

COMMUNICATIONS TEAM

Board Update

February 2021

CRANBERRY TOWNSHIP, PENNSYLVANIA

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 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	Sent mass email to businesses about new COVID grants from state
Community Response Team	Coordinating a new outreach initiatives for family's pets
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	Donor 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 (Feb. edition) - write, design & distribution
Event Promotion	Coordinate promotion of Easter Bunny Tour w/ Fire Company
Golf Course Marketing	Update all golf & banquet packages for online & printed brochures
Graham Park Sponsorship	Currently working 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:

- 157 work orders were completed from the last BOS report from 1-25-2021 to 2-22-2021
- 67 open work orders as of 2-22-2021

Projects Continued:

Project Title	Project Description
Community Days 2021	Sponsorship outreach, event logistics, strategic marketing & promo
Fire Company Social Media	Work with CTVFC on social media initiatives for recruitment efforts
Contest & Collaboration	Collab. w/ Pitts. North Chamber on Farmers Market sponsors
Project Messaging	Distribution of info on snow removal & Snow Angels program
Website	Daily maintenance of website & assist w/CADN & CTCC sites
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	Daily 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, CTVFC)
Event Management	Logistics, communications & marketing of Community Days 2021
Drone Management	Management of new drone footage & flights for Twp. projects

Website Statistics 2021:

Top Ten pages on website for month of February 2021

- Homepage
- Library
- Search
- Utility Bill Payment
- COVID updates
- Pickleball Rules
- Employment
- Golf Course
- P&R
- Trash Recycling

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%).
- Average engagement on Facebook posts is 3,500 in February 2021. Average reaction is 2,400 per post.

