

Community Relations Manager

Projects

- Conducted first of two onsite video shoots with production company to update City's website video tour which focuses on four segments: Community, Education, Parks & Rec, and Economic Development.
- Completed equipment inventory and acquisition for Community Relations Studio.
- Facilitated model railroad delivery from O'Fallon to the Historical Society.
- Created letters of support and social media posts for Business 63 funding to State officials.

Media Relations

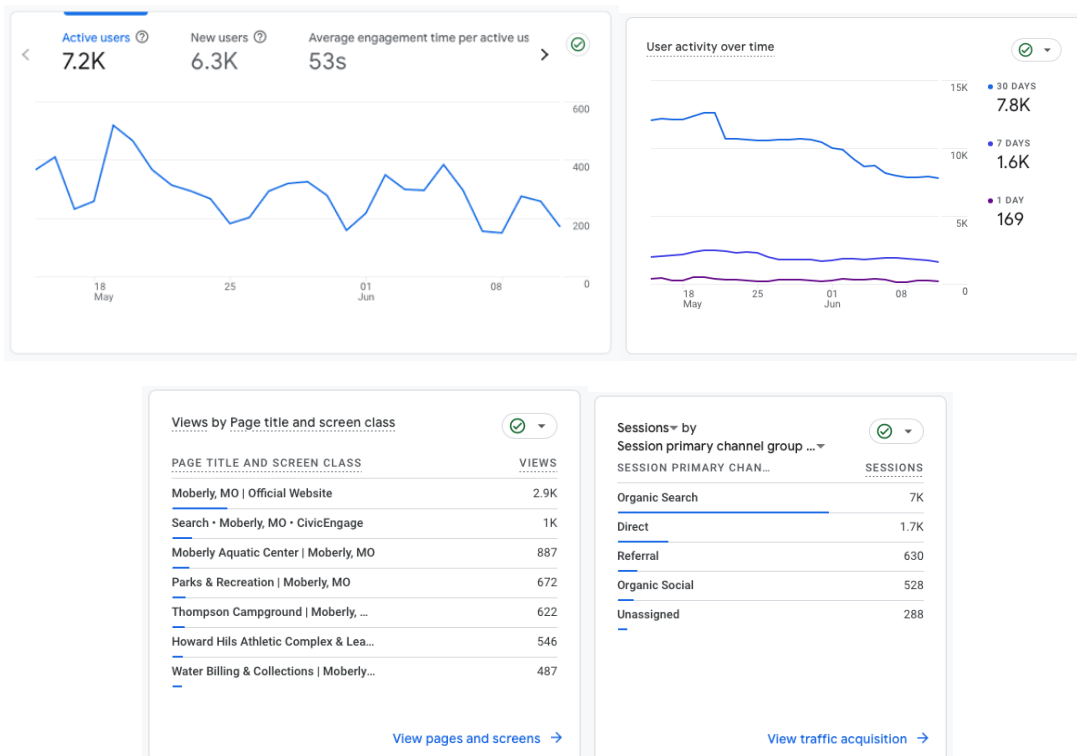
- Continued biweekly media interviews after each Council Session with KMMO (Marshall), KWWR (Mexico), and KWIX.
- Created media releases and social posts including street closures, project updates, holidays, historic preservation month, Blue Shield designation, and Police Chief appointment.

Departmental Coverage

- Created advertising for airport to run during Osh Kosh AirVenture weekend.
- Captured Fire Department Physical Agility Testing and on scene work.
- Provided community updates for street & utility projects.

