfeed, on your page itself, or through an ad; essentially, it measures how many people were exposed to your content, counting each person only once regardless of how many times they saw it.



CONTENT INTERACTIONS

Between January 1, 2024 and December 31, 2024 the Village of Homewood Facebook page had **48.8K** content interactions which is **12.2%** higher than 2023. Instagram had **7.5K** content interactions, which is **100%** higher than in 2023. These numbers represent the number of likes or reactions, saves, comments, shares, and replies on our content, including ads. Content can include formats such as posts, stories, reels, videos, and more.

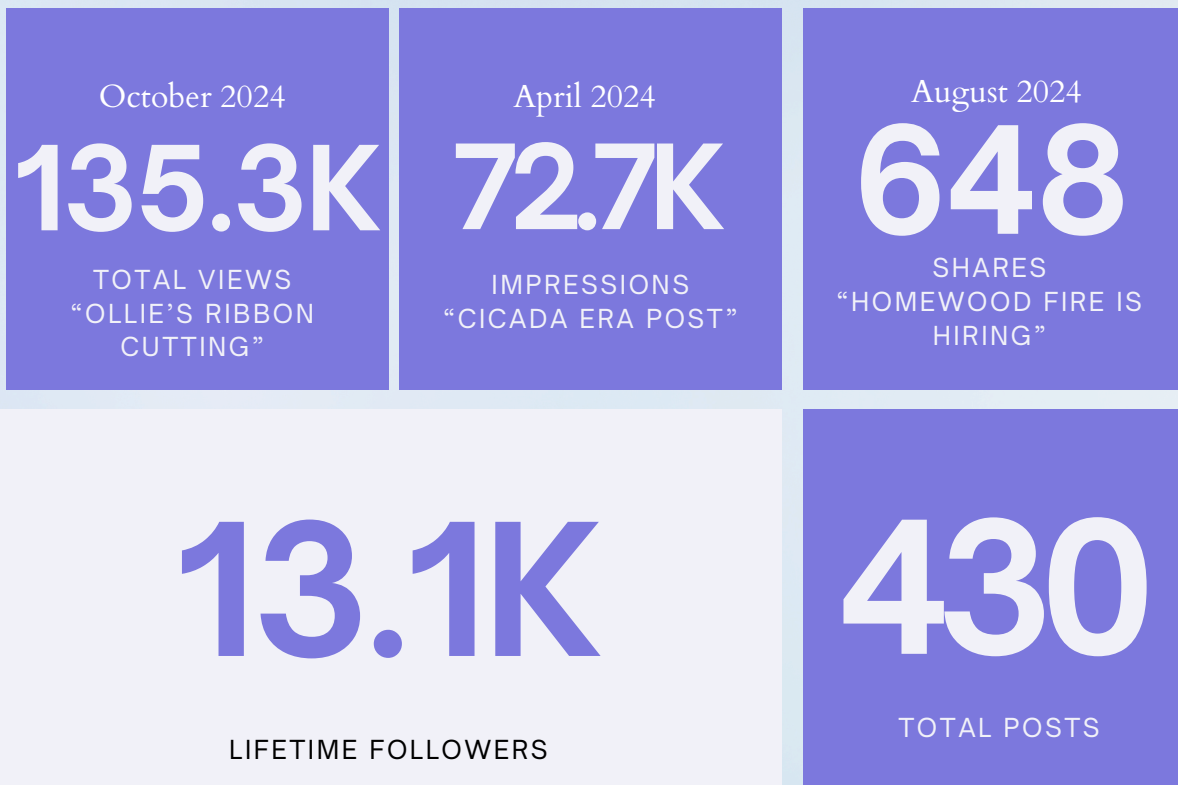


ENGAGEMENT BESTS

Facebook is our top social media channel. It makes sense since we will close out 2024 with just over 13,000 followers.

Engagement metrics are measured by the number of times someone views, clicks, likes, loves, shares, or comments on our posts. Engagement tells us how our messaging resonates with our audience and how our residents are engaging with our news or information.

