



2025 – 2026

# Communications Goals

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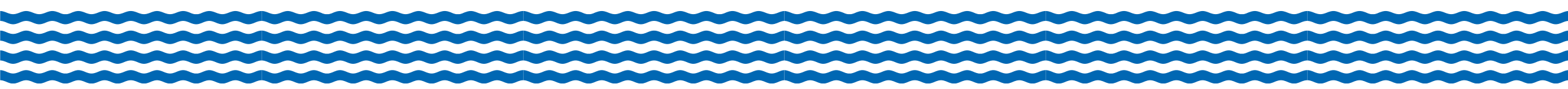
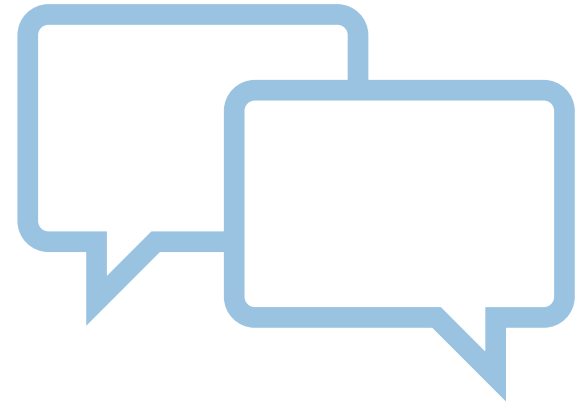
AB 6597 | January 7, 2025

# Communications Overview

The City utilizes our communications channels to keep the community informed about updates, operations, emergencies, and other key happenings.

Primary channels include:

- Social Media - NextDoor, Facebook, Instagram, X (Twitter)
- City Website
- Let's Talk
- Media Relations/Partner Agencies

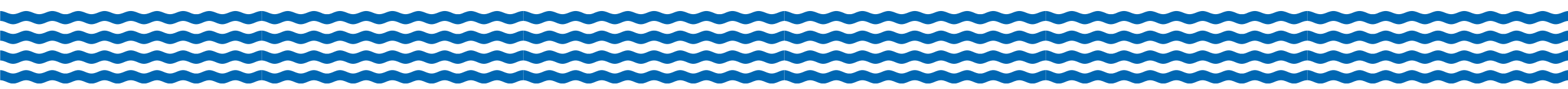


# Changing Landscape

Many components of the standard marketing and communications approach have shifted with evolving trends – primarily, the ways people are delivered (and consume) information.

Key challenges include:

- Competing for attention spans
- Changes with algorithms
- Proliferation of short-form video



# Our Needs

The City has increasing messaging needs, with many major capital projects, infrastructure challenges, and other community engagements happening concurrently.

We also have a limited staffing model for a full-service City, without the support of layered communications professionals within departments (reporting up to a centralized manager).





# Our Plan

To ensure we can adequately support all department communications needs in the coming years – while ensuring our communications approach is aligned with changing best practices – we’re taking a “smarter, not harder” approach.

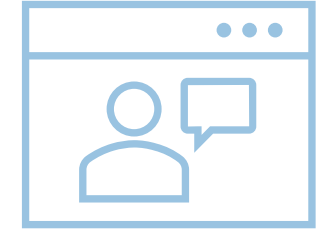
Our 2025-2026 Communications Goals strategy outlines seven key areas of focus as our communications work plan.



# Key Pillars

- 1 Better, More Engaging Content
- 2 New Content Management Tools
- 3 Department Self-Service Structure
- 4 Redesigned Email Marketing
- 5 Canva for Teams Migration
- 6 Thrift Shop Marketing Overhaul (Rebrand)
- 7 Photo Management System

# 1 Better, More Engaging Content



## GOAL

Tell the City's story in new ways that align with changing trends and meets Islanders where they're at. Social media content will be more frequent, more dynamic, and more compelling.

## TACTICS

Build new "mini campaigns" to highlight different elements of the City's work: from behind-the-scenes highlights to video tours of our infrastructure.

Utilize short-form video and more dynamic visual content.

Work across departments to identify opportunities for highlighting successes and hard work.

## 2 New Content Management Tools



### GOAL

Build a new system to better organize our many different communications needs and create operational efficiencies.

### TACTICS

Implement the Orlo platform to create a central resource for managing all social media content.

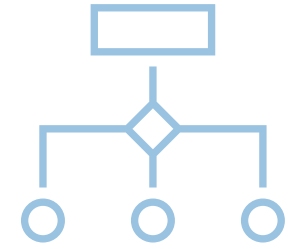
Utilize Orlo's content calendar to ensure the many different communications needs are met at the correct time, every time.

Deploy Orlo's integration with our Customer Service team to serve residents through direct messages.





# 3 Department Self-Service Structure



## GOAL

Develop a strategy for deputizing staff within each department to serve as a communications point person and build new protocols for the self-service of many communications needs.

## TACTICS

Develop a new org chart of “communications liaisons” with one person in each department serving in this role.

These liaisons will work closely with the communications manager to help internally fulfill minor department-level communications needs. They will also help bubble up content to the communications manager.

# 4 Redesigned Email Marketing



## GOAL

Improve the City's email marketing approach to integrate current best practices, expand flexibility, and grow the Island's subscriber base.

## TACTICS

Redesign the MI-Weekly email template to utilize a new format that's streamlined and modular.

Build project-specific email campaigns to allow for more regular project-based communications.

Increase awareness of the City's email offerings to reach more folks (through direct mailers, event banners, etc.).



# 5 Canva for Teams Migration



## GOAL

Deploy the Canva for Teams platform across the entire City to provide an easy and intuitive graphic design tool for staff.

## TACTICS

Build and deploy our Canva Team in partnership with design firm FatBird Marketing.

New templates will be available for staff to easily generate letterheads, event flyers, door hangers, and more.

All brand assets (logos, color codes, etc.) will then be easily accessible for staff of all skillsets.



# 6 Thrift Shop Marketing Overhaul



## GOAL

Rebrand the Thrift Shop and build an easy-to-use toolkit, ensuring staff of any skillset can replicate and execute marketing strategies that appropriately meet the needs of a retail business and drive sales.

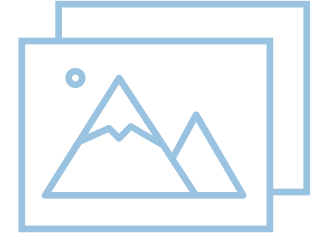
## TACTICS

Build a new logo, brand identity, and marketing package for the Thrift Shop.

Deploy the new brand across the Thrift Shop's website, social media, and physical store.

Train staff to utilize new marketing tactics that help drive sales and increase revenue.

# 7 Photo Management System



## GOAL

Implement an organized photo management system that all staff will use to centrally store and organize photo assets.

## TACTICS

Identify the most appropriate tool or system for the City.

Deploy the solution and migrate all existing photo assets to it.

Conduct staff trainings to ensure appropriate and efficient use of the photo management system.

# Progress

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# Key Outcomes



**Greater  
Visibility**



**Increased  
Awareness**



**More  
Engagement**





