



Communications Audit

January 2020

prepared by

your : PEOPLE llc

The Purpose of this Audit

- The city of Huntington Woods engaged in an audit of its existing communications channels and online footprint for the purpose of understanding what we are doing well and where there may be opportunities for growth and improvement.
- Understanding that we only have so much control over the city's online reputation, we recognize in this digital era that some brand reputation management may be beyond our reach. However, we realize that we can take additional steps toward managing a deliberate and consistent brand in the public sphere by properly and thoughtfully managing our communications efforts.
- The goal with this audit was to become more effective in getting messages out to residents; evaluate the communications channels we use, how many people are reached, and whether channels are effective enough or other channels might prove more successful.
- All city departments were assessed through interviews with department officials and online/print evaluation of materials.
- A comprehensive online audit took place on social media, search engines, and by evaluating every page of the city website.

The Purpose of Municipal Communications:

- To keep residents informed
- To share important information
- To build positive, trustworthy relationships with residents
- To establish communications channels in case of crisis or emergency
- To swiftly respond to concerns
- To inspire a sense of belonging and connection between residents, city employees & elected officials



Communications Strategy

- A good communications strategy is essential for any municipality to convey important information to its residents.
- The way people get their news today varies from traditional forms of media, to word-of-mouth, to social media and other online sources.
- **Municipalities need to be where their people are.**
- Smart towns survey residents to find out which channels they use, and develop a communications strategy around the responses, as well as make municipal websites easy to navigate with essential information shared and easily accessible.
- Communications channels, including social media and the city website, must be updated and maintained on a regular, ongoing basis, with consistency. It's best to establish a regular schedule and editorial content calendar, and stick to it. People want to know when they can expect to hear from you.



Sharing Information

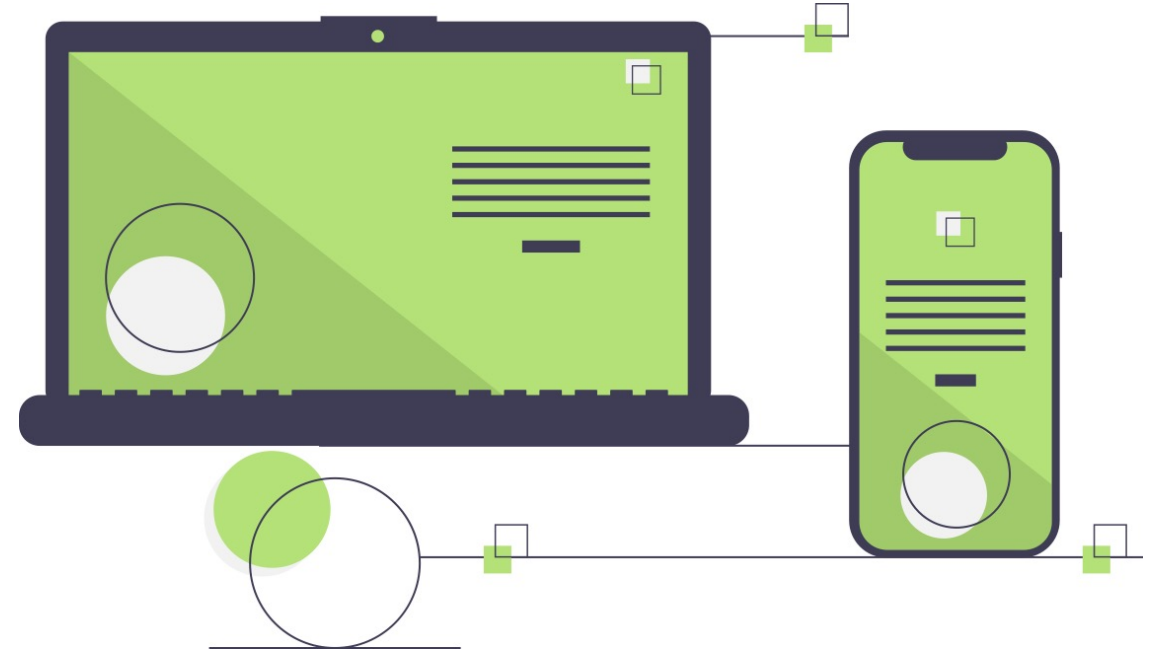
- So much happens within every city that needs to be shared: upcoming events, new programs, sustainability initiatives, important updates, celebrations of success, changes in leadership, etc.
- Cities have an opportunity to share such happenings as a means of promoting the good things they are doing as well as to inform residents of timely news. Since we know people use different methods of communication to receive information, from digital to more traditional channels, cities have a responsibility to disseminate news in a variety of ways.



A Variety of Channels

Huntington Woods does a GREAT JOB of varying its communications channels!

- Word-of-mouth through social community networks is the most effective way to share information, but ineffective as a sole means of communication.
- More and more, people are getting their news from online sources. That makes the municipal website an important place for information and engagement.
- The vast majority of residents use their town's website as a way to find important information regarding the town. Your website must address the needs of the community and be easy to navigate.



- A good communications strategy aids in relationship-building and ensuring trust between residents and government. A communications survey can engage the public in determining which channels should be used and what information is most necessary.

Social Media

A hand holding a smartphone over a laptop keyboard, with a green overlay.

Police departments are great indicators of how social media can enhance the effectiveness of their operations. A recent study from the International Association of Chiefs of Police found that "96% of police departments use social media in some capacity, and more than 80% say it has helped them solve crimes." A good example is Oakland, CA's police department which uses *Nixle*, *Twitter*, and *Text-a-Tip* to send safety alerts and crime tips to the public.



Current HW Social Media Evaluation: Instagram

Huntington Woods Library:

- 175 posts
 - 179 followers
 - 169 following (@hwpl_teens)
-

Huntington Woods Parks & Rec:

- 0 posts
- 25 followers
- 0 following (@hwrec) – ELIMINATE

Huntington Woods Hotties:

- 4 posts
 - 14 followers
 - 5 following (@huntingtonwoods.hotties) (cutest couples in the woods) – uses city logo
 - Not managed by the city
-

#huntingtonwoodsmi

- 500+ posts
- Not managed by the city



Recommendation: Instagram

- Create **ONE** Instagram account for the city of Huntington Woods and coordinate between departments to update frequently.
- Instagram is ideal for visual posts, so photos and video are paramount here.
- Designate certain days for posting and identify which department will post on which day. (Ex: Monday – Library; Tuesday – DPW, etc.)
- Include impromptu photos of staff at work looking happy and sharing who they are.
- Create content one month in advance if you can to plan according to the city's calendar of events.





Cities That Do Well on Instagram

- <https://www.instagram.com/cityofsterlingheights/>
- <https://www.instagram.com/cityofphiladelphia/>
- <https://www.instagram.com/cityofissaquah/>
- <https://www.instagram.com/cityofmonterey/>
- <https://www.instagram.com/cityofballarat/>



Current HW Social Media Evaluation: Next Door

COMMUNITY POSTING BOARDS

- Traditional community posting boards can be found throughout a town at the library, community & senior centers, hospitals, city hall, etc. Such spaces online are starting to catch on.
- Platforms such as *NextDoor*, *iNeighbors*, and *NeighborLand* are typically places for community members to share ideas, to serve as neighborhood watch, and as virtual garage sales.
- Recently, in places where community members are present on such platforms, public safety departments and governing officials have begun participating to post updates and news.
- Existing pages managed by the city include: Huntington Woods DPW, Huntington Woods Public Library and City of Huntington Woods. There is a page for the Huntington Woods Men's Club that is not managed by the city.
- In addition to posting as a city agency, employees occasionally post city updates or information through their personal accounts.