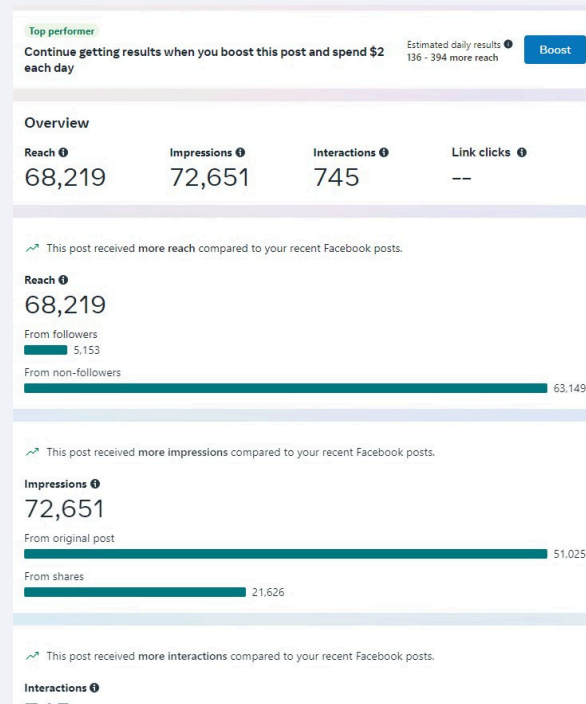
Reach is measured by the number of people who saw our content across their screen.



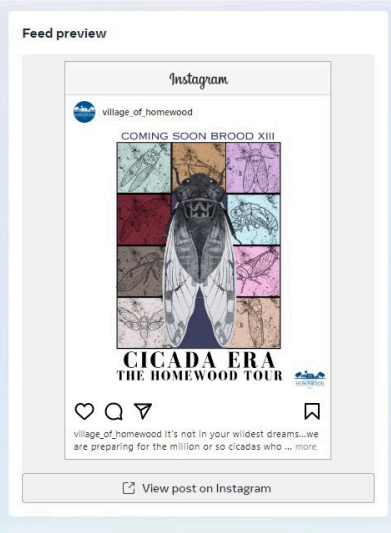
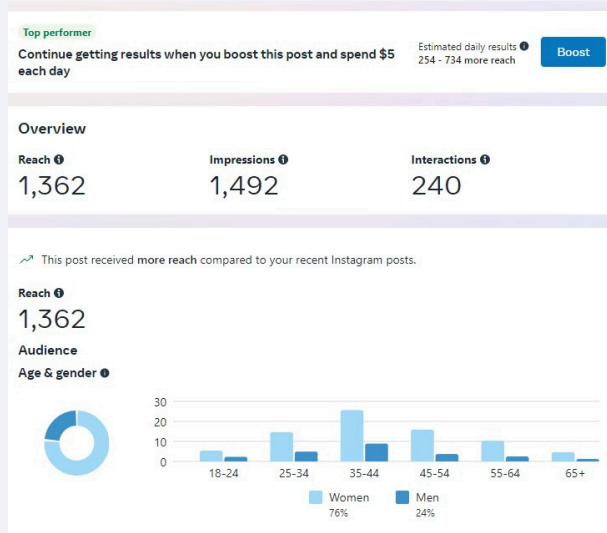
CONTENT PERFORMANCE

Our top performing posts are calculated by reach, reactions, comments, and shares. The more shares a post has, the more reach the post will get. The more reach equals more comments, reactions, and clicks.

FACEBOOK
TOTAL REACH: 68.2K
IMPRESSIONS: 72.6K
INTERACTIONS: 745
SHARES: 207



INSTAGRAM
TOTAL REACH: 1.3K
IMPRESSIONS: 1.4K
INTERACTIONS: 240



OH, HI REELS!

A reel, which started on Instagram, is a feature that allows users to film or upload video clips for up to 90 seconds. Short video clips let users publish creative content, showcase personality, market brands, and have fun.

Videos are being used more and more in social media to educate residents on Village initiatives, topics, and services. They're also used to capture event recaps and promote local government in a positive, genuine manner.



Reels can be posted on Facebook AND Instagram!

Boost

In honor of the big game and Usher performing in the halfti...
 February 5, 2024, 4:40 PM
 ID: 791459776344832

Interactions
 408 reactions 46 comments 30 shares

Overview Performance Feed preview

Performance

Top performer
 Continue getting results when you boost this post and spend \$2 each day
 Estimated daily results 139 - 402 more reach **Boost**

Overview	Impressions	Interactions	Link clicks
Reach 24,163	25,214	420	2

Overview
 Reach 2,101
 Impressions 2,655
 Interactions 198

This post received more reach compared to your recent Instagram posts.

