

COMMUNICATIONS TEAM

Board Update

January 2021

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 the e tour 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	Begin putting together plan for implementation of business trailer
Community Response Team	Coordination of volunteer efforts to help those in need
Coronavirus Content	Maintain and communicate updated new information on the availability of the COVID-19 vaccine for residents.
Cranberry Today Newsletter	April 2021 edition - (team in production)
CTCC Project of the Year	Honor Tree compilation of donors and securing final donations
Donor Snap Database	Maintenance of database of all donors & sponsors to track gifts, donations, grants, and in-kind instances
E-newsletter	Cranberry Central (Jan. edition) - write, design & distribution
Event Promotion	Waterpark Membership Promotion Kick it Out
Golf Course Marketing	Update all golf & banquet packages for online & printed brochures
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	New signature marketing piece is being written & designed

Work Orders:

- 276 work orders completed from the last BOS report on 12-7-2020 to 1-25-2021
- 45 open work orders as of 1-25-2021

Projects Continued:

Project Title	Project Description
Logo production	Updating Community Days logo w/ date & new sponsor
Fire Company Social Media	Work with CT FC on social media initiatives for recruitment efforts
Contest & Collaboration	Collab. w/ Pitts. North Chamber on small businesses & grand opens
Project Messaging	Distribution of info on projects - S 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
Honor 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 CO)
Event Management	Logistics, communications & marketing of community events
Drone Management	Management of new drone footage & flights for Twp. projects

Website Statistics 2021:

Top Ten pages on website for month of January 2021

- Homepage
- Library
- Search
- Trash/Recycling
- Utility Bill Payment
- Pickleball Rules
- Golf Course
- P&R
- Employment
- Opening Soon

Social Media:

- The most popular Facebook accounts are Cranberry Township, Police, and P&R.
- The most popular devices where people view our social media and website are mobile (60%), desktop (37%) and tablet (3%).