Evaluation: Next Door

Huntington Woods DPW:

- Needs logo in photo
- 31 posts, 2 replies, 33 thanks and welcomes
- No contact information – just an address
- Posts: hazardous waste program, scarecrow contest, trash cards and paper yard waste bags, recycling information...
- Posts are irregular. Sometimes 2 on the same day, sometimes a week–10 days between posts. Posts are strong and enthusiastic.

Huntington Woods Men's Club:

- Has logo in profile photo area, email as contact info
- 12 posts, 1 reply, 75 thanks and welcomes
- Joined 2013; last post was March 2017 – 4 posts in 2017, then posts were in 2014
- Not managed by the city

Huntington Woods Public Library:

- Needs logo in profile photo
- Full contact information provided
- 11 recommendations/testimonials



Evaluation: Next Door (continued)

City of Huntington Woods:

- 347 posts, 3 replies, 542 thanks and welcomes
- Posts focus on city news and updates
- Public agencies have limited access on Next Door.
- Next Door does not allow agencies to see personal profiles; they only see their own posts and replies to those posts. Thus, city employees must view the chatter about and concerning the city from personal profiles.

Under public agencies, there is a **City of Huntington Woods** page.

- Nice logo and tree photo
- Shared by library
- Looks like almost all posts are from the library

Here are examples of the type of individual posts that come up when searching for Huntington Woods on Next Door:

- **Colette Nuton** has a page and posts on behalf of the city. She has 909 posts, 1507 replies, 2677 thanks and welcomes. Very active and informational. Posting on behalf of P&R from her personal page.
- **Robert Holley** posted to encourage people to vote in the Nov. 5 election.
- **Mary Gustafson** posted on Oct. 29 about phones being down at the Rec Center, from her personal account.
- **Tracy Shanley** posted about Teen Council fundraiser from personal account.
- **Amy Sullivan** posted about Library Advisory Board meeting time from personal account.
- **Bridget Levine** posted about Line Dancing at the Rec Center from her personal account.



Recommendations: Next Door

- Focus **ALL** Next Door efforts on ONE HW page and, as recommended for Instagram, coordinate efforts between departments.
- When city employees use their personal accounts to post, they should identify themselves as city employees, by stating their title. It might be wise to create a city employee account as a personal profile to better interact with residents , since public agency pages do not have that option.
- The purpose of Next Door when it comes to agencies is to share important updates on crime, safety, town hall meetings, events, and urgent communications.
- Public agencies on Next Door can post messages, polls, and urgent alerts to their community.



Current HW Social Media Evaluation: Facebook

Current pages include (not all pages are run by the city):

- Huntington Woods News and Community Discussion Group
- HW city page
- HW P&R page
- HW Library page
- Men's Club page
- Michelle Elder page
- Hometown Huntington Woods page
- HW Moms group
- Grew Up in HW group





Evaluation of Current Pages & Groups:

Huntington Woods News and Community Discussion group:

- Derek Werenka is moderator
- Page is sponsored by Oakland County Times
- 1,033 members
- Posts daily
- Not managed by the city

Huntington Woods city page:

- Header should be rotating pics of seasonal activities and a variety of residents
- 1,307 people like the page; 1,388 follow it
- It's mostly about meetings and city business; would benefit from a mix of more personal posts interspersed with city business and agenda items

Huntington Woods Parks & Recreation page:

- Header is pic of kids and profile pic is of kids – might want to vary the ages, show diversity. Frequent changes which keeps it interesting.
- 3804 people like page, 3781 follow it, 11,218 check-ins
- Upcoming events posted
- Videos and photos abound
- Posts have lots of exclamation points and not a lot of content. Good visuals. Might like to see some more content. Very sales-y in tone.



Evaluation of Current Pages & Groups: (continued)

Huntington Woods Library page:

- 1208 people like this page, 1280 follow it, 840 check-ins
- Header pic of rainbow above the library, profile is logo
- Posts sporadic, some twice in a day, some days go by before another post
- Events posted
- Good testimonials, though most recent is from 2018
- Videos and photos; nice mix of relevant local information and opportunities and articles or other information

Huntington Woods Men's Club page:

- 727 people like this, 743 people follow it
- Nice amount of pics and information
- Not managed by the city
- Because of the close relationship between the city and the Men's Club, maybe they would be receptive to suggestions for improving their communication style or tone
- Very sales-y in tone
- Should have more personal feel and style, see more members, hear their stories, learn the role of the Men's Club through the page



Evaluation of Current Pages & Groups: (continued)

These are private pages, not managed by the city.

Hometown Huntington Woods is a personal page:

- 53 friends
- Links to: <http://hometownhuntingtonwoods.com>
– but it's a bad link, no website there

Grew Up in Huntington Woods, MI group:

- 158 members

HW Moms group:

- 255 members, created 2016





Recommendation: Facebook

- Consolidate into **ONE** page for the city with all departments represented and all departments posting in coordination with one another.
- All Commissioners should consider having a Facebook presence.





Current HW Social Media Evaluation: Twitter

Twitter seems to be asleep for HW. These current accounts represent the city. There is not much activity or engagement.

@HwCity – Huntington Woods

Official city account:

- 77 following, 409 followers
- Joined Oct. 2014
- Half of all posts are the newsletters
- 2171 tweets

@wdspublicsafety:

- Tweets are protected
- 0 following, 0 followers, 0 tweets

@HTWDLibrary – library:

- Joined November 2012
- 6 following, 51 followers
- Last and only tweet was Nov. 21, 2012

@HWMC48070 – men's club:

- 12 following, 23 followers
- Joined February 2019
- 45 tweets
- Last tweet was Sept. 25th; before that it was May 7th
- Not managed by the city

@HuntingtonWdsPR – parks and recreation:

- 89 following, 265 followers
- Last tweet was July 2nd
- 6,349 tweets
- Joined May 2009
- Lots of all caps, sometimes two posts a day, sometimes no posts

@huntingtnwoods:

- Joined February 2016
- 0 following, 3 followers, 0 tweets
- This was started on behalf of the city long ago, and no one knows the login information so it cannot be removed



Recommendation: Twitter

- Eliminate Twitter pages altogether unless a particular INDIVIDUAL (i.e. the Mayor) wants to become a personality who tweets regularly.



Jim Kenney @PhillyMayor · Mar 30

Five years ago, we were paving 35–40 miles of streets annually. In 2018, we covered 80–85 miles, and we plan to hit 95–100 miles this year.

I hear you about the roads! I'm proposing a six-year, \$200 million program to boost repaving to 131 miles a year.



How potholes are formed and fixed in Philly

Philadelphians' soured relationship with potholes runs deep, but the season for bumpy roads is back.

philly.com

Website

“Responsive design” or “mobile ready” means that the website is formatted to read well on a smartphone or tablet. This is very important since more and more people are using mobile technology to visit web pages.

The Huntington Woods website is outdated in functionality and style. It needs to enter the 21st century and innovate its way of engaging with the community.

Evaluation: Website

The website is outdated in its design and functionality and has a lot of inaccuracies. Plus, information is not intuitively placed.