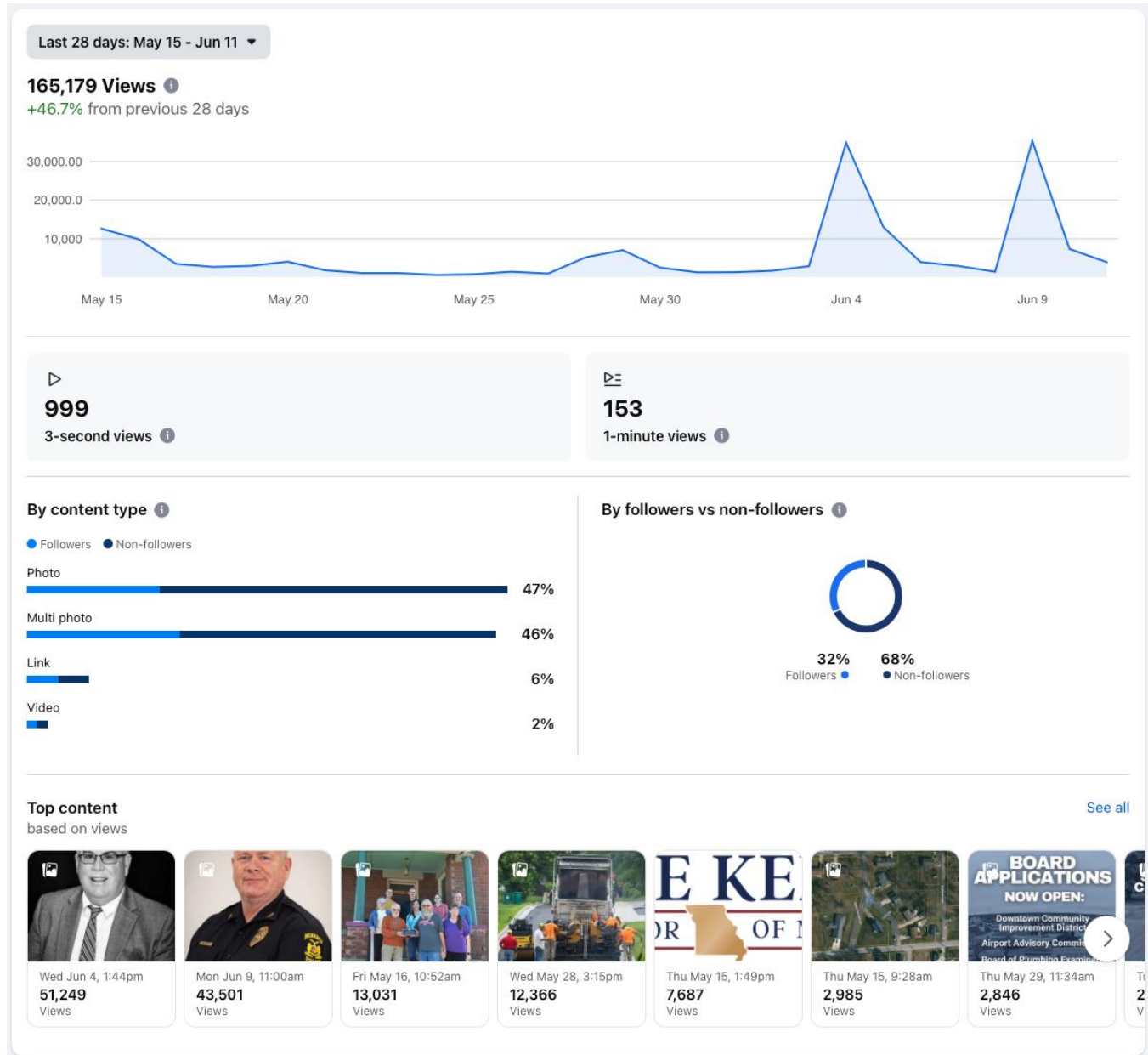
MoberlyMO.org Website Analytics

Analytics for the 28-day period ending June 12th shows a decline in activity as June begins. There were fewer water main breaks and emergency closures which may be driving factor. Naturally, we're seeing an increase in traffic for Parks & Rec attractions such as the Aquatic center, campground and Athletic complex.



Facebook Analytics

The City's main Facebook page showed a rise in activity centered around the passing of Jerry Jeffrey and the appointment of Police Chief Bobby Calvert.



Social media is driven by unequal quantities of art, science, and social whims, hence the virality of seemingly random posts. A unique example for the City is a post announcing the closure of the Coates Street railroad crossing on April 17th that garnered 40K views and a reach (# of unique one-time views) of nearly 24K. While the retirement post for Chief Link ranks highest in views (70K) and reach (28.5K) since 2022, a seemingly mundane street closure comes in third place.

