

COMMUNICATIONS TEAMM

Board Update

May 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 Team also supports all departments in their need for presentations, reports, brochures, posters, fliers, social media posts, 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 internal SharePoint site.

Manager: Tina Fedko **Staff:** Judi Boren, J.W. Johnson, Cindy Marzock, Jerraya Mason, Audrey Rattay

Projects:

Project Title	Project Description
Business Response Team	Outreach to become sponsors and/or vendors for Community Days
Community Response Team	Successful volunteer outreach for May Primary Election
Coronavirus Content	Maintain and communicate information on COVID vaccines Address signage needs of Municipal Center & mask requirements
Cranberry Today Newsletter	July issue in production. To be distributed July 7, 2021
CTCC Project of the Year	Successful ribbon-cutting event at Rotary Amphitheater
Donor Snap Database	Maintenance of database of all donors & sponsors to track gifts, donations, grants, and in-kind instances
E-newsletter	Cranberry Central (May edition) - write, design & distribution
Event Promotion	Actively promoting Township events
Golf Course Marketing	Promotion on clinics, private lessons, plus sponsorships
Graham Park Sponsorship	Final review of legal terms of agreement with new sponsors
Farmers Market	Collaborating with North Pittsburgh Chamber on planning and hosting Farmers Market. Solicitation of sponsorships.
Parks & Recreation Guide	Updated mini guide and placed on website electronically
Parks & Recreation Marketing	New signature marketing piece is being printed.

Work Orders:

- 190 work orders were completed from the last BOS report from 4-20-2021 to 5-25-2021
- 118 open work orders as of 5-25-2021

Projects Continued:

Project Title	Project Description
Community Days 2021	Sponsorship outreach, event logistics, strategic marketing & promo
Fire Company Social Media	New "thanks" video produced from BOS to volunteer firefighters
Contest & Collaboration	Collaboration with Dentistry for Kids to sponsor Camp Cranberry
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	Secured interview with Pittsburgh Today Live for pickleball story
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, Camp Cranberry)
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 May 2021:

- Homepage
- Pickleball
- Library
- Golf Course
- Miracle League
- Pickleball Rules
- Parks & Recreation
- Do Not Knock
- Tee Times
- CTPA
- Golf Rates

Facts: See below regarding Google

The Communications Team manages the Google pages for our parks, the golf course, Waterpark, preschool and library. 'Google reviews' are posted on a regular basis from visitors. The reviews are then shared with Dept. Heads and respond when appropriate.

Most of the park, golf course and Waterpark reviews are '4' or '5' stars. The team responds to all comments regardless of writer sentiment. The team regularly posts to the Google page and adds new information when available. Site visits is one piece of a state-required Library report, thus data is shared regularly the Library Director.

Each month an activity summary is received. Using the Google Analytics account, the team can analyze the most popular and visited pages.

In the May summary, mobile users continue to outnumber desktop visitors. They continue to pace at approximately 12,500 (Mobile & Tablet) and almost 10,000 (Desktop). Our website continues to be 'mobile responsive', as data supports those efforts.