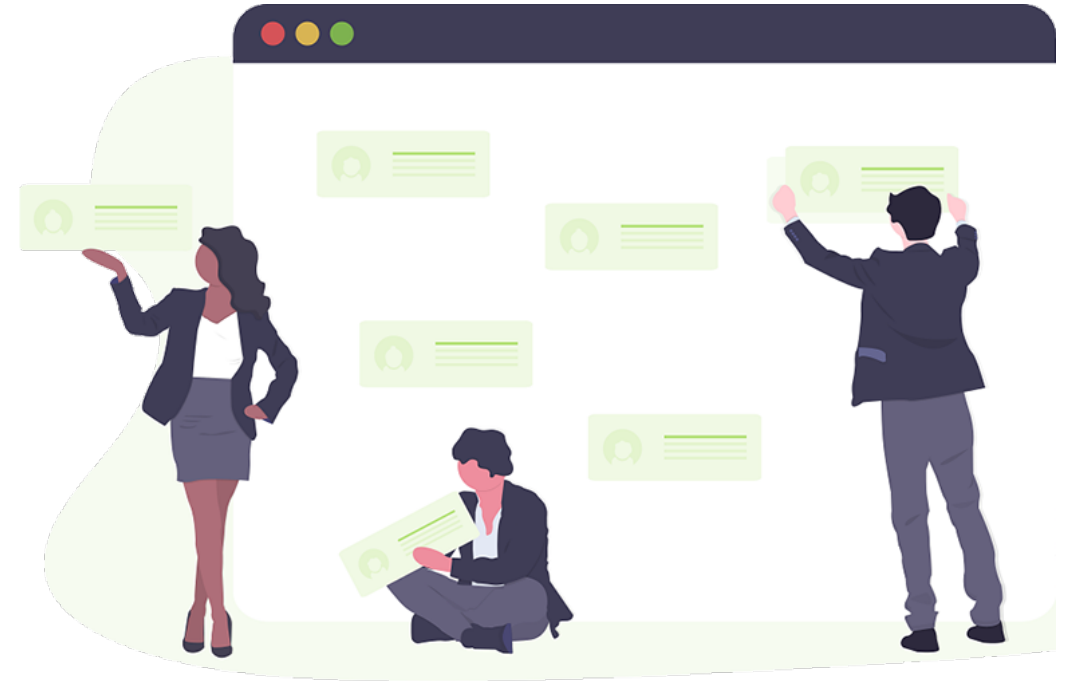
Most searched information on a city website includes:

- Email addresses and phone numbers for all municipal departments
- Contact information for emergency services such as police, fire, EMS
- A place to find updates and current news related to the municipality
- An events calendar
- Links to social media accounts
- Email sign ups
- A search box
- A suggestion box



Great city websites to model after:

- Tampa, Florida: <https://www.tampagov.net/>
- Los Angeles: <https://www.lacity.org/>
- Washington, D.C.: <https://dc.gov/>
- Virginia Beach: <https://www.vbgov.com/>
- Chattanooga, Tennessee: <http://www.chattanooga.gov/>
- Stockholm, Sweden: <https://www.visitstockholm.com/>
- Phoenix: <https://www.phoenix.gov/>
- Glenview, Illinois: <https://www.glenview.il.us/>
- Nashville, Tennessee: <https://www.nashville.gov/>
- St. Paul, Minnesota: <https://www.stpaul.gov/>



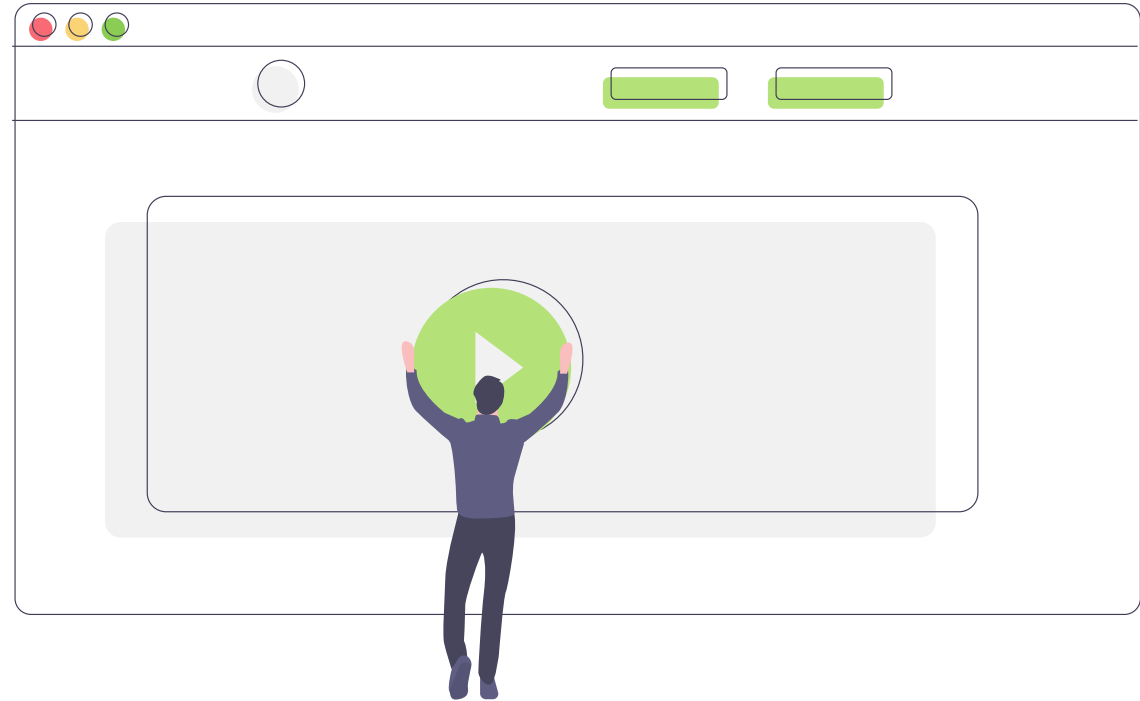
Great city websites do the following:

- They keep in mind that different user types, or [personas](#), will be using the website.
- They use User Experience (UX) best practices to structure website elements, such as navigation and site flow.
- They are typically split up by audience type (residents, tourists, businesses, etc.) or by task (such as pay a bill, find a job, or get information on current events).
- They are not categorized by department. Because visitors are usually not familiar with your organizational structure, they can have a difficult time finding information if the site is organized in this way.
- They are fairly simple and avoid bombarding visitors with too many choices, images or moving visual elements.



Recommendations: Website

- Make it easy to find information.
- Determine what residents use the website for to prioritize information placement.
- Add an easy-to-use search option or a page with big colorful squares as buttons for different functions.
- Make it easy to navigate between pages by adding breadcrumbs –a back button or a next button to take visitors from one page to the next.
- There is so much information on the site, much of it deeply buried. Bring it more to the forefront and make it easier to find.
- More photos – updated and rotated regularly.
- Add video.
- Increase the amount of services that are accessible and easy-to-use online.



Recommendations: Website (continued)

- Background image needs to not be seasonal. Rotate quarterly at least, more often if possible. (Monthly!!)
- Social Media links on the right side of the home page take people to post the city site on their individual pages. Remove those links because the links at the top of the header take people to HW social media pages.
- Revise content to make it more personal, narrative, and speak directly to the visitor.



Social Media Policy

According to the *Open Public Records Act* (N.J.S.A. 47:1A-1 et seq.) any communications made via online platforms in an official municipal capacity are considered “public records” and are subject to public information requests. There are fee-based tools that can archive social media communications, such as *ArchiveSocial.com*, *Smarsh.com*, and *Mirror-Web.com*.

Consider establishing an internal communications or social media policy. Rather than responding to an employee representing the town in a negative way through a communication platform (whether traditional or digital), it would be beneficial to be proactive about what type of conduct is and is not acceptable.