Reach 2,101

Audience Age & gender

Age Group	Women (%)	Men (%)
18-24	~10	~10
25-34	~15	~15
35-44	~25	~25
45-54	~15	~15
55-64	~10	~10
65+	~5	~5

This post received more impressions compared to your recent Instagram posts.

Impressions 2,655

From original post 1,689

From shares 966

This post received more interactions compared to your recent Instagram posts.

Instagram

village_of_homewood
 Village of Homewood, Illinois

0:00 / 0:44

View post on Instagram

EXTERNAL COMMUNICATIONS

HOMEWOOD AT YOUR *fingertips*

HOME *Sweet*
HOMEWOOD.

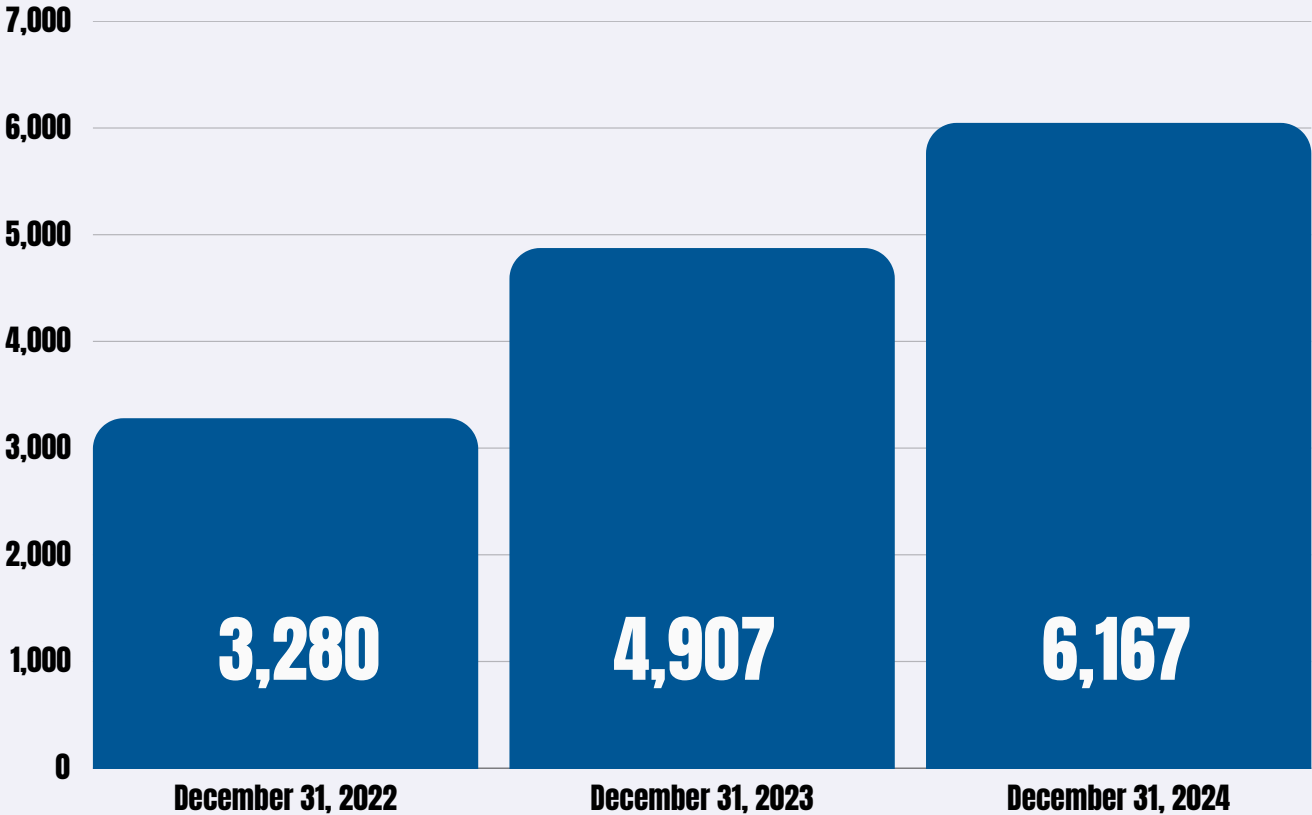


DIGITAL NEWSLETTERS

The Village of Homewood sends a weekly electronic newsletter called *Homewood Happenings* every Friday at 3:00 p.m. *Homewood Happenings* provides residents with news, events, happenings, and Village services reminders for the week and weeks ahead.

The Pulse, which debuted in July 2023, is a monthly electronic newsletter solely for Homewood businesses. *The Pulse* was created to provide an outlet for Homewood businesses, big and small, to promote items, store hours, employees, sales, specials, and more!

OF SUBSCRIBERS



25% GROWTH
2023 vs. 2024

88% GROWTH
2022 vs. 2024



Smart911[®]

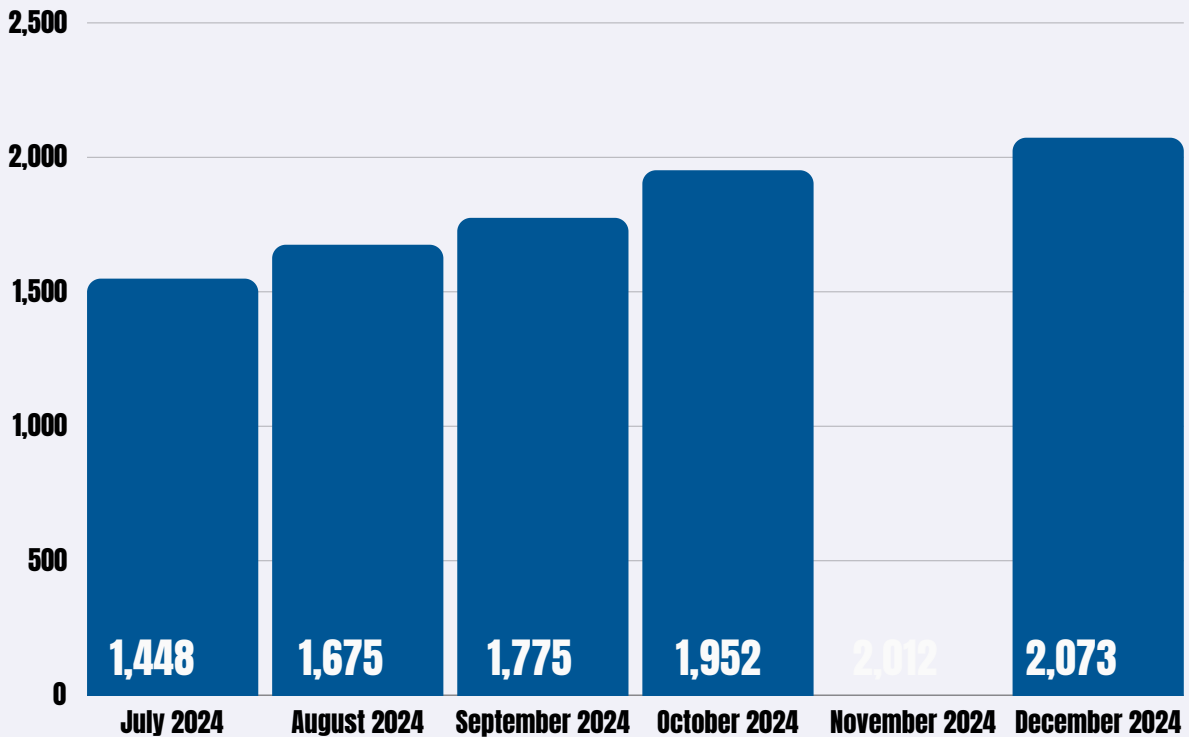
SMART911 / RAVE MOBILE SAFETY

The Village of Homewood pushed out a new safety campaign this summer which focused on creating a Smart911 profile and subscribing to critical alerts. Smart911 profiles allow residents to enter personal information pertinent to their well-being and safety at their residence or place of business. This information is seen and used by our ECOM Dispatch Center and sent directly to first responders in an emergency. Residents were also encouraged to sign up for Rave Mobile Safety which allowed them to receive critical alerts from the Village of Homewood regarding public safety information.

