



COMMUNICATIONS AND MARKETING  
**REPORT**

APRIL 2024 // PREPARED BY ROSE HOFFMAN



## GOAL: POSITIVE SOCIAL ENGAGEMENT

In March 2024, we launched “Where in Willow Park Wednesday,” which is cross-posted to both our Facebook and Instagram accounts. The contest, which challenges our audience to name the location of a photo taken in the city, has been a huge success thus far, with some of the highest engagement numbers the city has seen on its accounts. It is also helping to build our Instagram following, which continues to grow.

APRIL 2024

## GOAL: REACHING UNREACHED AUDIENCES

Anecdotal community feedback indicates that doing business with the city can sometimes be complicated and confusing, particularly given all the different apps and sites that are utilized for everything from utility billing to permitting and everything in between.

Taking that feedback into consideration, the communications department is working on a tech solution that will simplify conversations with our stakeholders and give them a one-stop shop to get answers to their questions. We are excited to make a big announcement in a couple of months!



# Social media OVERVIEW

Social media numbers continue to show overall growth, and residents are increasingly relying on the city's NextDoor presence as a reliable source of information on city business.

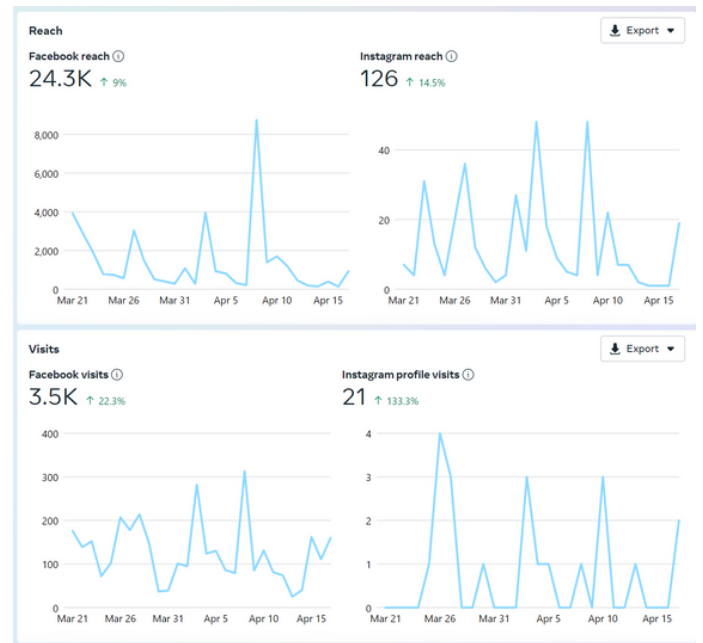
The communications director will be working with the police department to help them strengthen their social presence through an editorial calendar and the establishment of their own NextDoor account.

A new engagement campaign is planned for this fall which will stretch across all our platforms, helping to build our credibility in the community through consistency.



**NEXTDOOR:**  
28 posts Jan-March 2024  
Average post reach: 765

## FACEBOOK AND INSTAGRAM March 21-April 17, 2024



We hosted a truly once-in-a-lifetime eclipse watching party on April 8 at the Aledo Athletics Ballfields. Attendance was fantastic and it was a fun day for all involved.

Staff also attended Career Day at Aledo High School and shared their enthusiasm for public service with students.

The city secretary's office hosted a shred day April 6.

This summer we are looking at some potential outreach events, including Bearcat Nation 101, which is a great opportunity to reach newcomers to our area.



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# Event and outreach HIGHLIGHTS

# 2024 SPRING/SUMMER GOALS

1. Develop a deliverable printed business guide to aid in economic development
2. Finalize a crisis communication plan with internal stakeholders; finish Advanced Public Information Officer certification
3. Work with community partners to include more outreach at non-city events



First quarter  
**SUMMARY**