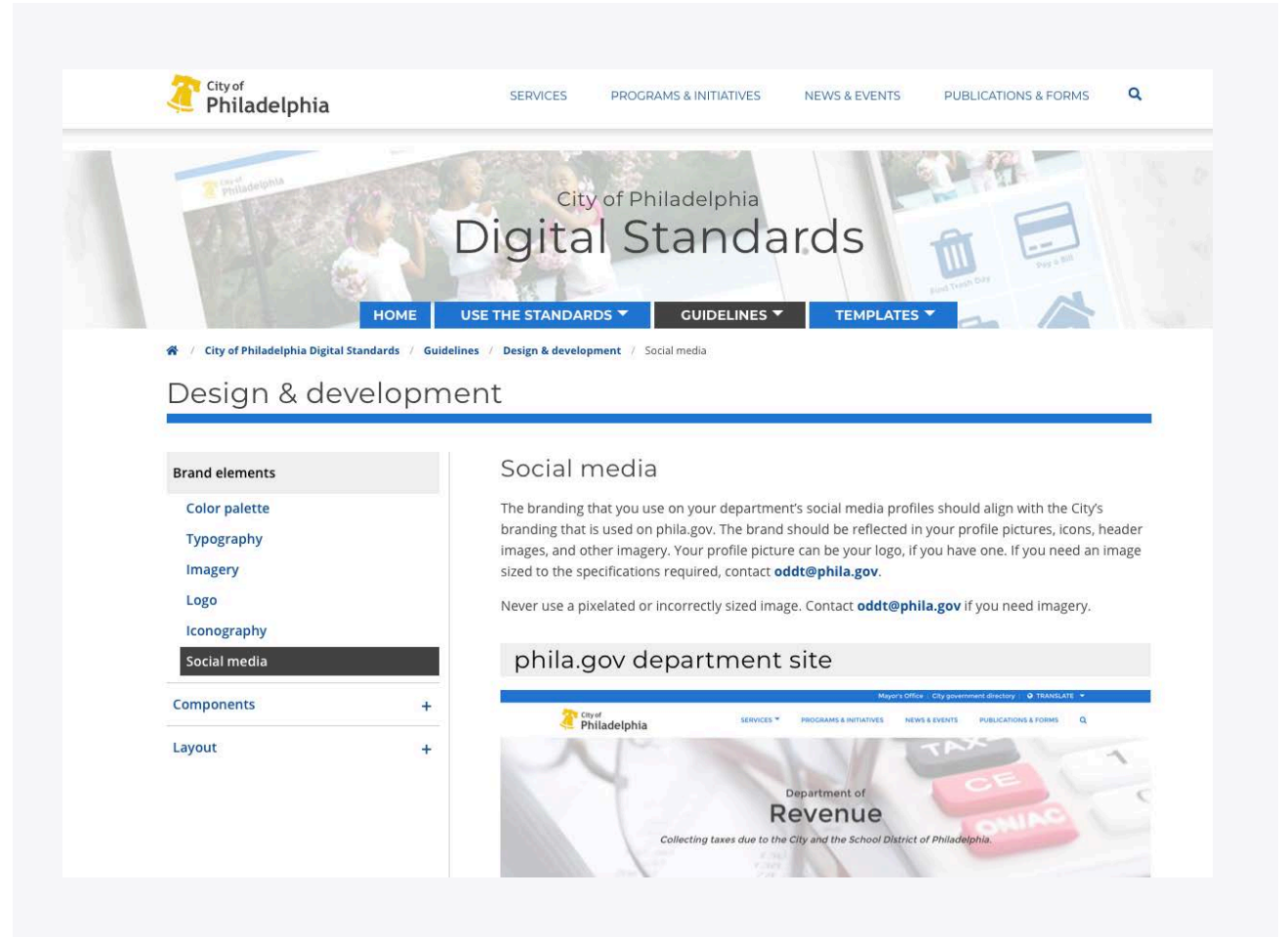
Recommendation: Create a Social Media Policy



- If you want people in the community to appreciate the work you do, you have to tell people about it.
- Plan regular updates that matter to citizens about improvements, etc.
- Don't post classified information online.
- Make sure not to violate political activity rules when posting content.
- Anything you post has the potential to be misinterpreted, misquoted or misunderstood. "It's not what you say; it's what people hear."
No sarcasm or irony!
- All social media content should be equal parts fun and informative.
- Inject personality into your accounts; let your individuality shine through.
- No hate speech, no threats, etc.
- Can be communication and collaboration tools for the city.
- Need to define the personality of HW.

Example: Philadelphia

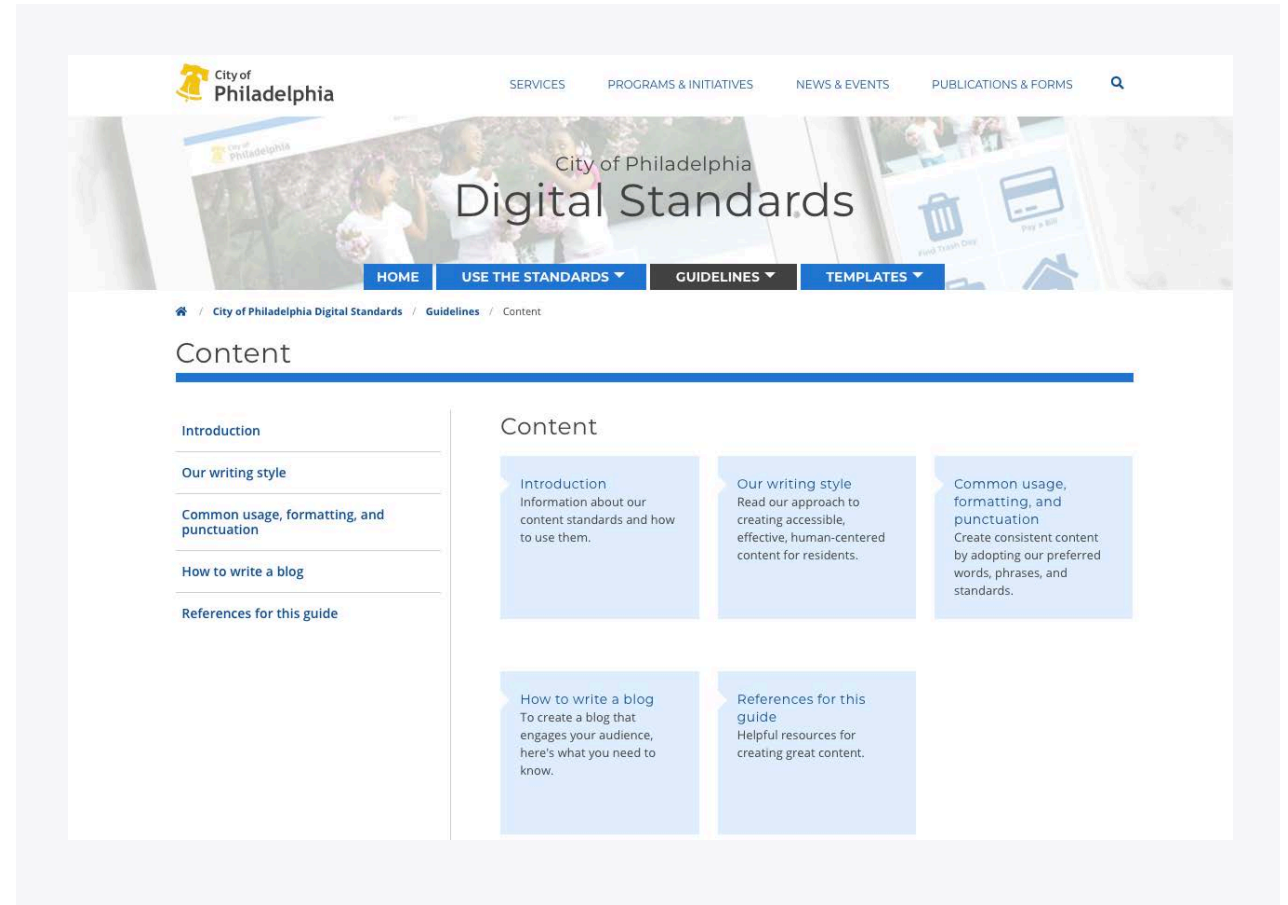
- The city of Philadelphia's social media policy is a good model that outlines conduct and standards for staff representing the City via social media platforms.
- The *Institute for Local Government* links to various sample social media policies. Victoria, Australia developed a creative four-minute video and handout that explains their employee social media policy.



Example: Philadelphia (continued)

Leverage new opportunities to shape the narrative:

- *Tell the stories you want your city to be known for – through media channels*



More Examples

Some cities are making social engagement a top priority!

