

Communications Report

November 2021

Prepared by Crystal King
November 4, 2021



Major Projects - Summer



- Riverwalk Project Community Engagement
 - Riverwalk Survey
 - Community Meetings
 - Status Updates
- McCormick Park Playground Grand Opening
- Citizens Day in the Park
- 13 Nights on the River
- Independence Day activities
- Facebook Government Webinar Series
- Conversion to Facebook Business Platform

Major Projects - Summer



- Heat Wave Information Coordination
 - Cooling Centers
 - Burn bans
 - Water main break
 - Regional partner agency meetings
 - Fireworks ban information
 - Wildfire messaging
- Increased media inquiries over last year
- Regional PIO Workgroup
- Event videos for Maul Foster project

Major Projects – Fall



- Makerspace Grand Opening
- Police Department employee photos
- Campbell Park progress updates
- Community Survey preparation
 - Flyer
 - Online Graphics
 - Trackable survey links
 - Paid advertisements

Major Projects – Spirit of Halloweentown

- Media Inquiries
- Tailored community and visitor information
- Photos and video
- Social media updates
- Partner agency updates



Major Projects – Spirit of HalloweenTown

Media Coverage Examples

Media Requests Fulfilled

Big Scary Show (one hour radio show)
KOHI The Chronicle
The Spotlight
The Oregonian
Portland Living on the Cheap
Oregon Film
Oregon podcast

Media Coverage

KGW
KOIN AM Extra
KATU – News this Morning
KPTV
The Oregonian
Passport Magazine
Willamette Week

Online Coverage

That Oregon Life
Only in Your State
Screen Rant
Oregon Patch
Travel Oregon
Passport Magazine
Yahoo News
Ohio News Time
Roadtrippers



Major Projects – Spirit of Halloween

Social Media

Facebook Page Reach ⓘ

776,101 ↑ 38.3%



Instagram Reach ⓘ

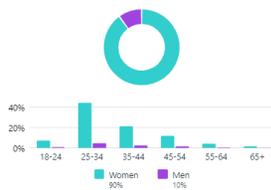
22,836 ↑ 14.7%



Facebook Page Likes ⓘ

101.3K

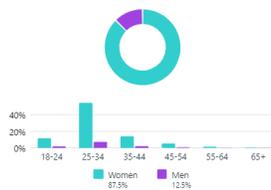
Age & Gender ⓘ



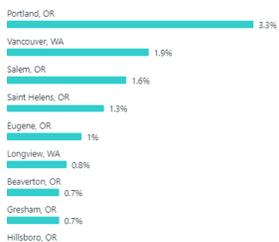
Instagram Followers ⓘ

18.7K

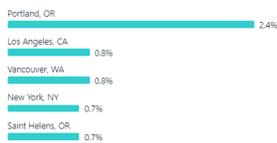
Age & Gender ⓘ



Top Cities



Top Cities



Major Projects – Spirit of Halloweentown

Social Media

Recent content ↑↓	Type	↓ Reach ↑	↑ Likes a... ↓	↑ Comments ↓	↑ Shares ↓	↑ Results ↓	↑ Cost per result ↓	↑ Link clicks ↓
 We have so... Fri Oct 8, 2:11...	 	86.4K 	2.6K	698	229	--	--	5.7K
 Jackson wa... Sun Oct 24, 5:...		63.9K 	1.4K	113	38	--	--	2.8K
 Tickets at h... Fri Oct 15, 6:2...	 	62.1K 	1.5K	205	155	--	--	4K
 So much g... Fri Oct 15, 7:0...	 	60.4K 	1.8K	415	111	--	--	3.1K
 Coming to ... Sun Oct 3, 8:5...		45.2K 	557	35	16	--	--	937



