

COMMUNICATIONS DEPARTMENT

Board Update

January 2022

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, blogging and other various tasks. The Department handles media activity, press releases and media advisories, as well as internal communications which includes employee news and daily updates on the 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!	Management of Snow Angel program with volunteer engagement
ChatBots	Collaborating with Information Technology and Civic Plus to implement a new interactive search feature on website.
Cranberry Today Newsletter	Winter 2022 issue produced. April 2022 in production
CTCC Project of the Year	POY has been identified and waiting on approval to begin push
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 - February in production.
Program/Event Promotion	Promotion of all upcoming events and programs
Golf Course Marketing	Promotion of new winter hours
Graham Park Sponsorship	Shamrock Signs working with UPMC on fabrication timeline
P&R Events	Promotion & marketing of Open House for Early Learning Center and Camp Cranberry
HOA Forum	Communications Department hosts Forum w/ Event Playbook
Parks & Recreation Marketing	Pre-production of Spring Program Guide

Work Orders:

- 271 work orders were completed from the last BOS report from 12-6-2021 to 1-25-2022
- 177 open work orders as of 1-25-2022

Projects Continued:

Project Title	Project Description
Sponsorships	New sponsorship guide and options for 2022
Fire Company	Creation of marketing campaign for January volunteer training
Contest & Collaboration	Logistics of Preschool Drawing for Open House
Project Messaging	Strategic messaging on Public Works snow removal
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
Media Center	Design & implementation of new Media Center
Community Sign	Management of messaging on community sign/sponsor comm.
Bill Inserts	Write, design, and vet February bill insert with SuperMail
Drone	Management of drone footage and photos
Media Relations	Management of press releases and media advisories
Promotional Campaign	Photography & video production of new "Built For...." campaign

Website Statistics 2022:

Top pages on website for month of January 2022

- Homepage
- Library
- Trash/Recycle
- Online Bill Pay
- Do Not Knock
- Rules of Pickelball
- Waterpark Membership
- Opening Soon
- Employment
- