



## **Marketing & Communications Plan**

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## Overview

- Objectives
- Target audience
- Competitive analysis
- Positioning strategy
- Communication schedule
- Press releases vs. spotlights
- Social media
- Implementation & evaluation

## Objectives

The City of Whitewater Manager's Office marketing and communication efforts strive to:

1. Raise awareness of the City of Whitewater and all that it has to offer.
2. Increase engagement with our residents and businesses to provide a consistent, reliable stream of information and updates.
3. Improve brand reputation as a City that provides great service, resident satisfaction, and business friendly environment.
4. Improve employee recruitment and retention.

## Target Audience

	Residents	Businesses	Tourists /Visitors
Needs	<ul style="list-style-type: none"><li>• Services</li><li>• FAQs</li><li>• Updates</li><li>• Progress/change</li></ul>	<ul style="list-style-type: none"><li>• CDA</li><li>• Incentives</li><li>• Talent</li><li>• Resources</li></ul>	<ul style="list-style-type: none"><li>• Attractions</li><li>• Events</li><li>• Parks &amp; Recreation</li><li>• Sightseeing</li></ul>
Challenges	<ul style="list-style-type: none"><li>• Housing</li><li>• Grocery store(s)</li><li>• Jobs</li><li>• No newspaper</li><li>• Language</li></ul>	<ul style="list-style-type: none"><li>• Employees</li><li>• Language</li><li>• Perceived lack of resources</li><li>• Complications/ status quo</li></ul>	<ul style="list-style-type: none"><li>• Repeat visits</li><li>• Lack of awareness</li></ul>
Channels	<ul style="list-style-type: none"><li>• Website</li><li>• RSS feed</li><li>• Social Media</li><li>• Press releases</li><li>• TV/ Vimeo</li></ul>	<ul style="list-style-type: none"><li>• Website</li><li>• Social media</li><li>• Press releases</li><li>• In-person /phone/email</li><li>• Referrals</li></ul>	<ul style="list-style-type: none"><li>• Website</li><li>• Social media</li><li>• Press releases</li><li>• Referrals</li></ul>

## **Competitive Analysis**

### **Channels**

Based on a sampling of area cities, villages, and towns, the following channels are used:

- 89% Facebook
- 42% Instagram
- 21% LinkedIn
- 58% Twitter
- 58% YouTube or Vimeo
- 5% Newsletter
- 100% RSS Feed
- 74% Newspaper

### **2023 Recommendations**

- Continue to utilize Facebook, Instagram, Twitter, and Vimeo.
- No newspaper? Offer a monthly newsletter.
- Create LinkedIn to promote job offerings.
- Repurpose newsletter content on the TV station.

## **Positioning Strategy**

### **Mission**

The City of Whitewater provides efficient and high quality services which support living, learning, playing and working in an exceptional community.

### **Vision**

Building upon our rich history, we will continue to be a welcoming, safe and dynamic community. We will embrace the cultural and educational opportunities that the presence of a thriving University and an increasingly diverse population offers. We will seek to continually improve and make Whitewater strong by fostering public trust and confidence in our government. We encourage a community characterized by a spirit of openness and fairness that encourages individuals to participate publicly and prosper personally. We will maintain a high quality of life through careful stewardship of all our many resources.

### **Value Proposition**

The City of Whitewater strives to provide exemplary service and create opportunity for all our residents and businesses by creating jobs and housing, communicating often and clearly, promoting recreation, arts, & cultural offerings, streamlining access to services, building upon our strong infrastructure, and embracing our diverse community.

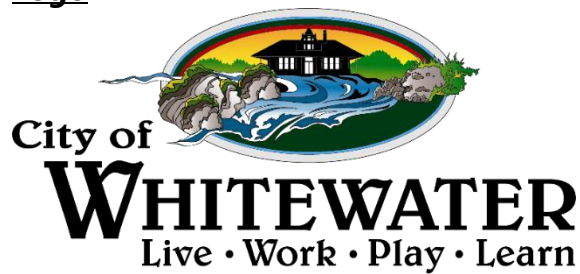
### **Positioning Strategy**

For all our residents and businesses, the City of Whitewater strives to provide exemplary customer service, streamline access to services, and create opportunity. Our exceptional and diverse community is great place to live, learn, play, and work.

<b>Strengths</b> <ul style="list-style-type: none"><li>● New leadership</li><li>● Challenging status quo</li><li>● Strong infrastructure</li><li>● Developing communications</li></ul>	<b>Weakness</b> <ul style="list-style-type: none"><li>● Staff turnover</li><li>● Reactive, not proactive</li><li>● Accountability</li><li>● Limited resources</li></ul>
<b>Opportunities</b> <ul style="list-style-type: none"><li>● Diversity</li><li>● Business investment</li><li>● Affordable housing</li><li>● Digital communications</li></ul>	<b>Challenges</b> <ul style="list-style-type: none"><li>● Attracting a grocery store</li><li>● Demographic changes</li><li>● Bilingual</li><li>● Access to transportation</li></ul>

## Positioning Strategy

### Logo



### Colors

Blue HEX: #50abf4 RGB: 80 171 244 CMYK: 60% 21% 0% 0%	Water Blue HEX: #005985 RGB: 0 89 133 CMYK: 96% 65% 27% 8%
Red HEX: #b4000b RGB: 180 0 11 CMYK: 20% 100% 100% 13%	Faded Water Blue HEX: #96c1e1 RGB: 150 193 225 CMYK: 39% 13% 3% 0%
Green HEX: #003a14 RGB: 0 58 20 CMYK: 85% 47% 93% 60%	Grass Green HEX: #426f10 RGB: 66 111 16 CMYK: 75% 34% 100% 23%
Bright Yellow HEX: #f9db21 RGB: 249 219 33 CMYK: 4% 9% 96% 0%	Sunset Yellow HEX: #f3a42e RGB: 243 164 46 CMYK: 2% 40% 94% 0%

### Fonts

Logo Font	Belwe Medium
Social Media	Headings = Trocchi Paragraph = Canva Sans

### Images

All images used in graphics & communications should be authentic and represent the City of Whitewater. Stock images should only be used as an absolute last resort when it is not possible to go out and capture an authentic image. View Google Drive library: <https://drive.google.com/drive/folders/1iaNFICP1MOIAR0Chia88NubvprG9O8xr?usp=sharing>

## Communication Schedule

Channel	Frequency	Content
Website	As-needed	<ul style="list-style-type: none"> <li>• Spotlights and press releases as needed</li> <li>• Agenda, minutes, etc. as applicable</li> <li>• Update pages to remain timely</li> </ul>
Spotlight	2-3/week	<ul style="list-style-type: none"> <li>• Press releases</li> <li>• Public services announcements</li> <li>• Employment openings</li> <li>• Project or status update</li> </ul>
Press Release	1-2/week	<ul style="list-style-type: none"> <li>• Events, meetings &amp; grand openings</li> <li>• Initiative Announcement</li> <li>• Employee Announcement</li> <li>• Honors, awards, or research</li> <li>• Crisis management</li> <li>• Charity or give-back</li> </ul>
Newsletter	1/month	<ul style="list-style-type: none"> <li>• What's happening – updates, spotlights, etc.</li> <li>• Public works updates</li> <li>• Upcoming events, meetings, etc.</li> </ul>
Facebook, Twitter, & Instagram	2+ posts/day	<ul style="list-style-type: none"> <li>• Announcements, PR, PSAs, news, etc.</li> <li>• Upcoming meetings &amp; events</li> <li>• Jobs and employment opportunities</li> <li>• Staff highlights/proclamations</li> <li>• City updates – yard waste pickup, construction, etc.</li> <li>• Voting information</li> <li>• Cancellations &amp; Closures</li> </ul>
Vimeo	As needed	<ul style="list-style-type: none"> <li>• Council, board, commission, etc. meetings</li> <li>• Special events</li> </ul>
Email Newsletter	1/month	<ul style="list-style-type: none"> <li>• Upcoming meetings, events, etc.</li> <li>• What's happening – updates, PSAs, PRs, etc.</li> </ul>

## Spotlight vs. Press Releases

	Spotlights & Updates	Press Release
Definition	A written statement pertaining to any topic a community would find relevant.	A written statement prepared for the media that announces an event or is newsworthy.
Purpose	Provide relevant information	Provide facts for news reporters to develop story based on
Examples	<ul style="list-style-type: none"> <li>• Employment openings</li> <li>• Project or status update</li> </ul>	<ul style="list-style-type: none"> <li>• Events, meetings, &amp; grand openings</li> <li>• Action approvals</li> <li>• Initiative announcement</li> <li>• Employee announcement</li> <li>• Honors, awards, or research</li> <li>• Crisis management</li> <li>• Charity or give-back</li> </ul>
Promotion	<ul style="list-style-type: none"> <li>• Website spotlight</li> <li>• Social media post</li> </ul>	<ul style="list-style-type: none"> <li>• PR distribution list</li> <li>• Website spotlight</li> <li>• Social media post</li> </ul>
Timing	<ul style="list-style-type: none"> <li>• Future, present, &amp; past</li> </ul>	<ul style="list-style-type: none"> <li>• Future &amp; present</li> </ul>

### Key considerations

Relevant timing  
 Media contact  
 Compelling headline  
 Informative lead  
 paragraph  
 Supporting quotes

### Template

Media contact  
 For immediate release  
 Headline  
 Whitewater, Wis. [date]  
 Start announcement with  
 most important info first  
 End with the symbols, "###"

## **Content Strategy**

### **Content that can be shared today**

- Announcements, PR, PSAs, news, etc.
- Upcoming meetings & events
- Jobs and employment opportunities
- Staff highlights/proclamations
- City updates – yard waste pickup, construction, etc.
- Voting information
- Cancellations & Closures
- Activity & city guides

### **Content that can be built in the future**

- Videos
- FAQs
- In-action photos
- Business highlights
- Trivia questions
- Survey & polls
- Did you know?
- Meet the staff/day in the life

### **Monitor Online Mentions**

To monitor online mentions, set up Google Alerts for the terms, “City of Whitewater” and “John Weidl.” Use your best judgement when determining how/if you share the news article or mention on social media.

How to create Google Alerts:

<https://support.google.com/websearch/answer/4815696?hl=en>



## Social Media

### **Post vs. Share**

Whether you post or share is a very important decision, as a rule of thumb post your owned content (i.e., images, videos, Canva templates, etc.) and share partner content (i.e., library, parks & recreation, etc.). Cross promotion helps both parties, but credit should be given by either mentioning the source via @ or sharing the post directly.

Partner content should be shared sparingly to avoid diluting your own presence. Followers choose who they want to follow. If they want fitness and aquatic updates, they will follow the Whitewater Aquatic and Fitness page. If they want city news and updates, they will follow the City Page. By including the @ mention link, you are giving them a direct path to follow whichever pages they prefer.

To Post	To Share
City owned content	Partner and department owned content
<ul style="list-style-type: none"><li>• Announcements, PR, PSAs, news, etc.</li><li>• Upcoming meetings &amp; events</li><li>• Jobs and employment opportunities</li><li>• Staff highlights/proclamations</li><li>• City updates – yard waste pickup, construction, etc.</li><li>• Voting information</li><li>• Cancellations &amp; Closures</li></ul>	<ul style="list-style-type: none"><li>• <a href="#">Whitewater Parks &amp; Recreation</a></li><li>• <a href="#">Whitewater Police Department</a></li><li>• <a href="#">Whitewater Fire Department</a></li><li>• <a href="#">Irvin L. Young Memorial Library</a></li><li>• <a href="#">Whitewater City Market</a></li><li>• <a href="#">Whitewater Arts Alliance</a></li><li>• <a href="#">Whitewater Chamber of Commerce</a></li><li>• <a href="#">Whitewater Tourism</a></li><li>• <a href="#">Downtown Whitewater</a></li><li>• <a href="#">Protect Wisconsin Waterways</a></li><li>• <a href="#">Whitewater University Innovation Center</a></li></ul>

## **Social Media**

### **Quality Check Before Posting**

Before posting to the blog or social media, ask yourself:

- Is this on-brand?
- Is this shareable, useful, fun, or interesting to my audience?
- Is this relevant to my audience?
- Does this post support my credibility?
- Does the post include all the elements of a "good post"?

