

COMMUNICATIONS TEAM

Board Update October, 2020

CRANBERRY TOWNSHIP, PENNSYLVANIA

For any questions, please contact:

Tina Fedko, Communications Manager, Communications Team

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Communications Team – The Communications Team maintains responsibility for all Township web sites, social media accounts, along with other forms of communications such as the community digital sign, Cranberry Today, e-mail blasts, and NextDoor app. The Communications Team supports all departments in their needs for presentations, reports, brochures, posters, fliers, social media accounts, videos, writing, graphic design, vehicle wraps, and other various tasks. The Communications Team also handles internal communications which include the employee newsletter Stafflines, and daily updates on the new SharePoint site.

Manager: Tina Fedko

Projects:

Project Title	Project Description
Business Response Team	Sustain & maintain communication to local businesses
Community Response Team	Coordination of volunteer efforts to help those in need
Coronavirus Content	Distribution of viable relevant content, videos, web site and social updates
Cranberry Today Newsletter	January 2021 edition
CTCC Project of the Year	Donor Tree fall mailer for 2020 POY + on site donor signage
Donor Snap Database	Maintenance of database of all donors & sponsors to track gifts, donations, grants, and in-kind instances
E-newsletter	Cranberry Central (monthly) - write, design & distribution
Event Promotion	Promoting Farmer's Market, movie nights, holiday events, etc.
Golf Course Marketing	2020 Golf season and non-golf activities
Graham Park Sponsorship	Logistics of announcing new confirmed Graham Park sponsor
Library Makerspace Grand Opening	Logistics and planning of a grand opening event- in accordance with pandemic
Parks & Recreation Guide	Fall guide online only
Parks & Recreation Marketing	2020 Programs (i.e Kids Clubs, Early Learning Center, CADN, etc.)

Work Orders:

- 128 work orders completed in October
- 81 open work orders as of 10/27/2020

Projects Continued:

Project Title	Project Description
Vehicle Wraps	Public Works Traffic Light Trailer & CTVFC Confidence Trailer
Fire Company Social Media	Work with CTVFC on social media initiatives for recruitment efforts
Contest & Collaboration	Collab. w/ Pitts. North Chamber Commerce on Pet Costume Contest
Project Messaging	Distribution of important information on Election & Census 2020
Website	Daily maintenance of website and updates of news/announcements
Alert System	Managing Township's Alert System (i.e. traffic, construction, etc.)
Press Relations	Multitude of press releases & scheduling interview with press
Photography	Daily pulse of Township via photography for external use
Social Media	Creation of content for several social media platforms
Donor Relations	Frequent communications with donors & sponsors
Community Sign	Management of messaging on community sign
Communications Calendar	Creating Township wide marketing & event calendar to better serve the needs of internal/external stakeholders
Video Production	Production of videos (i.e. CTVFC, Comcast Business)
Event Management	Logistics, communications & marketing of community events (Managers Coffee & Conversation and Badges & Brews)
Drone Management	Management of new drone footage & flights for Twp. projects

Website Statistics 2020:

Top Ten pages on website for month of October 2020:

- Golf Course
- Homepage
- Tee Times
- Library
- Alerts
- Search
- Voter Information
- Rates
- Bill Payment Options
- Pickleball Rules

Social Media:

- Facebook is the most popular social media platform in month of October with a median of 5,000 views per day .
- Mobile use is the most popular type of viewing device compared to desktop or tablet
- Twitter, LinkedIn & Instagram round out the most popular platforms for month of October