

COMMUNICATIONS DEPARTMENT

Board Update

December 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, Jessie Hoffman, 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!	Prepare launch of Snow 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	Promotion of gift cards & merchandise for holiday giving
Graham Park Sponsorship	Shamrock Signs working with UPMC on fabrication timeline
Holiday Events	Promotion & marketing of holiday themed events including Milk & Cookies w/ Santa and Pet Photos w/ Santa
HOA Forum	Communications Department hosts Forum w/ Event Playbook
Parks & Recreation Marketing	Pre-production of newly revised Program Guide for 2022

Work Orders:

- 120 work orders were completed from the last BOS report from 11-18-2021 to 12-6-2021
- 110 open work orders as of 12-6-2021

Projects Continued:

Project Title	Project Description
Township Bench Processing	New bench processing and donation process in place
Fire Company	Creation of marketing campaign for January volunteer training
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,)
Event Management	Logistics of Santa's First Stop & Pets with Santa
Promotional Campaign	Photography & video production of new "Built For...." campaign

Website Statistics 2021:

Top pages on website for month of December 2021

- Homepage
- Library
- Yard Waste
- Golf
- Online bill pay
- Pickelball
- Trash Delays
- Preschool
- Holiday Events
- Parks/Preschool

Text Residents (and Businesses)Consideration -

As the Communications Department considers the 'what's next' and 'what's now' for government, data from CivicPlus has recognized the power of text messages and alerts in improving customer service and interactions.

Perhaps text messaging is another way for the Township to communicate with residents when considering the following.

- 292 million people in North America use text messages, accounting for 80% of the total population
- 64% of consumers think businesses should contact them via SMS more often
- Consumers in the U.S. prefer SMS over voice calls for customer service
- 70% of consumers want to use mobile messaging to troubleshoot issues
- It takes the average person 90 seconds to respond to a text message
- Adults 45-54 send and receive 998 texts a month

Increasingly, more people in Cranberry Township are signing up for our free Alerts - and expecting to be notified of traffic delays, upcoming meetings and more.

Text and auto-messages provide a real-time opportunity to better serve our community. In the coming months, we will roll-out a ChatBot on the website to help facilitate the desire for self-sufficiency. ChatBot will provide additional data on communication preferences with residents. Consideration on text messaging will continue.