COMMUNICATIONS TEAM
Board Update
December 2020

For any questions, please contact:

Tina Fedko, Communications Manager, Communications Team

| 724-776-4806 x 1190 | Tina.Fedko@CranberryTownship.org

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	Maintain and communicate updated statistics w/ residents. Added a new link on website that includes real-time statistics for County.
Cranberry Today Newsletter	January 2021 edition - (team in production)
CTCC Project of the Year	Donor Tree fall mailer for 2020 POY
Donor Snap Database	Maintenance of database of all donors & sponsors to track gifts, donations, grants, and in-kind instances
E-newsletter	Cranberry Central (Dec. edition) - write, design & distribution
Event Promotion	Waterpark Membership Promotion "Deck it Out"!
Golf Course Marketing	2020 Golf season and non-golf activities
Graham Park Sponsorship	Currently with w/ new sponsors on agreement
Library Makerspace Grand Opening	Logistics and planning of a grand opening event- in accordance with pandemic
Parks & Recreation Guide	Mini guide will now be integrated into Cranberry Today
Parks & Recreation Marketing	2020 Programs (i.e Kids Clubs, Early Learning Center, CADN, etc.)

Work Orders:

- 84 work orders completed from the last BOS report on
  11-16-2020 to 12-7-2020 (10 business days)
- 68 open work orders as of 12/7/2020

Projects Continued:

Project Title	Project Description
Vehicle Wraps	CTVFC Confidence Trailer will be painted now w/ decals
Fire Company Social Media	Work with CTVFC on social media initiatives for recruitment efforts
Contest & Collaboration	Collab. w/ Pitts. North Chamber on small business holiday shopping
Project Messaging	Distribution of info on projects - MSA Thruway & Freedom Rd
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 w/ donors & sponsors - new bench sales
Community Sign	Management of messaging on community sign/sponsor comm.
Communications Calendar	Creating Township wide marketing & event calendar to better serve the needs of internal/external stakeholders
Video Production	Production of videos (i.e. Comcast Business, internal COVID)
Event Management	Logistics, communications & marketing of community events
Drone Management	Management of new drone footage & flights for Twp. projects

Website Statistics 2020:

Top Ten pages on website for month of December 2020:

- Homepage
- Library
- Jingle Bell Tour
- Golf Course
- Utility Bill Payment
- Pickleball Rules
- Trash-Recycling
- COVID
- Alerts
- Parks & Recreation

Social Media:

- Facebook is the most popular social media platform in month of December followed by Twitter, Instagram & LinkedIN
- Fact: The Township's Facebook engagement - which is the amount of reactions, comments and shares received by content associated with our pages - has climbed to **34K** just in the month of December.
- Mobile use is the most popular type of viewing device compared to desktop or tablet