Communications and Marketing update April 2023







City Hall ribbon cutting





Parker County Clergy Luncheon



2023 DEPARTMENT GOALS

- Reach unreached audiences
- Brand standards guide
- Crisis communication policy





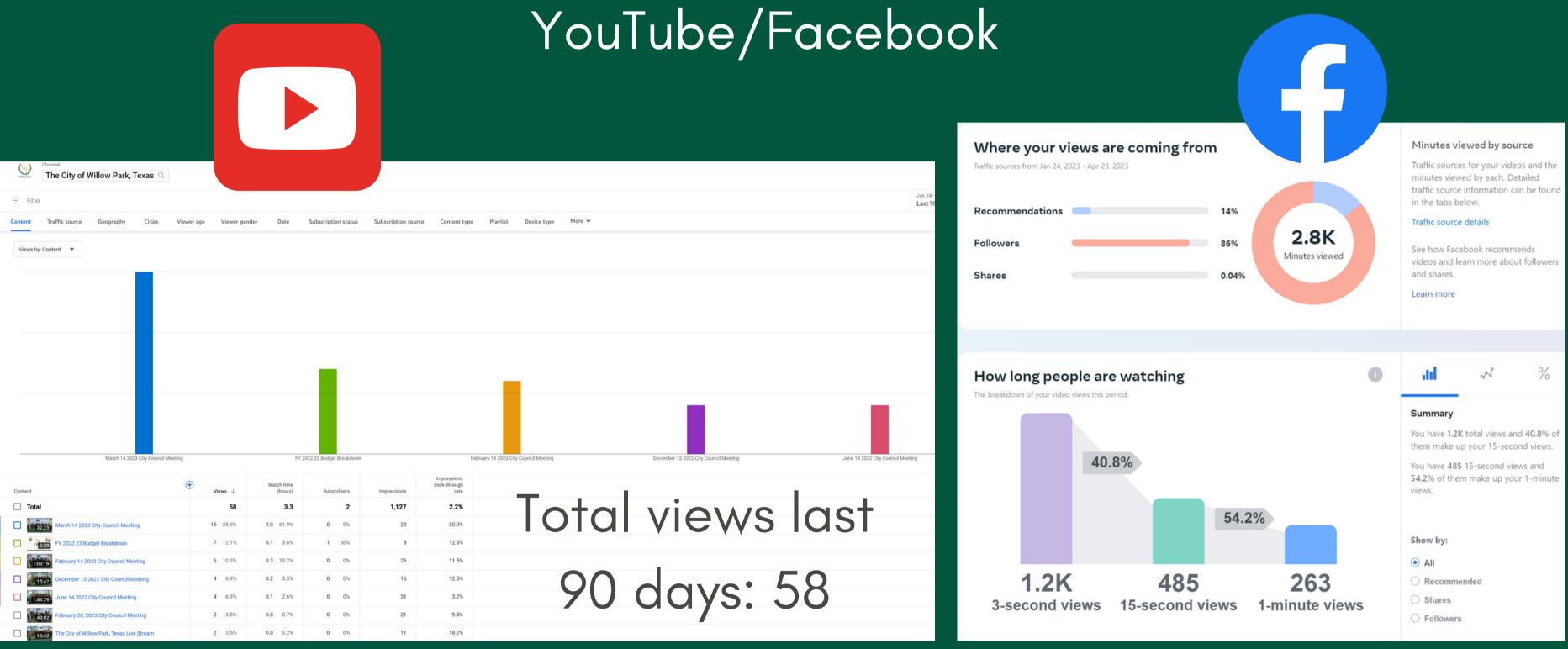


WHO ARE WE REACHING ON SOCIAL MEDIA?



Facebook/Instagram

WHO ARE OUR VIDEOS REACHING? YouTube/Facebook



WHAT ARE PEOPLE VIEWING ON THE WEBSITE?

Lentry Pages						🛓 Sun, 1. Jan 2023 to Fri, 31. Mar 2	223 🗰 Q. Search	
Willow Park, TX Utility Billing Willow Pa]						
March 2, 2023 severe storm Police Department Willow Permits Willow Park, TX								
Departments Willow Park, TX Municipal Court Willow Pa								
Power restoration update Ma Agendas & Minutes Willow								
Permit Applications Willo	1,000	v	2,000 sits	3,000	4,000 Bounce rate	5.000 Entries	6,000 Average time	
Willow Park, TX		(11,	44.4 %		(61%) \$ 37.51%	(758.6) ✿ 4,599 (45.64%)	0:01:45)	
C* https://www.willowpark.org/ Utility Billing Willow Park, TX		1k	10.25 %		55.55%	945 (0.38%)	0:00:38	
C https://www.willowpark.org/utility-billing March 2, 2023 severe storm recovery information Willow		729 💻	6.44 %		78.92%	670 (6.65%)	0:00:41	
C https://www.willowpark.org/home/news/march-2-207 Police Department Willow Park, TX	23-severe-storm-recovery-information	598 -	5.29 %		14.74%	282 (2.8%)	0:00:38	
C https://www.willowpark.org/police-department Permits Willow Park, TX		590 💻	5.21 %		9.41%	215 (2.13%)	0:00:44	
C https://www.willowpark.org/community-development	/pages/permits	541 💻	4.78 %		8.76%	189 (1.88%)	0:00:33	
C https://www.willowpark.org/departments Municipal Court Willow Park, TX		394 -	3.48 %		26.38%	247 (2.45%)	0:00:43	
C https://www.willowpark.org/municipal-court Power restoration update March 3 I Willow Park, TX		362 -	3.2%		62.92%	322 (3.2%)	0:00:42	
Appendas & Minutes Willow Park, tx Agendas & Minutes Willow Park, tx Z* https://www.willowpark.org/home/pages/agendas-m		349 🗕	3.08 %		4.43%	32 (0.32%)	0:00:59	
Permit Applications Willow Park, TX fthtps://www.willowpark.org/community-development		330 🗕	2.92 %		5.41%	85 (0.84%)	0:01:22	
isits:	Total visitors:		Pageviews:		Average visit time:		Bounce rate:	
14 10,086		28,319		0:01:45			61%	
14	10,080		20,319		0.01.45		01%	

2.000

1.000

Dec 25

Top pages Q1 2023:

- 1. Home page
- 2. Utility billing
- 3. March storm recovery
 - information
- 4. Police department
- 5. Permits
- 6. Departments list
- 7. Municipal Court
- 8. March power restoration update
- 9. Agendas and Minutes home page
- 10. Permit Applications

WHAT OTHER CHANNELS DO WE USE?

CivicReady (AlertSense) – enrollment continues to grow

 Website announcement subscriptions – shares from this channel show encouraging results

- Local media strong partnerships
- Future plan to begin using NextDoor as a channel

ANALYTICS SUMMARY

All outgoing channels show continued growth and engagement. There are opportunities to reach new areas of our population which will be explored in the coming months.

