

City of Huntington Woods
Communication Advisory Committee
August 11, 2020
Minutes

The remote meeting called to order at 7:04 p.m.

Present: Erin Walker, Lauren Willens, Lynne Golodner, Amy Sullivan

Absent: Jeff Samoray, David Welch, Chera Reid, Ilene Cantor, Will Butler

There were no changes to the agenda and the July minutes were approved as written.

Public participation – Clare Galed reminded the Committee to consider all opportunities to communicate with residents and not rely mostly on electronic forms. We need to drive residents to the website to get accurate information.

The first item of business was an update on implementing some of the recommendations from the communication audit. Last month the Committee had recommended consolidating the Public Safety and DPW Facebook pages with the City's main Facebook page. Amy said the DPW supported the idea and she was waiting to discuss it with the Public Safety Department administrator who managed the PS page. The other suggestion was to create an Instagram account for the City. When talking to Lynne about whether employees would be responsible for Instagram content or if it should be outsourced, we realized that we aren't sure what the purpose of an Instagram account would be for the City. Amy asked the Committee for their thoughts.

Erin thought it should be used to share the same information that is on Facebook because it is a platform that might reach non-Facebook users and would increase the City's reach. Instagram is a more visual platform so that would need to be taken into consideration when copying Facebook posts.

Lauren echoed Erin's thoughts. It is easy to post to both simultaneously.

Lynne said one improvement we could implement is to drive users to the website with actions items like "learn more here". Some of her clients use Instagram to build brand engagement and get more users. It is so visual that it should tell a story. Do we want to build relationships with residents and get as many followers as possible? We need to decide if it provides enough of a benefit to consider outsourcing it. Is there some goal that we are not meeting that can be met using Instagram? She recommends a structure so it is robust with regularly scheduled posts and employees could add content. Repetition is good so putting information in the eblast, on

NextDoor, Facebook and Instagram would be beneficial. She also recommended only one Instagram account for now with all departments posting to it.

Amy said she was comfortable with providing social media training for the employees that regularly post to our platforms and then creating a calendar for content and creating an account at that point.

The second item of business was discussion about a City app. Lauren thought it would be useful especially if there was a way to sync it to your personal calendar, i.e. set the date for camp sign up. Erin also thought it would be beneficial as long it doesn't just replicate what is on the website. Maybe we should ask residents what features that would use on an app. Would they use the city directory information? Pay a bill? Calendar? Report an issue? Lynne suggested that the app contain items that require action but that also doesn't interfere with residents who want to do things in person. We still want residents to get information from the website.

The last item was about the communication survey. Since attendance wasn't high at the meeting, it is being moved to September. In the meantime, Amy will create a Google doc to start the discussion on possible survey questions. She will send it to the rest of the committee and ask everyone to review it before the September meeting.

The meeting was adjourned at 7:41 p.m.