- **Detroit** created a position of Chief Storyteller
- **Miami** shares videos via social media rather than its cable TV channel
- **Memphis'** mayor announces news items through Twitter

How Detroit's 'chief storyteller' is crafting a new narrative for his city

Bloomberg Cities [Follow](#)
Apr 25, 2018 · 7 min read

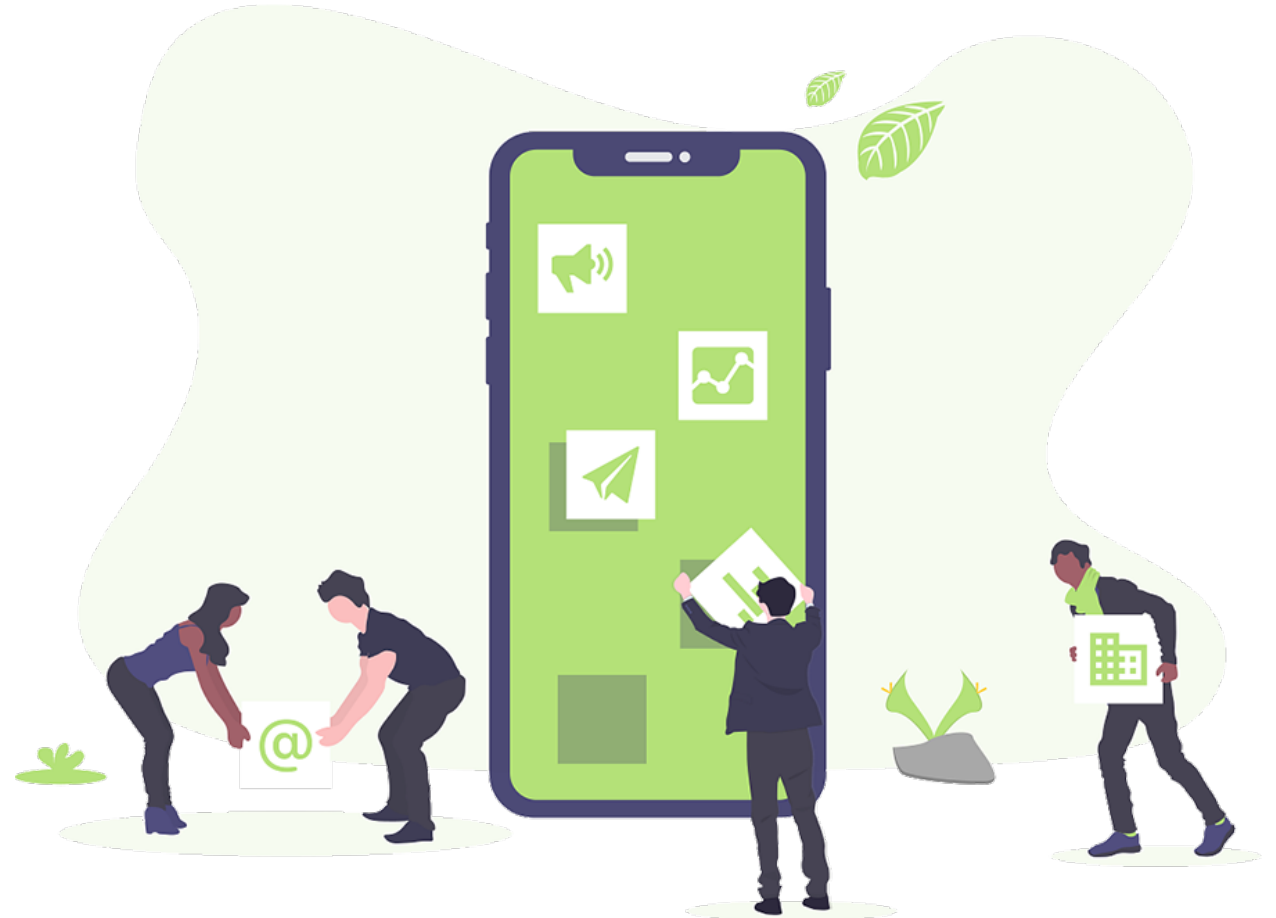


Aaron Foley is Detroit's "chief storyteller," an unusual title for a job in local government.

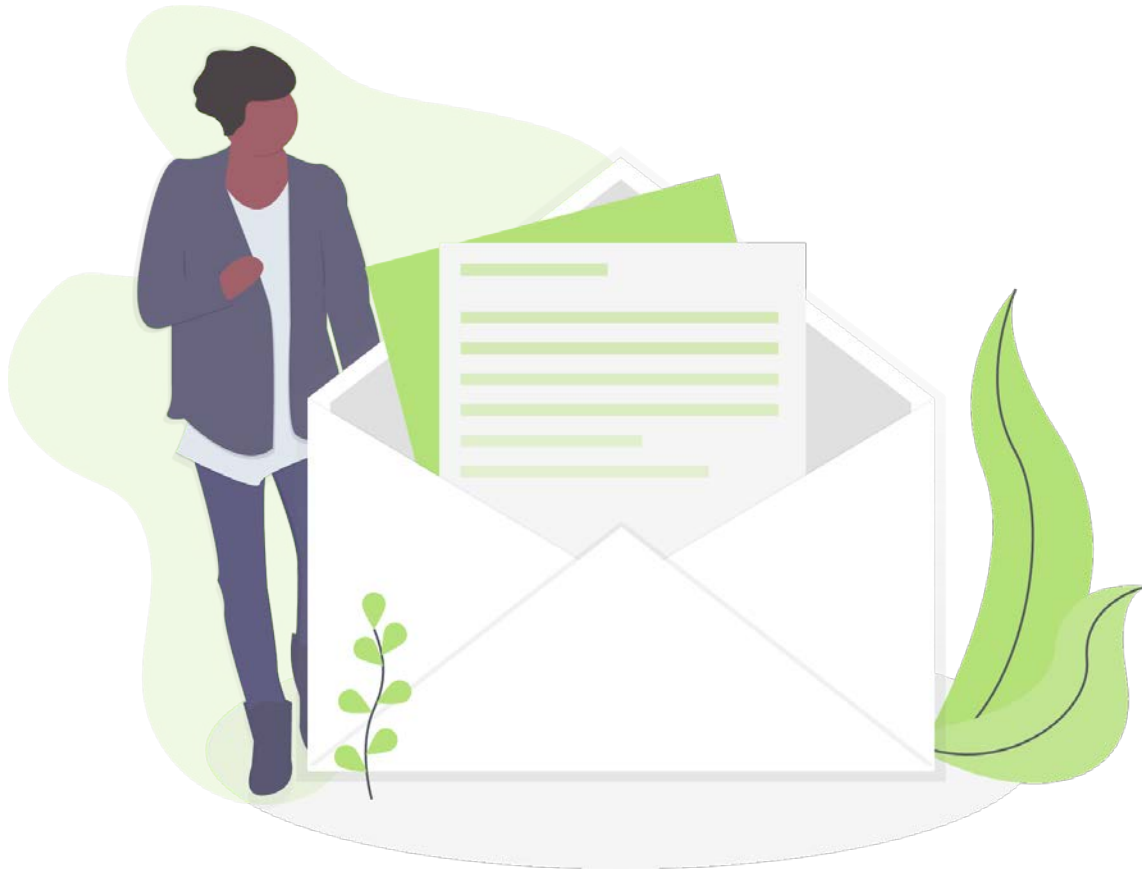
As a journalist and **Detroit** native, Aaron Foley is tired of the two dominant portrayals of his hometown. One is about poverty, crime, and ruins of the great city that was. The other is about newcomers launching coffee shops and hipster bars, mostly downtown.