The campaign included a push through events, through digital newsletters, social media, local news media, and website banners. Signing up was a much more tedious process for our residents than we anticipated. The average sign-up time was approximately 7-9 minutes from start to finish.

AS OF JULY 19, 2024

WE HAD RAVE/SMART911 1,448 SUBSCRIBERS.



625 NEW SUBSCRIBERS

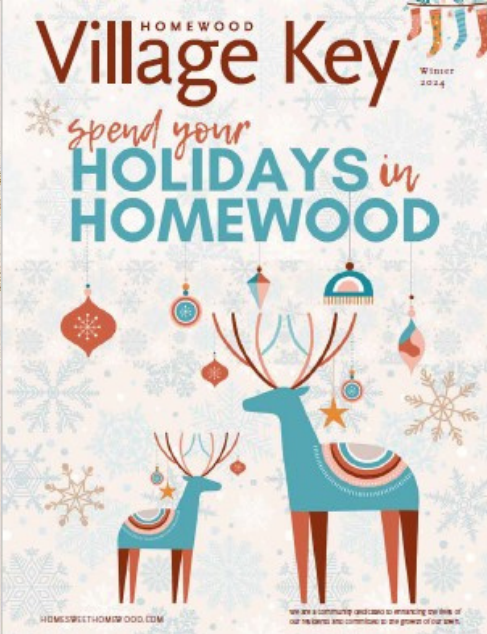
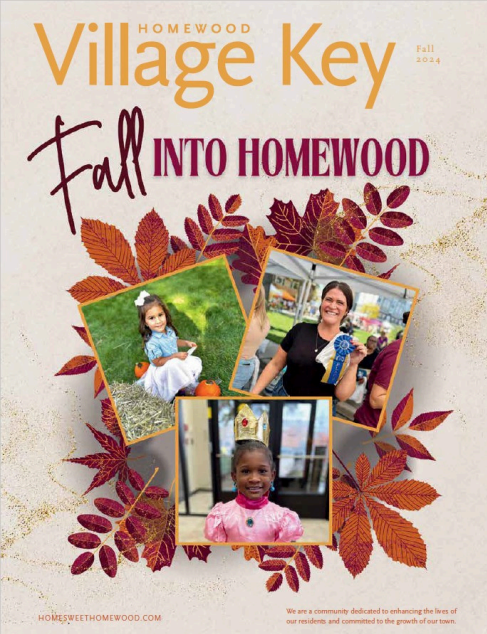
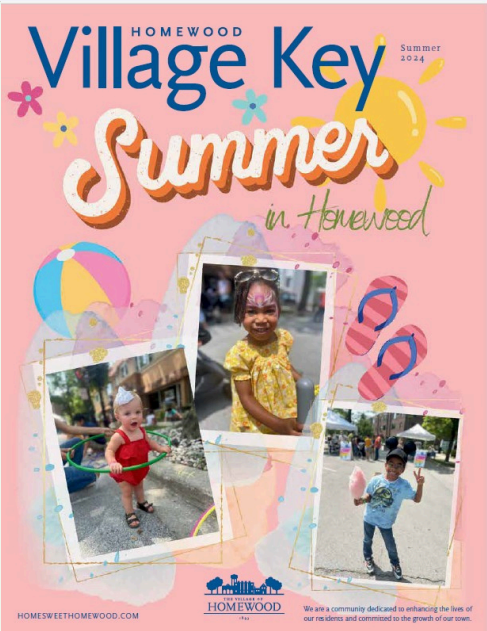
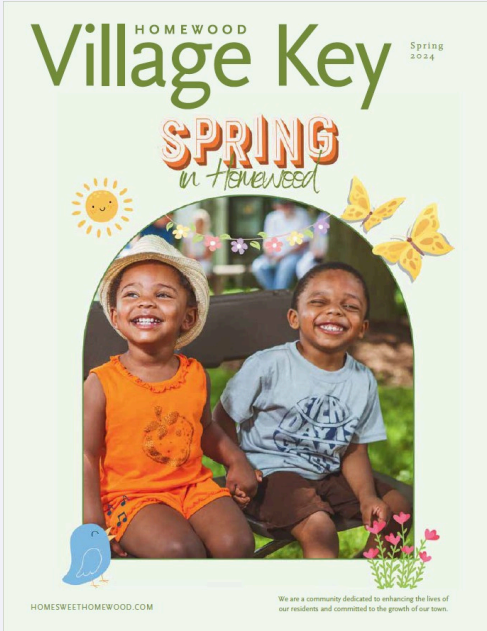
43% GROWTH



VILLAGE KEY

The Village Key, Homewood’s beloved news magazine, was printed quarterly in 2024.

