



COMMUNICATIONS AND MARKETING
REPORT

Q4 2025 // PREPARED BY ROSE HOFFMAN

City of Willow Park



TOWN HALLS AND MORE

As part of the Squaw Creek reconstruction project, the second of two town halls was held in September to discuss the project with affected residents. Meetings with residents continue in advance of the project.

The public campaign began planning stages in **January 2025**, including:

- Town halls
- One-on-one meetings with property owners
- Letters mailed to residents
- Door notices placed on properties
- A centralized web page for up-to-date information
- Notices on the city hall bulletin board, social media, and The Community News
- Coverage in The Community News
- Notifications via the city's alert system

The Communications Department is also assisting the Home Rule Charter Commission with their town halls and web page information, as well as serving as a staff liaison for the members of the committee.

This includes managing their agenda posting, connecting them with legal counsel, and directing inquiries from the public to the correct locations.

Staff is also prepared to assist with a community awareness campaign in the spring to offer information about the charter to our residents.

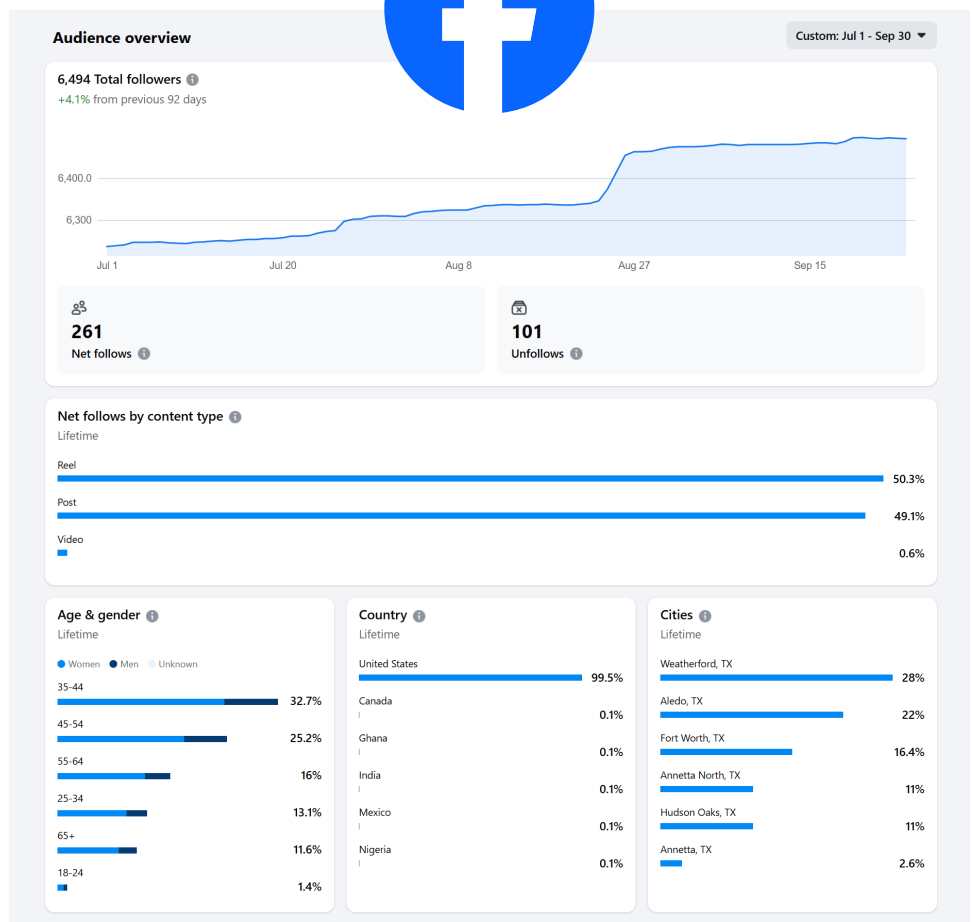
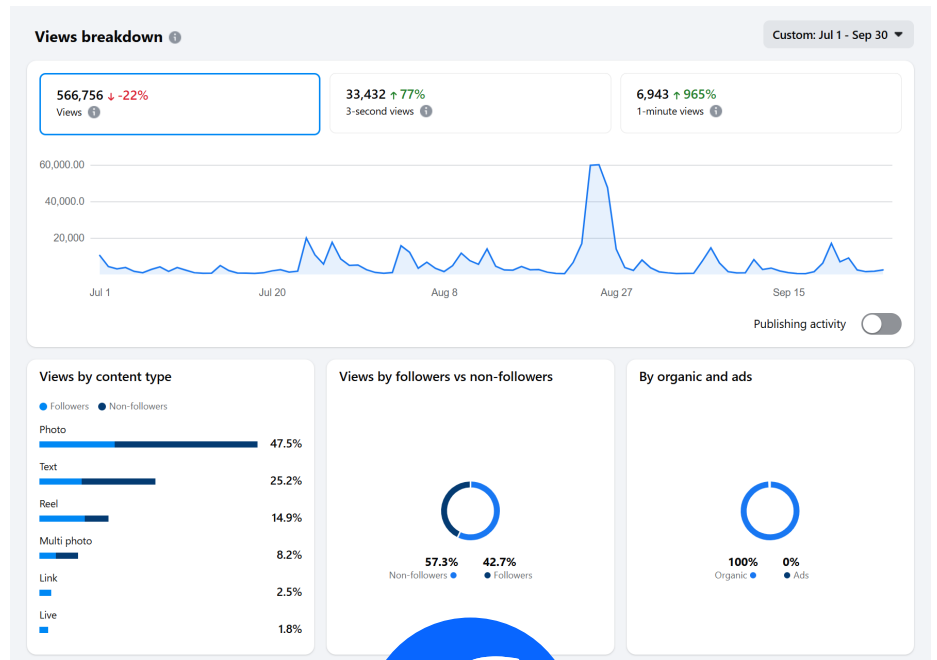
The last quarter of FY 2025, the communications department also:

