



CITY MANAGER'S MARKETING & COMMUNICATIONS SUPPORT

HOW WE HELPED



- December 2022 to June 2023 - Provided temporary PR & social media coverage
- May 2023 - Provided 1st Social Media Report
- May to June 2023 - City Manager's Office Marketing & Communications Plan
- May to July 2023 - Created Social Media Manual
- June 2023 - Started Monthly Newsletter

MARKETING PLAN



Outline

- Objectives
- Target Audience
- Competitive Analysis
- Positioning Strategy
- Communication Schedule
- Spotlight vs. Press Releases
- Content Strategy
- Social Media & Hashtag Strategy
- Email Marketing Strategy

SOCIAL MEDIA MANUAL



Outline

- Overview
- Recurring Content
 - Regular content
 - General Information Posts
 - Department Spotlight
- Month by Month Posts
 - Specific Day Sample Posts
 - Seasonal Content Sample Posts

Manual Specs

- 70+ pages
- 50+ reoccurring sample posts
- 100+ seasonal posts