



COMMUNICATIONS AND MARKETING
REPORT

AUG 2023 // PREPARED BY ROSE HOFFMAN





Strategic PLAN

JULY 2023

THREE-YEAR STRATEGIC PLAN COMPLETED

The Communications and Marketing Department just completed a three-year strategic communications and marketing development plan that included a SWOT analysis, a deep dive into the use and effectiveness of our communications channels, and established goals, strategies, tactics, and metrics to measure the plan. The plan also includes the city's branding and style guide, social media policy, master communications policy, and established redundancy for the mission-critical functions of the communications department. A framework and timeline for establishing a crisis communications plan was also included in the plan, which was reviewed and approved by some of the nation's leading experts in public communications planning. Goals included reaching unreached audiences, improving the city's listening channels, and providing robust support to other departments through the communications department.

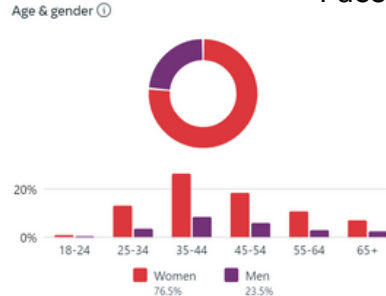
RECENT DATA (MAY-JULY 2023)

The City utilizes Facebook, Instagram, YouTube, and most recently, NextDoor to further spread its message. The City's Facebook page is by far the most followed of these accounts, but there are opportunities to reach wider audiences with the other channels, particularly Instagram and NextDoor. Social media accounts are used for breaking news, routine updates, and evergreen content such as Public Safety Announcements and awareness campaigns.

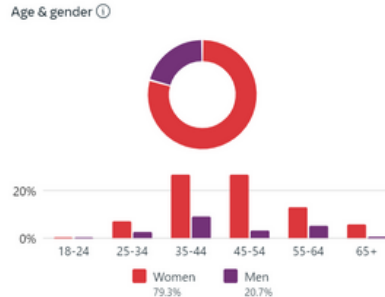
Analytics from Facebook indicate a steady increase in followers and engagement, and our recent foray into NextDoor and Instagram indicate they will be effective channels for furthering our reach.

Video broadcasts such as Facebook Live and YouTube continue to perform poorly, with minimum views and engagement compared to the city's other forms of communication.

Facebook followers 4,451
 Facebook reach 18,001
 Facebook visits 6,296



Instagram followers 179
 Instagram reach 71 ↑ 2.3K%



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

Nextdoor reach 2,411
 Average post reach 267



Social media
OVERVIEW

RECENT DATA

WEBSITE (willowparktx.gov) – Is the primary hub of the city's outbound channels, the website is the central location for all postings, news, and announcements, as well as the location for all items related to city business. The city has recently acquired a tool that will allow the communications department to view robust analytics and make data-driven decisions on website content and placement.

CIVICREADY – Used only in the case of emergencies or urgent situations, the City's mass notification system is a fast and effective way of reaching a wide audience swiftly. Implemented in December 2021, there is still much room for improvement with this system, as only 500 of the city's 5500 residents have registered for the service. Enrollment does continue to steadily rise, and measures to increase these numbers are included in the strategic plan.

NEWSLETTER – Anecdotally, this channel appears to be the weakest of any of the city's outbound messaging areas. Created digitally every month and shared to the city's other digital channels, the newsletter typically gets the least views of any outbound messaging we can track. That said, the current newsletter platform and distribution method don't allow for a clear picture of data such as open rates. More structure is needed for this channel and the methodology needs to be reexamined, and as such, the newsletter has been paused until the "re-launch" in October 2023.

PRINT PRODUCTS – Printed materials from the city such as water bill inserts and door hangers have seen great effectiveness on "spreading the message far and wide," particularly for our elderly residents, who have difficulty with digital communications.



CALENDAR OF EVENTS

SEPTEMBER 9 (7:30 A.M.-10:30 A.M.) - *September 11, Together We Remember*: a joint event in partnership with The Shops at Willow Park. The City will honor those lost on 9/11 and hold a ceremony in conjunction with the times of each plane crash. The public is encouraged to attend.

SEPTEMBER 14 (11 A.M.) - *Joint ribbon cutting for the new shared water facility* at 203 El Chico Trail with representatives from City of Willow Park, City of Hudson Oaks, and City of Fort Worth. Joined by the East Parker County Chamber of Commerce, the public is also invited to join us for this event.

OCTOBER 4 - *National Night Out* - held at the Public Safety Building, this annual "block party" connects local neighborhoods and law enforcement.

NOVEMBER 4 - *Car Show benefitting Lincoln the Brave* - the City will participate in this public event at The Shops at Willow Park, benefitting the Lincoln the Brave Foundation, which aids families whose children are battling cancer.

DECEMBER 1 - *City of Willow Park Annual Christmas Tree Lighting* (details TBA)



Event and outreach
OVERVIEW

2023 FALL/WINTER GOALS

1. Debut new newsletter format in October 2023
2. Implement style and branding guide across all departments
3. Develop content calendar in collaboration with department directors
4. Partner with Willow Park Police Department to continue community outreach through events
5. Track and report data for all channels, including social media, website, and newsletter



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End of year

SUMMARY