- Assisted the Willow Park Police Department in public communications, including the “Coffee with a Cop” event;
- Provided media assistance for several outlets, including The Community News, The Weatherford Democrat, The Coyote Radio Station, and the Dallas Business Journal;
- Led production of a 30-second video spot for our AISD scoreboard sponsorship.
- Attended training on crisis communications, media and public relations, and graphic design;
- Created print and digital articles and advertisements;
- Attended ribbon cuttings and groundbreakings to welcome and establish relationship with new businesses;
- Created all the marketing deliverables for National Night Out and other events; and
- Partnered with the IT contractor to prepare the new website launch

HIGHLIGHTS



- Audience engagement was down during the fourth quarter, and while we continue to gain net followers, our unfollow rate is higher than it's been in past data.
- It should also be noted that less “non-followers” are engaging with our content.
- Our audience continues to be dominated by women, mostly in the age 35-44 category.
- Since Facebook analytics does not recognize Willow Park as a location, it cannot be confirmed that our followers are all local, but the data placing most of our views in surrounding cities suggests that we are primarily reaching local audience on Facebook and Instagram.





- Our top posts on Facebook include business news, traffic alerts and news from City Council.
- Our YouTube views continue to increase but historically viewers don't watch most of the video they're viewing. This is true across platforms for many other cities. That platform does appear to be gaining popularity among our audience.

Published		Scheduled					Custom: Jul 1 - Sep 30			
+ Create		Filters	Columns							
Preview			Views	Reach	Interactions	Net follows	Impressions	Comments		
☐		Texas Health is breaking ne... Published • Aug 28 at 12:46 PM	95,599	58,453	628	0	64,137	87		
☐		We are deeply saddened to ... Published • Aug 27 at 3:32 PM	70,067	31,817	359	0	34,020	43		
☐		ROAD WORK ALERT S... Published • Jul 25 at 2:12 PM	16,521	8,536	63	0	9,508	32		
☐		Council Member Place 3 Gre... Published • Aug 15 at 11:18 AM	14,635	5,601	52	0	6,634	8		
☐		City council update: City Co... Published • Jul 25 at 10:34 AM	14,440	6,900	90	0	7,407	48		
☐		The meeting tonight was ad... Published • Aug 26 at 7:11 PM	14,146	4,684	59	0	5,212	15		
☐		At last night's City Council ... Published • Sep 24 at 3:52 PM	13,501	6,023	67	0	6,278	34		
☐		The Willow Park City Council... Published • Jul 25 at 4:52 PM	13,394	3,920	84	0	5,153	48		
☐		Last night, the Willow Park ... Published • Sep 10 at 3:51 PM	12,566	7,753	133	0	8,440	21		
☐		Last week, the City joined th... Published • Sep 15 at 10:27 AM	12,533	7,470	142	0	8,401	9		

Content		YouTube	Views ↓	Average view duration	Average percentage viewed	Hypes		
Duration	Publish date							
☐	Total		1,005	6:57	9.1%	0		
☐	 September 24 2025 City Council Meeting		141 14.0%	8:16	22.8%	0 0%		
☐	 July 28 2025 City Council Meeting		134 13.3%	9:37	10.2%	0 0%		
☐	 July 8 2025 City Council Meeting		89 8.9%	12:33	10.7%	0 0%		
☐	 August 5 2025 City Council Meeting		78 7.8%	5:34	11.4%	0 0%		
☐	 September 23 2025 City Council Meeting		65 6.5%	9:59	8.9%	0 0%		
☐	 June 24 2025 City Council Meeting		55 5.5%	5:00	4.2%	0 0%		
☐	 August 12 2025 City Council Meeting		37 3.7%	13:24	11.6%	0 0%		
☐	 September 9 2025 city council meeting		32 3.2%	15:35	11.5%	0 0%		
☐	 August 21 2025 Home Rule Charter Commission Meeti...		28 2.8%	2:52	3.5%	0 0%		
☐	 Squaw Creek Town Hall Video (May 29)		28 2.8%	4:19	11.1%	0 0%		
☐	 September 24 2025 Home Rule Charter Commission ...		24 2.4%	2:36	2.2%	0 0%		
☐	 August 27 2025 Home Rule Charter Commission Meeti...		22 2.2%	4:16	4.3%	0 0%		
☐	 September 25 Squaw Creek Side Streets Town Hall		19 1.9%	4:00	13.7%	0 0%		

1. Promote tourism and shopping local through marketing campaigns
2. Crisis communication planning
3. Continue to increase engagement opportunities with the public
4. Website will launch in November



Fourth quarter SUMMARY