With delivery challenges happening early in the year, the Village Key is now available online for direct download.





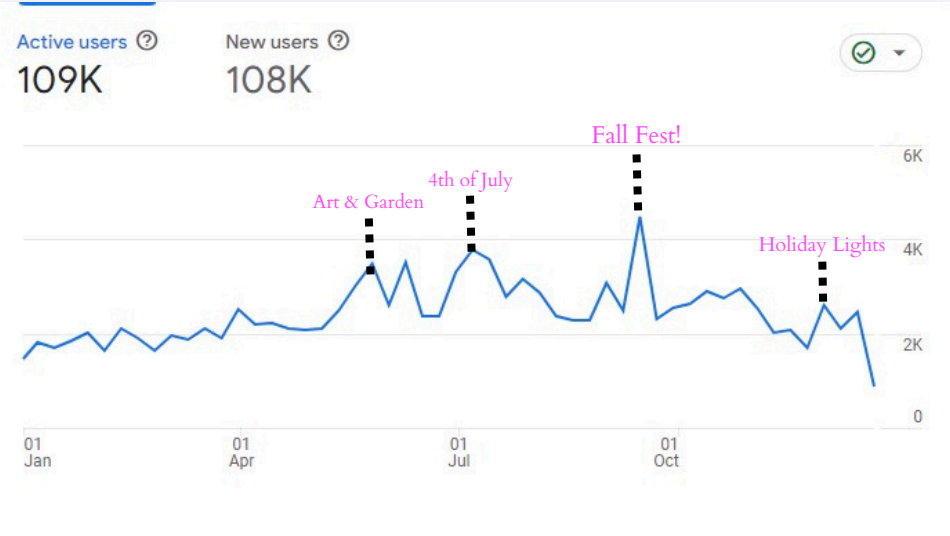
loading...

WEBSITE

Website data is monitored using Google Analytics. The information gathered includes Active Users, New Users, Top Pages, and Page Views.

These metrics are crucial as they provide insights into the number of users, the pages they visit, and the times when page views peak. Year after year, we notice the top pages of our website still include the home page where users can click banners at the top to bring them directly to where they'd like to go, utility billing, employment, and events. The most active times for our website spiked during our summer event season!

ACTIVE USERS



An active user in Google Analytics is a person who has engaged with a website or app within a given time period. This could be a new user who visits for the first time, or a returning user who has visited before but engaged with the site more recently.

TOP PAGES

Page path and screen class	Views
Total	325,577 100% of total
1 / homepage	54,715
2 /government-departments/finance-department/utilities-water/water-billing	27,271
3 /government-departments/manager-s-office/employment	11,237
4 /how-do-i/submit/misc-pages/search	10,797
5 /how-do-i/apply-for/employment	10,657

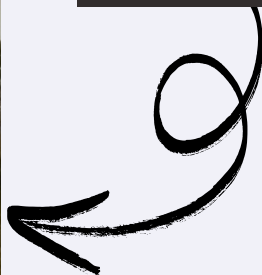


FULL CAMPAIGN Success

The Homewood Fire Department first promoted that they were hiring three new full-time firefighters/paramedics in July. The application pool was minimal and there needed to be an outside driving force to garner attention even after the social post was seen almost 61K times by 57K people. After we received only a few applications, leadership brainstormed a strategic campaign to drive interest in applying for the Homewood Fire Department. Our main goal was to get the word out to as many people in the Chicagoland area as possible.

