

St. Helens Communications Report

NOVEMBER 2022 TO APRIL 2023



By the Numbers

20

Press Releases



1 press release
every 6 days

762

Social Media
Posts



6 social media
posts every day

117

News Media
Contacts/Requests



4.5 media
requests per
week

18

Newsletters



1 newsletter
every 7 days

*Totals through April 21, 2023

Everything Else

Photography

Video

City ID Badges

Document edit support

Surveys

Communications team meetings

Project progress check ins with staff

Event support and promotion

Coordination with partner agencies

Waterfront development contractor/agency meetings

Take Your Child to Work Day organization

Citizens Day in the Park planning committee

Website updates

Special use permit pre-event meetings

Council meeting coverage assistance

Community traffic alerts

TMDL communications deliverables

Emergency weather alerts and closures

Miscellaneous community inquiries

Trainings and education on latest platform updates

Illustration and graphic design support

Communications budget for next fiscal year

Manage communications purchases and reconciliation

Work Snapshot

March 2023 Highlight

- SHARP Newsletter edits
- Influent Flow Meter Project photos
- HB 3115 media questions
- Underground Utilities meeting and photos
- St. Helens Mainstreet media coordination
- Central Waterfront Open House
- Waterfront newsletters
- Communications Budget
- Streets and Utilities contractor meeting
- If I Were Mayor winners
- Twice weekly communication team meetings
- Employee photos
- Veterans Memorial photos for grant application
- General City newsletter edits
- Citizens Day comms and planning committee
- Streets and Utilities Project photos
- Media photo requests
- Riverwalk Project and Gateway feature media request
- Mass casualty preparedness media request
- CLG Grant follow up
- Spring burn dates
- Website updates for various departments
- SUP permit meetings
- Budget cover design
- Godfrey Park safety improvements media request
- Social media comments follow up
- Recreation Program event edits
- Columbia County DA coordination on Fleming sentencing PR
- Business video project for Waterfront Redevelopment
- Gov Kotek visit comms and media request
- First amendment social media webinar
- Riverwalk stage rendering release
- Council quorum notices
- Campbell Park restroom closure
- Waterfront newsletter postcard printing
- County hospital feasibility media request

Of Note



Edit profile

City Of St. Helens ✓

@sthelens



St. Helens Public Library ✓

@SHPublicLibrary Follows you



St. Helens Police ✓

@SHPD Follows you

The St. Helens Police Department is a full service police agency serving the citizens of St. Helens. Account is not monitored 24/7.

📍 150 S. 13th St. St. Helens, OR sthelenspolice.org 📅 Joined March 2009

61 Following 1,338 Followers

Pricing

Country	Base Subscription price per month	Affiliate Seat Subscription price per month
United States	\$1,000	\$50 USD

Pricing

Country	iOS Pricing (Monthly)	Web Pricing (Monthly)	Android Pricing (Monthly)	iOS Pricing (Yearly)	Web Pricing (Yearly)	Android Pricing (Yearly)
United States	\$11.00	\$8.00	\$11.00	\$114.99	\$84.00	\$114.99

Of Note

Be careful NOT to ban protected speech

1. Inappropriate or inflammatory comments
2. Misleading posts
3. Colorful language (i.e., profanity)
4. Hate speech
5. Content that might defame someone
6. Posts that hold an individual up to public ridicule, derision, or embarrassment
7. Negative or critical comments about the government or any official or employee

You CAN regulate non-protected speech

1. Obscene, sexual, or pornographic content and/or language
2. Content that promotes discrimination on the basis of race, age, religion, gender
3. Content that violates a legal ownership interest (copyright or trademark)
4. Threats to any person
5. Conduct that violates any federal, state, or local law or encourages illegal activity
6. Promotion of any commercial activities
7. Spam, links, or malware/viruses

Public officials – case study #3

School district sued after school board members deleted parent posts and blocked them from their social media pages

Court held that board members used their social media pages as “tools of governance” and their blocking of hundreds of comments for a 3 year period was unconstitutional

Up Next

Streets and Utilities Extension Project

Riverwalk Project

Summer Events and construction:

- 13 Nights
- Citizens Day
- Independence Day

Weekly service/fact highlight for socials

Video shorts

Podcasting

Waterfront businesses video highlights