

COMMUNICATIONS TEAMM

Board Update

March 2021

CRANBERRY TOWNSHIP, PENNSYLVANIA

With 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	Sent mass email to business on new business 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 has been sent to printer - April 7 drop date
CTCC Project of the Year	Armstrong has signed agreement for \$125K gift to project
Donor Snap Database	Maintenance of database of all donors & sponsors to track gifts, donations, grants, and in-kind instances
E-newsletter	Cranberry Central (March edition) - write, design & distribution
Event Promotion	Actively promoting Township events
Golf Course Marketing	Promotion on Golf Course opening March 20
Graham Park Sponsorship	Conducted park walk-thru w/ new sponsor & addressed sign needs
Library Makerspace Grand Opening	Logistics and planning of a grand opening event- in accordance with pandemic
Parks & Recreation Guide	Updated mini guide integrated into Cranberry Today April 2021
Parks & Recreation Marketing	New signature marketing piece is being written & designed

Work Orders:

- 186 work orders were completed from the last BOS report from 2-22-2021 to 3-20-2021
- 65 open work orders as of 3-20-2021

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	Strategic messaging on Freedom Road & MSA Thruway projects
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 pages on website for month of March 2021

- Utility Bill Payment
- Library
- Employee Access
- Golf Course
- Employment
- Pickleball Rules
- E-Waste/HHW
- Search
- Makerspace
- Get a Library Card
- Golf Rates

Social Media:

- The number of clicks on page content on the Cranberry Township Facebook page is 9.5K for the month of March. This includes posts (link clicks, photo views, video plays, clicks that generated stories).
- The farthest destination of a page click from from Juno, Alaska