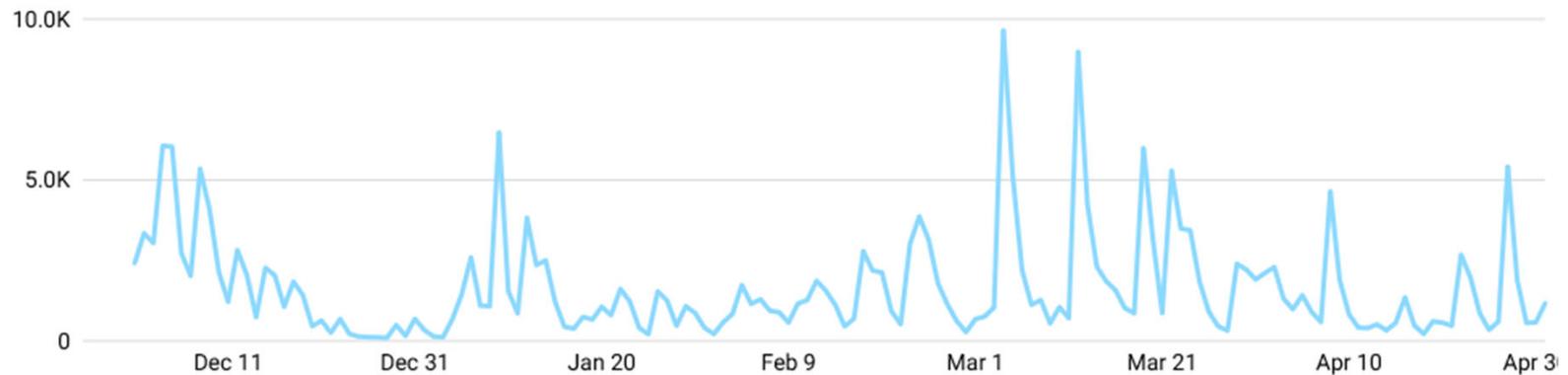
City Social Media

Statistical Overview – December 2020 through April 2021

Results

Facebook Page Reach ⓘ

51,201 ↑ 29.6%



City Social Media

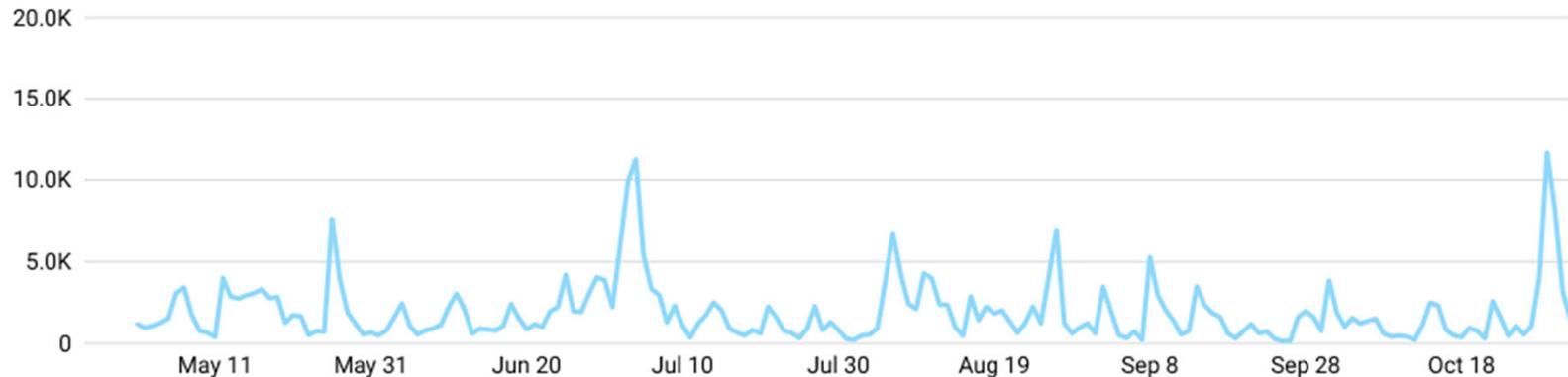
Statistical Overview – May 2021 through October 2021

- Views and interactions are up!
- Reach is consistently higher
- Several high-engagement posts

Results

Facebook Page Reach

90,692 ↑ 69.3%



City Social Media

Statistical Overview – May 2021 through October 2021

What posts are getting the highest reach?