A Two-Way Conversation

- Social media = two-way conversation with residents; hone the city's listening skills. Listening and engaging is key – not just shooting out messages.
- Designate a staff member to handle city communications – or identify several existing staff members who can share the role.
- Integrate communications and service delivery.
- Run city services on social media – encourage residents to tweet or post about issues and tag the mayor or city manager as a means of communication (mayor of Jun, Spain does this on Twitter).
- *Facebook* – this is a great place to speak about community values.
- *Instagram/ Snapchat* – These platforms draw younger users and are often free of politics. Instagram is primarily visual!
- Use *Next Door* for polls, push out information, and correct misinformation.
- *Authenticity is key on social media.*



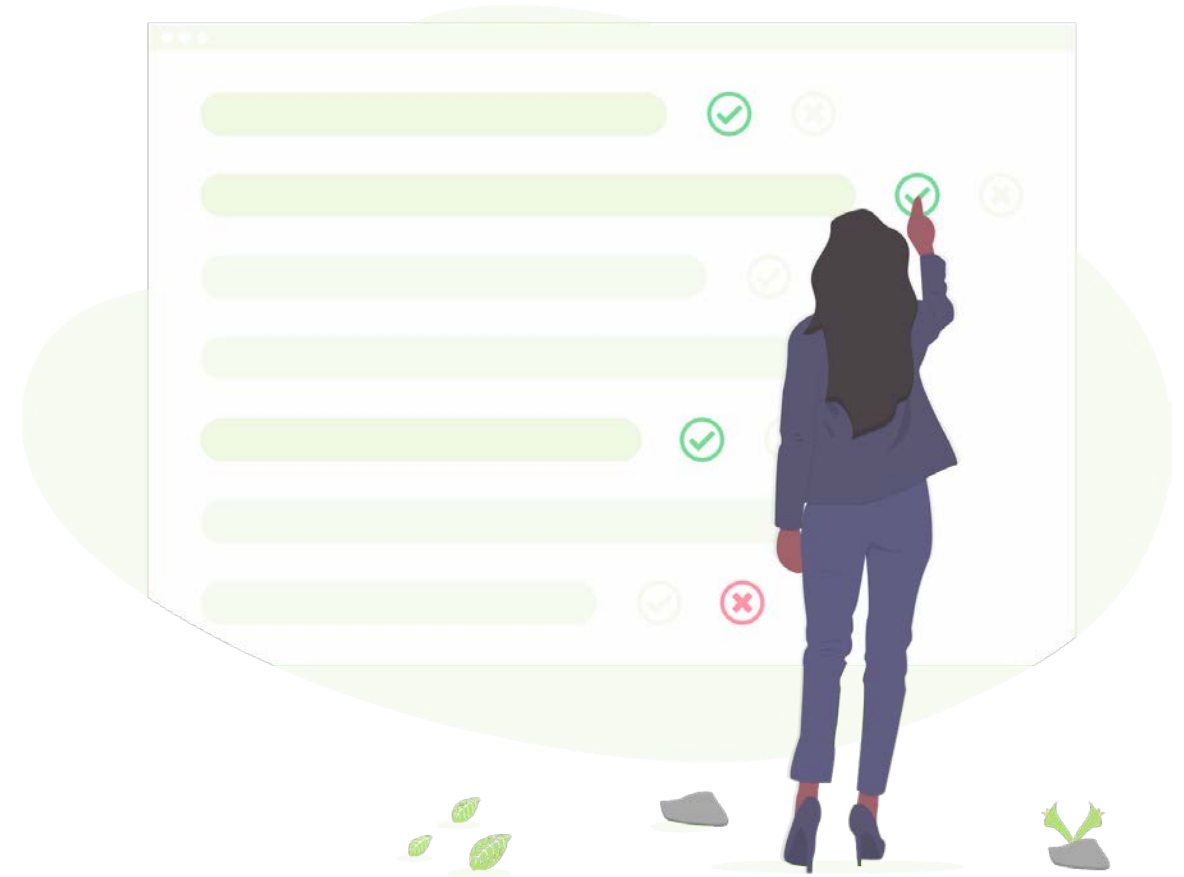
Recommendations: Increasing Engagement



- Need to increase engagement across the board – all residents should know about Nixle as well as the weekly email newsletter.
 - Mailer house-to-house?
- Regularly reach out to media to proactively share story ideas that could benefit HW.
- Solidify the brand of Huntington Woods and then develop a persona for the city, focusing all social media with that personalized approach.
- Develop foundational messaging and anchor stories to guide marketing and communications efforts.
- Streamline Next Door, Facebook, Instagram, Twitter, all social media platforms into one cohesive, consistent city page.
- Focus on ONE page for HW and share login info with all departments to focus posts from one place.

Recommendations: Develop Social Media Policy & Protocol

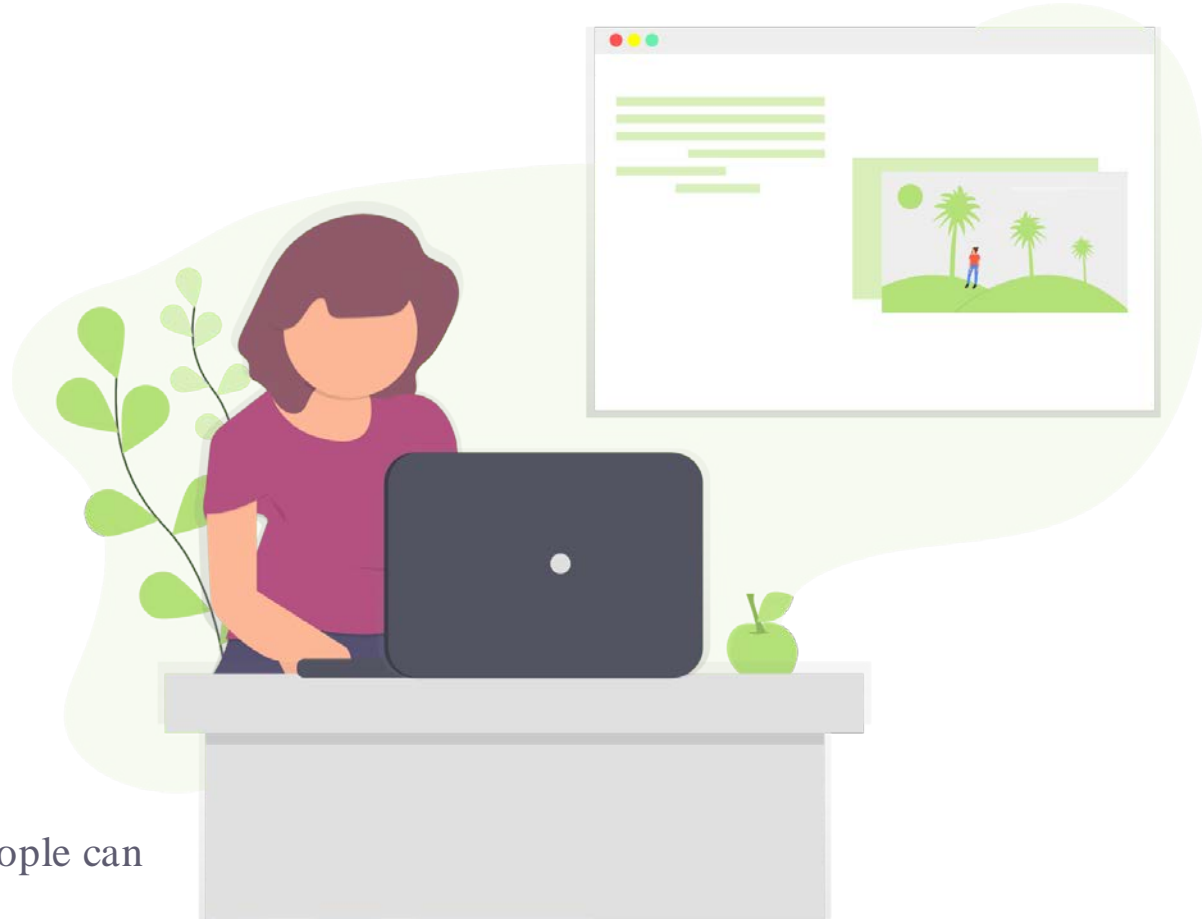
- Post daily (use scheduling tools)
- One page per platform – team effort, rather than divided
- Work on engagement:
 - Invite people to like your pages
 - If someone likes a post but hasn't liked the page, invite them to like the page
 - Respond to all comments with at least 5 words
 - Respond to like-minded individuals and organizations' pages with at least 5 words per comment



