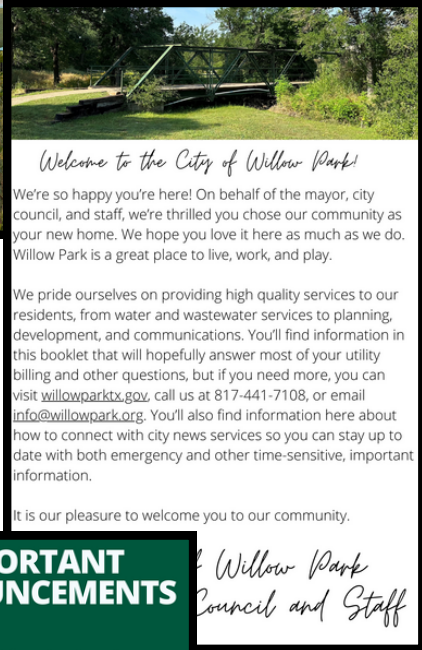
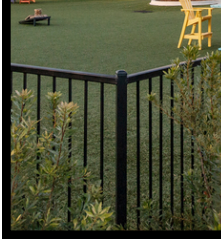




COMMUNICATIONS AND MARKETING
REPORT

DEC 2023 // PREPARED BY ROSE HOFFMAN


LONG-TERM FOCUS




IMPORTANT ANNOUNCEMENTS

There are multiple ways to get information about city news, events, and emergencies. We recommend ALL residents and businesses register for both systems listed below, as well as follow us on social media - listed on the next page.

EMERGENCY ALERTS
The City of Willow Park uses the AlertSense system for weather emergencies, public safety emergencies, and public works events such as a water shut off for repairs. This system offers our community the option to receive phone calls, emails, and/or text messages. Sign up here or visit <https://public.alertsense.com/SignUp>



CITY NEWS
Sign up via our website to receive email notifications on city business like utility rate changes, events, road closures, and other important issues. This is also how to receive the city's monthly newsletter. <https://www.willowparktx.gov/subscribe>




DEC 2023

GOAL: REACHING UNREACHED AUDIENCES

One of the clearly identified opportunities in the communication's department strategic plan was that our traditional channels - both legacy and digital - were not reaching parts of our community.

A clearly defined weakness was getting information to new residents - particularly those in multi-family dwellings who do not come into city hall to make contact with city staff upon their arrival.

To that end, the communications department has created a "New Resident Guide" which is now being distributed to all newcomers who apply for utility service, and we are also partnering with the townhome and apartment complexes to have these booklets distributed to their incoming tenants.

We hope to continue this campaign to include distribution of printed materials to existing residents that can be used as reference for frequently asked questions.

RECENT DATA (AUG-NOV 2023)

Engagement and numbers continue to grow for the city's Facebook accounts, as well as our relatively new NextDoor and Instagram accounts.

In April 2023, the city changed the name on the Fire Department Facebook account to read "Willow Park Fire Marshal/Emergency Management" and due to decreased engagement, plans are in place to merge that account with the official city hall account.

The police department Facebook page continues to get excellent reach and engagement and has become a strong tool for both public safety messaging and community policing.

All city X (Twitter) accounts have been archived at this time.

Facebook followers ⓘ

4,661

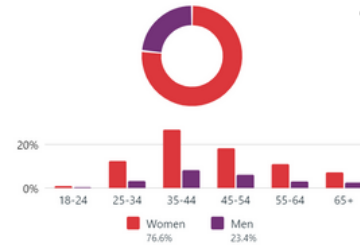
Facebook reach

42,718

Facebook visits

6,078

Age & gender ⓘ



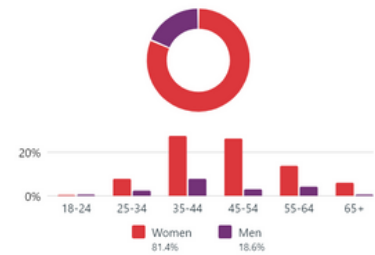
Instagram followers ⓘ

195

Reach increase in second quarter of use

31.2%

Age & gender ⓘ



City of Willow Park
2,699 members
1,518 claimed households
10 neighborhoods

Nextdoor reach

6,199

Average post reach

269

Social media OVERVIEW

FALL 2023

This fall, the COWP co-hosted National Night Out with the Willow Park Police Department, participated in a 9/11 memorial at The Shops, hosted a ribbon cutting for the new water facility, and held the second annual Christmas Tree lighting on the new City Hall grounds. The communications department is reviewing plans for events in 2024 and will be announcing the date for the Third Annual Willow Bark festival in January.



Event and outreach HIGHLIGHTS

2024 WINTER/SPRING GOALS

1. Work with other departments to make website updates and improvements
2. Expand Willow Bark event and related campaigns
3. Continue training in emergency comms and messaging; begin work on a crisis communication plan
4. Work with community partners to include more outreach at non-city events



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End of year
SUMMARY