

COMMUNICATIONS DEPARTMENT

Board Update

November 2021

CRANBERRY TOWNSHIP, PENNSYLVANIA

With questions, please contact:

Tina Fedko, Communications Manager

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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, Audrey Rattay

Projects: See below

Project Title	Project Description
Business Hub (2.0)	Preparation & planning for re-launch of Business Hub
Volunteer Cranberry!	Launch new Leaf Angel program w/ PW & engage volunteers
ChatBots	Collaborating with Information Technology and Civic Plus to implement a new interactive search feature on website.
Cranberry Today Newsletter	Winter 2022 issue is currently in pre-production
CTCC Project of the Year	Collaboration w/ CTCC & Township Manager of new POY
Donor Snap Database	Maintenance of database of all donors & sponsors to track gifts, donations, grants, and in-kind instances
E-newsletter	Cranberry Central monthly distribution - November issue in prod.
Program/Event Promotion	Promotion of all Holiday themed programs
Golf Course Marketing	Outreach to fill Event Coordinator position
Graham Park Sponsorship	Shamrock Signs working with UPMC on fabrication timeline
Holiday Village	Collaborating with North Pittsburgh Chamber on holiday village, plus upcoming holiday events.
HOA Forum	Communications Department hosts Forum w/ Event Playbook
Parks & Recreation Marketing	Pre-production of newly revised Program Guide for 2022

Work Orders:

- 197 work orders were completed from the last BOS report from 10-26-2021 to 11-15-2021
- 95 open work orders as of 11-15-2021

Projects Continued:

Project Title	Project Description
Township Bench Processing	New bench processing and donation process in place
Fire Company	Video production of training blitz and posted to social channels
Contest & Collaboration	Logistics of Waterpark Subscription Contest
Project Messaging	Strategic messaging on Township 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	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	New sponsorship opportunities are being created for roll out
Community Sign	Management of messaging on community sign/sponsor comm.
Bill Inserts	Write, design, and vet December bill insert with SuperMail
Video Production	Production of videos (i.e. Winter Maintenance, CTVFC)
Event Management	Logistics of Santa's First Stop & Pets with Santa
Drone Management	Team member now certified pilot to officially fly drone

Website Statistics 2021:

Top pages on website for month of November 2021

- Homepage
- Library
- Holiday Events
- Online Bill
- Golf
- Pickelball
- CLIC
- Volunteer
- Sign up Alerts
- Parks/Preschool

Google Analytics:

First impressions count for a great deal. And first (or subsequent) visits count for even more. The Township has recently 'claimed' the Google pages for our parks, Municipal Center and the two enterprise operations, the Waterpark and Cranberry Highlands Golf Course.

Our page visitors take time to post star reviews, and often add comments or photos. All of this helps to build a greater sense of community and engagement. Our reviews are very positive, however, sometimes, the experience does not equal the visitor's expectations. When that rarity occurs, the Communications Team works directly with that Department or enterprise and constructs an appropriate response. The engagement with any review is extremely important.

Recent examples of Google reviews below:

Community Park

Shalom posted 5 stars - "Tremendous play area for kids age up to 9 or 10. Something for everyone here."

Graham Park

Timothy posted 5 stars - "This park is great. It is always well-kept, clean and calm. Also, they have an area for tons of sports, from the usual baseball and football fields and a rollerblading-hockey rink, and even pickleball. And, for your little kids, this impressive playground has a PIRATE SHIP. I don't know about you, but I would have LOVED that as a kid, imagining I was Peter Pan fighting Captain Hook. Overall, this is an awesome park. Don't hesitate to go!"

Waterpark

John posted 4 stars - "This Waterpark is an excellent value for what you get - multiple large pools, a splash area, waterslides, diving boards, and a sand-play area (closed temporarily due to COVID). I know of many people who opt to join this pool rather than ones closer to their homes (i.e. Richland Swim Club) because of the outstanding "bang for your buck."

Cranberry Highlands

Holly posted 5 stars - "I recently had my wedding at the Highlands and it was an absolute dream. The facilities are clean, the views of the green are gorgeous, the food is insanely good, and the staff is so friendly. Brenda was a pleasure to work with. She had everything under control and made sure our wedding was perfect. I cannot recommend the Highlands enough for any event!"

Jason posted 5 stars - "Played today we have been getting hammered by rain non-stop for two weeks and this course was still playable. We saw a huge female deer run by in hole 17. This course is a beautiful links style course. I will definitely be happy to drive 1.5 hours away to play this course in the future. I don't have anything bad to say country club level lawn care. This course is immaculate and I would imagine in the sun this course is that much more beautiful. Actually the only thing I didn't like was they moved all the tee boxes way up but that's only because they are repairing the normal tee boxes so yardage was different then stated but that's a plus they take care of their course. Plenty of sand bunkers so make sure you grab your take. There wasn't any way that I could find to use the Bluetooth speakers built in to carts I tried everything. Carts have gps and plenty of Get up and go. Don't hesitate to play here beautiful"