

COMMUNICATIONS DEPARTMENT

Board Update

July 2021

CRANBERRY TOWNSHIP, PENNSYLVANIA

With questions, please contact:

Tina Fedko, Communications Manager, Communications Team

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Communications Department – The staff 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 staff 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. They also handle 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: See below

Project Title	Project Description
Business Response Team	Acknowledgement letters of Community Days sponsorships sent
Community Response Team	Electronic "thank you" being sent for Community Days assistance
Summer Events	A new summer themed event "Christmas in July" at Waterpark - hosted by the Communications Department interns & staff
Cranberry Today Newsletter	July issue distributed. October issue in pre-production
CTCC Project of the Year	Grand Opening of Rotary Amphitheater/Giving Tree Donor Wall
Donor Snap Database	Maintenance of database of all donors & sponsors to track gifts, donations, grants, and in-kind instances
E-newsletter	Cranberry Central new design and upgrade distributed
Event Promotion	Camp Cranberry, P&R Programs, plethora of summer events
Golf Course Marketing	Promotion on clinics, private lessons, plus sponsorships
Graham Park Sponsorship	Working with Kolano Design on new UPMC signage
Farmers Market	Collaborating with North Pittsburgh Chamber on hosting Farmers Market in front lot Municipal Center
HOA Forum	Communications Department hosts Forum w/ Event Playbook
Parks & Recreation Marketing	New signature marketing piece printed & distributed

Work Orders:

- 201 work orders were completed from the last BOS report from 6-21-2021 to 7-24-2021
- 103 open work orders as of 7-24-2021

Projects Continued:

Project Title	Project Description
Community Days 2021	Successfully held Community Days as one of the most attended
Fire Company	Promotion & Marketing of Fire Cadet Academy Summer Camp
Contest & Collaboration	Collaboration with Dentistry for Kids to sponsor Camp Cranberry
Project Messaging	Strategic messaging on vendors needed at Comm. Days
Website	Daily maintenance of website & assist w/CADN & CTCC sites
Alert System	Managing Township's Alert System (i.e. traffic, construction, etc.)
Press Relations	Continued collab. w/ media outlets on event/project coverage
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.
Bill Inserts	Write, design, and vet August bill insert with SuperMail
Video Production	Production of videos (i.e. Pond Inspection, CD Thanks)
Event Management	Logistics of several ribbon-cutting for MSA Thruway and Makerspace
Drone Management	Management of new drone footage & flights for Twp. projects

Website Statistics 2021:

Top pages on website for month of July 2021:

- Manger's Blog
- Golf Course
- Home page
- Golf Course Conditions
- Calendar
- WP Memberships
- Planning & Development
- FAQs
- Search
- Library
- Golf Rates

Facebook Analytics: The Township's most popular social media platform continues to be the Cranberry Township Facebook page. Below are analytics from the past 30 days, via Hootsuite.

- Platform added 681 new fans to the page in past 30 days
- 3,300 visitors engaged in at least one post
- 78 posts were posted in the past 30 days on CT FB
- Highest jump in activity was July 8 - 10, which coincided with Community Days
- 377 shares were obtained
- 319 comments were made
- 2,100 reactions were registered