Recommendations: Develop Social Media Policy & Protocol

(continued)

- Vary content:
 - Upcoming events
 - Event coverage
 - News items
 - Fun features of residents and staff (so important!!!)
 - Video & photos
 - Agenda items
 - Polls
 - Opportunities (anything where people can get involved)
 - Employment



Recommendations: Develop Communications Policy & Protocol

- Email blast open rate is fantastic
- Subscriber list is decent
- In email newsletters, include calls-to-action—*share this with a friend, know a resident who doesn't receive the email? Please send them to this link to sign up, etc.*
- **Add a BLOG to the city website!**
 - Blogs are a great way to share breaking news, human interest stories, town updates, promote an event, etc.
 - If the municipal website doesn't have a blogging function, there are sites where it is dynamic and easy to create. (Some even provide responsive mobile designs at a very low one-time cost, like *Wordpress, Blogger, Medium.*)
- Blogs help first with SEO (*search engine optimization*), second by building thought leadership.
- Recommendation: blog at least 2x per month, ideally on a weekly basis
- Recommendation: promote the blog in social media posts and the weekly email newsletter to drive traffic to the website and increase readership and engagement



Evaluation of City Publications: Weekly Email

- The weekly newsletter, produced by City Manager Amy Sullivan, provides need-to-know information that is relevant and timely for residents.
- Began in 2014.
- 1,198 active subscribers (compared with 2,461 houses in the city)
- 48.2% open rate
- 5.4% click rate
- It is efficient, not narrative.
- Probably not the best use of the city manager's time!
- Purpose: to push out information, share forms, invite people to sign up.
- Replies do not happen often – 2-3 times per year.
- Information focuses on city-related news and events. Short and to the point. Might enhance resident engagement by offering narrative content as well.
- Lacks calls-to-action & opportunities for reader engagement.

Evaluation of City Publications: Email Newsletter

- Here are some examples of e-newsletters with good calls-to-action:
- REI - While this is e-commerce, it promotes products with good content. The newsletter offers a variety of material, and every section or news item includes a call-to-action - that is, something it's asking the recipient to do. Read More. Shop Here. etc.
- Austin Kleon - This is simple, not overly promotional, and effective in its aim is to educate rather than sell. The tone is informal; it sounds like you're hearing from a friend. Lots of links in the content.
- Litmus - This is an email marketing testing company, with interesting content and great design. Blocks of color break the newsletter into sections. In the text, calls-to-action are specific - get the checklist or discover why you should test.
- Here are some examples of municipal newsletters with more content:
- https://www.twp.ferguson.pa.us/sites/fergusonpa/files/uploads/2019_fall_print_newsletter_web.pdf - Includes pics of people and more content, but the design is not great.
- http://www.statecollegepa.us/DocumentCenter/View/20490/Q4_2019_Newsletter - Design is lacking, but this has more narrative content and more people pics.
- https://view.flipdocs.com/?ID=10003784_238033 - This one offers lovely photography and ads, giving room for more content.
- https://www.iadg.com/webres/File/Newsletters/20192nd_Qtr_News.pdf - Content includes photos, to break up text.

Evaluation of City Publications: *Hometown Herald*

- The layout is nice and easy to read. Bolded titles grab attention.
- The variation in graphics and highlighted areas makes it interesting.
- Some information, however, isn't being seen. For instance, the *Nix/e*part for Public Safety – many people still don't know about it, even though it appears in every edition.
- It's nice to have the letter on the front as a bit of a longer article.
- Consider including more text from each department on inside pages. This might lengthen the total size of the publication, but it might be worth it to bring a more personal tone and feel to individual departments. It would be nice to hear who's behind the various operations and services. Give a personalized/human feel to the city!



COMMISSIONER'S CORNER:
JEFF JENKS

Thank you for allowing me to serve as your City Commissioner for the past 20 years. I always try to add public value! I love where I live and I take this job seriously, continually bringing new ideas, methods and funding sources back to the City.

I have been recognized for leadership and have served as Michigan Municipal League President, our statewide association of cities. I have chaired the Southeast Michigan Council of Governments, our regional seven-county planning agency. I also received SEMCOG's competitive Taubman Fellowship to attend Harvard University's John F. Kennedy School of Government Executive Education Program, where I completed the 3-week Senior Executives in State and Local Government Program, at no cost to the City. It is wonderful to have others acknowledge what I do!

Huntington Woods has always been recognized for outstanding services and I want that to continue. When looking ahead, I would like to see and plan to support and encourage:

- A 3-year budget, similar to what the county has done for many years.
- The re-establishment of a Community Fund Board to assist in funding the many programs and pieces of equipment we can't currently fund from existing revenues. This would add to the Mer's Club funding.
- Expanding and updates to parks to include adult exercise equipment, modern slides and swings, climbing devices and more picnic tables, plus a 5-year published plan for every park.
- Expanding of services for seniors in recreation, parks, transportation and library programming.
- As suggested by staff, updates of 46% of local roads in poor conditions to good condition over the next 20 years. I would like to see this process shortened to 10 years.
- Snow swept from our sidewalks more quickly and more frequently. The Public Works Director suggested this can be done for a very small additional charge.
- Water meters updated, so that they can be read via wi-fi from the DPW Department. It would reduce staff time and allow the City to notify residents, within a few days, when their water use seems excessive, based upon past patterns, allowing you to look for water leaks right away.
- Property Tax Poverty Exemption better explained to everyone, so that those who have lost income or are living on reduced income can take advantage of this state program.
- And finally, I look forward to the Diversity and Inclusion Advisory Committee helping us create a more welcoming and inclusive community, as well as next year's Food and Culture Festival!

Have a wonderful holiday season and new year,
Jeff Jenks, Mayor Pro Tem
248.546.3361

GOGOGRANDPARENT: New Transportation Option for 60+

For Huntington Woods seniors who want to arrange for transportation in the evenings, on weekends or for long distances, the City has partnered with GoGoGrandparent to provide a new option.

The City recognizes there is a gap in City-provided transportation services available. The City SMART bus can be reserved for trips within 7 miles of the City, Monday - Friday, 8:00 am - 5:00 pm. For transportation needs outside of the City's offering, the City is encouraging seniors to utilize the Lyft or Uber ride sharing services.

For those who chose not to use a smart-phone app, the service called **GoGoGrandparent** is an interface between seniors and the ride programs. The City is introducing a pilot program to encourage residents to consider this option for transportation. A senior can contact GoGoGrandparent to set up an account over the phone or online. When a senior needs transportation, they call GoGoGrandparent and a driver is located for the ride. Huntington Woods seniors age 60+ who use GoGoGrandparent will receive \$5 off their first two rides.

For more information on the new program, contact Amy Sullivan at asullivan@hwni.org or 248.561.2632.

