



Richfield communication efforts



Presentation overview

- Past communication efforts
- Current communication efforts
 - Communication goals
 - Recent successes
- Future communication efforts
- Questions

Past communication efforts

- Social media
- Videos
- Annual report
- Website
 - News
 - Events
 - Calendar
 - Spotlight
- Civic engagement tools
- Community events
- Channel 16
- Local media

Communication goals

- Expand city's communication reach
- Research new communication avenues
- Connect more effectively with our diverse populations
- Tell our stories

Recent successes

- Facebook long form stories
- Short and sweet videos
- More promotion of “Richfield life”
- Expansion of the internal city newsletter
- More pictures from city events
- More content in the local media
- Stronger relationships with schools

Future communication efforts

- Develop city's brand
- Expand social media presence
- Create external newsletter
- Reorganize city website
- Create citizens academy
- Leverage communication partnership with Richfield schools
- Edit and expand style guide

Develop city's brand

- Brand importance
 - Increases recognition
 - Creates/reinforces trust
 - Inspires staff
 - Creates resident pride
 - Expands professionalism

Develop city's brand

- Brand elements
 - Colors
 - Fonts
 - Imagery
 - Iconography
 - Tone
 - Style
 - Logo usage
- Receive feedback from
 - Residents
 - Staff
 - Business owners
 - Elected officials

Develop city's brand

- Not throwing the baby out with the bath water
 - Not creating a new logo
 - Utilizing many visual elements currently in use
 - Officially recognizing practices that are already in use
- Incorporating brand across communication channels
- Target date: Summer 2018

Expand social media presence

- Importance
 - Eighty percent of U.S. citizens own a Facebook account
 - Unfiltered in our telling of stories
- How more and more residents are communicating and interacting with organizations
- Conducting research into peer city successes
- More content, more content, more content...

Expand social media presence

- Recent growth

Account	Followers (November 1)
Twitter	3017
Facebook	6485
Instagram	337

Account	Followers (December 1)
Twitter	3052 (1.16 percent)
Facebook	6515 (0.46 percent)
Instagram	340 (0.89 percent)

Expand social media presence

- Recent growth (continued)

Account	Followers (January 1)
Twitter	3083 (1.02 percent)
Facebook	6590 (1.15 percent)
Instagram	369 (8.53 percent)

Account	Followers (February 1)
Twitter	3135 (1.69 percent)
Facebook	6756 (2.52 percent)
Instagram	400 (8.40 percent)

Establish electronic newsletter

- Provides another touchpoint for residents
- Very popular tool used by other cities
- Already have more than 6,000 people signed up for e-notifications
- Recruit residents to sign up at summer farmers market and other events
- Target date: Fall 2018

Reorganizing city website

- Website has more than 1,000 pages
- Make the website easier to navigate
- In some cases, information can be found in multiple places
- Opportunities to combine and delete
- Target date: End of 2018

Create city citizens academy

- Citizen academies are nothing new
- Very successful at giving residents a closer look at the inner workings of city operations
- Provides residents with an opportunity to ask questions about vital services
- Target date: Spring 2019

Leverage partnership with Richfield schools

- Met with administration and communication staff to discuss strategies
- Cross promoted events and initiatives
- Held job fair for summer employment
- Worked to recruit youth commissioners
- Target date: In process

Edit and expand city style guide

- Last substantive city style guide update was prior to the introduction of the new city logo in 2015
- Provides staff a resource to create similar content across communication channels
- Aids in the development of a singular city voice
- Target date: Summer 2018



Questions?