- Events-related posts
- Impacts & updates Information
- Visible city projects (Riverwalk)

Why & What does this mean for other posts?

- Engagement
- Conversation-starters
- Controversy
- Perceived relevance

Recent content ↑↓	Type	↓ Reach	↑↓ Likes and reactions	↑↓ Comments	↑↓ Shares
	It's official - t... Wed May 26, 11...	13.1K	906	75	140
	The 2021 Ho... Thu Aug 26, 7:0...	10.7K	88	93	41
	Tomorrow ni... Fri Oct 29, 5:26...	10.6K	267	90	84
	This Saturda... Thu Aug 5, 3:59...	8.3K	226	14	35
	UPDATE: The... Wed Sep 8, 3:51...	7K	32	79	25

City Communications

“Ch-Ch-Ch-Ch-Changes” – David Bowie

City of St. Helens October 7, 2021 e-Newsletter

[View this email in your browser](#)



The St. Helens Strand

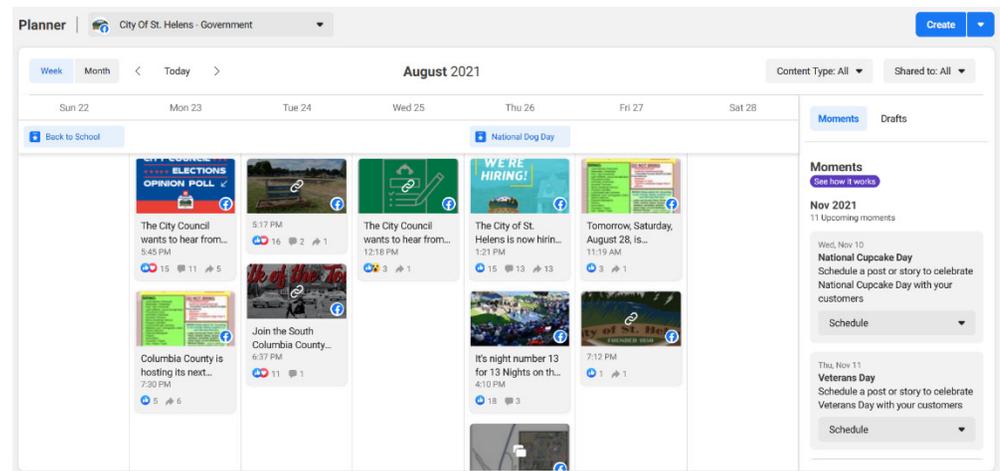
[City Hall](#) [Police Department](#) [Public Library](#) [Parks & Rec](#) [Public Works](#)

- E-Newsletter
 - Researched how other cities format their newsletters
 - Twice-a-month
 - Shorter format (Brief articles, links to longer content)
 - Spiffy new name
 - Better ability to share information about events, not tied to beginning of month
 - Less overburdened by content
 - Redirects readers to the website
- Social Media Assistance for Multiple Departments
 - Taking Over Library Social Media
 - Assisting Parks and Rec

Facebook – Meta – ???

Big Changes at Facebook

- Emphasis on business suite
- Streamlined interface
- New features
- Pages are like people
- The Revolving Door of Features
- Meta...?



Insights unavailable for this post ⓘ

Major Projects – Current & Future



- Community Survey
- Broadband Survey
- Christmas Ships/Holiday events
- Library social media transition
- Riverwalk Project and Street and Utility Extension Project
- Regional PIO workgroup codification
- Winter weather emergency messaging
- Strategic communications plan for 2022

Questions?