Our strategy included different media channels to accomplish our goal:

- Social Media (Facebook, Instagram, LinkedIn)
- Website (LinkedIn, Blueline, ILCMA, Job boards)
- Paid-for Advertising (Billboard with Clear Channel)
- Public Relations (prime spot on 4 p.m. news segment on Fox32Chicago)
- In-person event (Open house at the Homewood Fire Station)



Homewood Fire on Fox32 discussing hiring opportunities.



over 60 attendees at the in-person event

IV

CIVIC OUTREACH

HOMEWOOD IN THE *Community*

CITIZEN CIVICS ACADEMY **SPRING '24**

The Homewood Citizen Civics Academy is a series of six free educational sessions designed to teach Homewood residents about the inner workings of Homewood's local government. Citizen Civics Academy participants learned about the many responsibilities and functions of the Village, the relationships between Village departments and the community, and how Village services are provided. The Academy's goal is to educate the public and increase awareness and understanding, provide an inside look into government operations, and develop a better understanding of their role as community members in local government.

15 PARTICIPANTS

FALL '24

33 PARTICIPANTS

99%



SAY THEY WOULD RECOMMEND THE PROGRAM TO A FRIEND OR NEIGHBOR



TRICK-OR-TREAT AT THE VILLAGE OF HOMEWOOD

For the second year, the Village of Homewood handed out full-size candy bars on Halloween to children and teenagers of Homewood! This year Antonia and Marla purchased over 2,000 candy bars and served over 450 children with the help of our public safety departments and staff! We will continue this tradition as the community seems to really enjoy the thought and event.

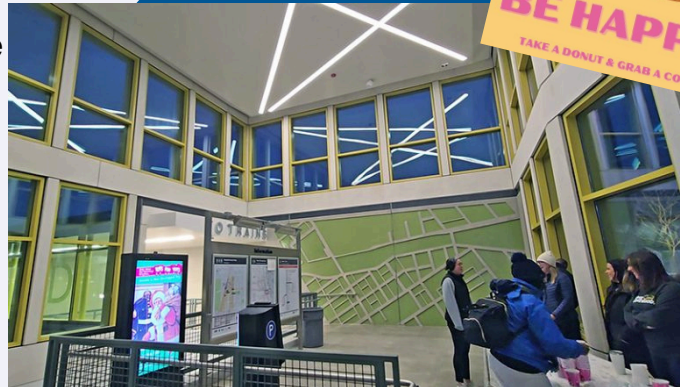


DONUT WORRY BE HAPPY!

In May 2024, Village staff gathered outside the Metra station on Park Avenue to distribute Dunkin' Donuts coffee and donuts to residents in response to the temporary closure of the station. This initiative titled "Donut Worry Be Happy" proved to be a success in greeting and reassuring commuters the closure would be soon over and construction on the station would be completed in the next few months. In December 2024, we set up in the new station with the same goal of greeting commuters and welcoming them back to the Harwood Avenue station.



May 2024



December 2024

FREEZE POP FRIDAY!

During the summer months of 2024, the Homewood Police and Homewood Fire Departments gave away free freeze pops to residents and visitors at parks, playgrounds and those just walking down the street. It was a great way for public safety officials to engage with residents during the hot summer days! Many took pictures, checked out the fire engine and had a sweet treat from Homewood's finest.





LOOKING AHEAD...

In 2025, we aim to enhance our brand by featuring a *new* **Home Sweet Homewood** logo in a greater number of promotional materials, sharing more insightful content about forthcoming capital projects, and fine-tuning our posting schedules. ***Additionally, we are excited to roll out a new Homewood branded app, which would allow residents to access invaluable information at their fingertips with just one click!***

Social media continues to advance, presenting new opportunities for growth. Given the complexities of algorithms, it is essential for us to closely monitor our posts and content to ensure our message effectively reaches the right audience. Our objective for 2025 is to persistently deliver informative and authentic content that keeps our residents updated about our wonderful community and Village services.



01 Implement a Village-branded app

Work to incorporate yet another vehicle of news delivery by incorporating an app that residents and visitors can download to have Homewood services and information immediately at their fingertips.

02 Creative ways to engage

Continue to push fun ways for the community to engage with Village staff and other informative pieces.

03 Optimize posting times

Continue to monitor engagement rates and experiment with different posting times to identify the optimal schedule.

04 Stay on top of industry trends

Keep an eye on trends in government social media, including emerging social media platforms and changes in consumer behavior.

05 Monitor neighboring communities' activity

This can provide valuable insights for optimizing our strategy and staying ahead of the curve.