WHAT YOU'LL FIND IN HERE:

PUBLIC SAFETY	2
CITY HALL	3
LIBRARY	4
PUBLIC WORKS	9
RECREATION	
• Youth	10
• Teens	15
• Adults	16
• Senior Adults	19
• Special Events/Trips	20
• HWP&R Registration Info	BACK
• Fruit Camp Lottery Form	INSERT

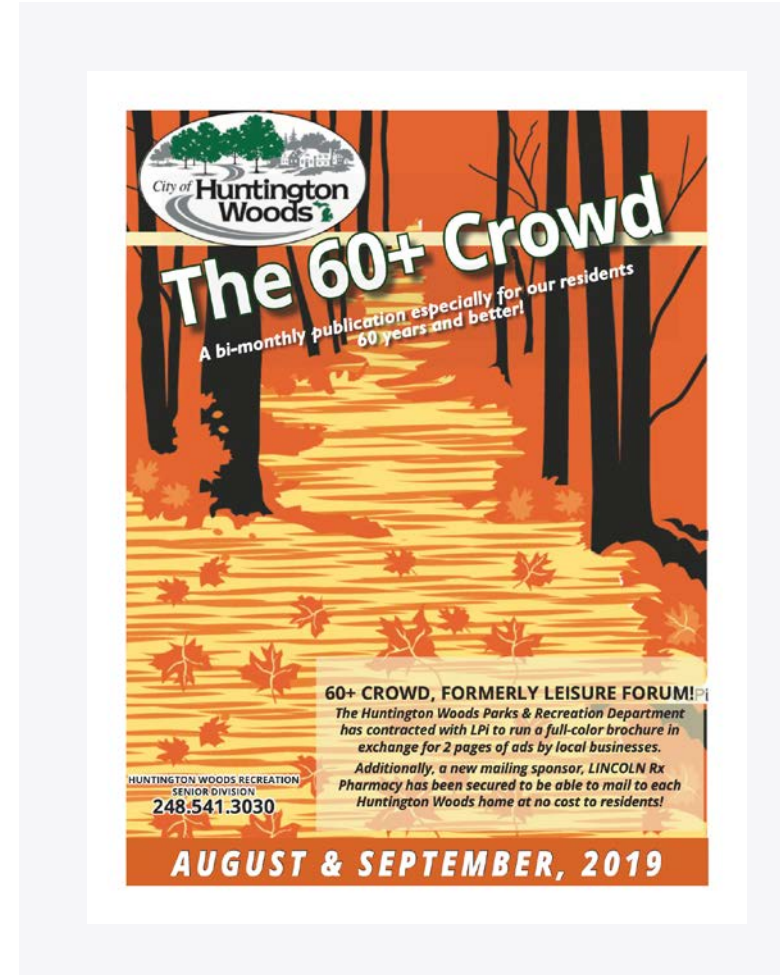
Evaluation of City Publications: *Hometown Herald* (continued)

- Some pages can be text-heavy. It would be nice to have more white space, so no information gets lost.
- If we can find it in the budget, consider reducing page copy by half, which will double the publication size and increase postage costs, but it might help to call out information in a more prominent way, so people don't miss items.
- Adding advertisements could support page count expansion.
- Or...consider keeping the *Herald* as is, and introduce a new publication quarterly that is more narrative and connection-focused, featuring people and opportunities.
- Include more photos and make them larger.
- Consider adding more narrative content, transforming the *Herald* into a magazine.



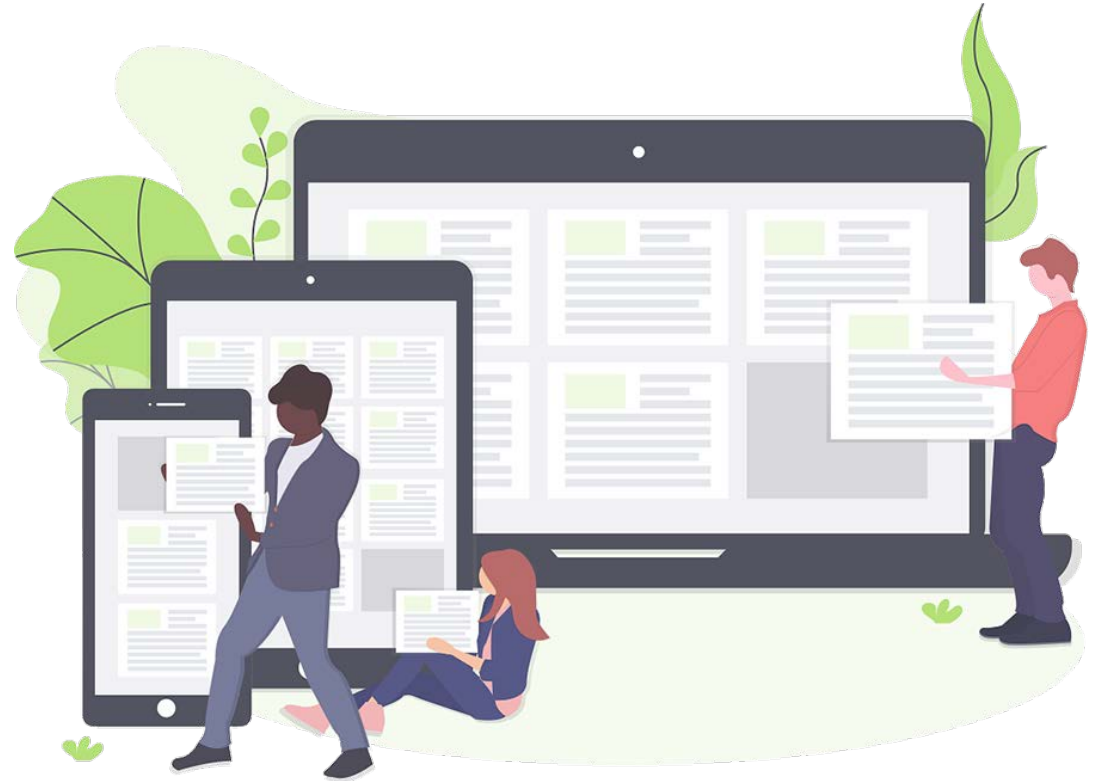
Evaluation of City Publications: *The 60+ Crowd*

- Love this! It's great to speak to a specific population, and it's beautiful in color.
- Perhaps the 60+ Crowd paves the way for additional specific-audience publications as an alternative to one city-wide newsletter. Consider producing several different newsletters, focused on specific populations – 60+, families with young children, families with teens.
- A New Resident Welcome packet would be a great addition as well – introducing city programs, services and departments.
- Consider convening a Welcome Committee, in addition to the New Resident reception, that greets new residents, delivers welcome baskets, invites new residents to get involved in the city.



Should We Digitize City Publications?

- Creating an online version of the *Hometown Herald* and *The 60+ Crowd* could be a great way to stay connected with more people. Having an online-only newsletter would reduce printing and postage costs, but could alienate older residents who prefer a print publication.
- Content could be updated more often. It could function like a blog on the website, adding new content to increase SEO.
- Someone would have to manage and monitor it, rather than just uploading a PDF as an attachment on the website.
- A digital publication could include video, multimedia, clickable ads, links to online program registration, and more. It is a full-time job! Consider including in resident surveys questions about the efficacy of printed publications vs. digital possibilities.
- Links to sign up for the weekly newsletter, *Nix/e* and other opportunities that are often missed could create more engagement between residents and the city.
- Clubs and committees could engage potential members, too.



Overall Recommendations

- Consider hiring a communications manager to coordinate all Huntington Woods communications efforts!
- Strive for ONE VOICE for the city to drive consistency in post content and tone.
- Aim for a consistent frequency of posting.
- Aim for a balance of “telling” and “selling” posts.
- Create a social media strategy that is proactive, rather than reactive, and which is driven by objectives related to the city’s priorities.
- Increase engagement across the board.
- Regularly reach out to media to proactively share story ideas that could benefit HW (at least quarterly).
- Develop a persona for the city, focusing social media with that personalized approach.
- Post daily on social media, with one page per platform as a team effort; build engagement; vary content.
- Include calls-to-action in email newsletters and on website pages.
- Add a blog to the city website to build SEO by adding regular, original content.
- Evaluate efficacy of city publications, and determine the value of print vs. digital, through resident surveys.



Thank You.