### **Elements of a Good Social Post**

- Attention getter
- Clear, concise, & compelling writing
- Visual (i.e., image or video)
- Call-to-action with a link or a button
- 1-2 hashtags, mentions or tags

### **Social Media Manual**

The Social Media Manual provides guidance on what to post month by month. For each month, there are three categories of posts:

1. Specific Days – Posts to be scheduled for a specific date or day of the month.
2. Reoccurring Content – Posts that should be scheduled on a reoccurring basis throughout the month. For example, a reminder can be posted about the common council meeting and how to attend the 1st and 3rd week of the month.
3. Seasonal Content – Posts that can be shared multiple times. For example, the reminder about no glass clippings in the streets can be shared multiples throughout the grass cutting season.

## Hashtag Strategy

### **What is a Hashtag & How to Use?**

A hashtag is a word or phrase preceded by a hash mark (#). A hashtag is used within a post to identify a keyword or topic of interest. Hashtags help increase engagement, build your brand, and expand your reach.

<i>Facebook</i>	<i>Instagram</i>	<i>Twitter</i>
1-2 hashtags	9-15 hashtags	1-2 hashtags

### **Branded Hashtag**

Branded hashtags are great but be specific on when to use them. Consider including #CityofWhitewater when posting owned content.

### **Related Hashtags**

A few related specific hashtags to consider:

Location based	Content Specific
#whitewaterwi #whitewaterwisconsin #Wisconsin #publicservice #Discoverwhitewater #EnjoyJeffersonCoWi #GoWalco #ExploreWisconsin #TravelWisconsin	#WUSD #whitewaterschools #communitydevelopment #housing #affordablehousing #yardwastecollection #yardwaste #WhitewaterParks #Discoverwhitewater

## Email Marketing

Subscribe Form: <https://lp.constantcontactpages.com/su/g8U4Af4/whitewater>

### **Template Overview**

- What's New – Latest PR and spotlights
- Public Service Announcements & Reminders
- Upcoming Meetings
- Board, Committee, Commission, & Employment Openings
- What's Happening in Parks & Recreation
- What's Happening at the Library

\*\*\*Make sure all URLs include the www. portion to ensure links can be opened on the internal network. Example below:

- Initial link: <https://whitewater-wi.gov/CivicAlerts.aspx?AID=546>
- Correct link: <https://www.whitewater-wi.gov/CivicAlerts.aspx?AID=546>

## **Implementation**

[Below is a starting point – Taylor will refine going forward]

### **Social Media**

- Before the end of the month, draft a content schedule to send to department heads for review and to encourage topic suggestions. Schedule content.
- Each day, check social media profiles once in the morning & afternoon.
  - Respond to any messages.
  - Filter and respond to comments as appropriate.
  - Note any comments that inspire future content.
- Each day, check partner profiles for shareable content
- Each day, schedule/post 1-2/posts per day per platform

### **News vs. Press Release**

- Per request, evaluate if the topic is appropriate for a press release.
- Draft the copy, request the quotes, and get approvals from necessary parties.
- Publish as appropriate
  - For news/updates, publish as spotlight and post to social media.
  - For PR, publish as spotlight, post to social, & send to press

### **Email Newsletter**

- Request content from department heads the last Thursday of the month
- Draft the newsletter and request approvals 3 days ahead of scheduled send
- Schedule newsletter for the 1st Thursday of the month

## Evaluation

- Website - Is Google Analytics or Google Search Console available?
- How to measure improving brand reputation & employee recruitment/retention

The City Manager's Office will evaluate performance on a quarterly basis. The following table ties channels to specific objectives and creates key performance indicators (KPIs).

<b>Channel</b>	<b>Objective</b>	<b>Goal</b>
Website	↑ Brand Awareness	# of visitors # of new visitors
	↑ Engagement	# of sessions # second average engagement time # page views # RSS subscribers
	Improve Reputation	TBD
	Improve Employee Recruitment & Retention	TBD
Social Media	↑ Brand Awareness	# FB Reach # IG Reach
	↑ Engagement	# new likes # new followers
	Improve Reputation	TBD
	Improve Employee Recruitment & Retention	TBD
Email	↑ Engagement	% of click rate % of open rate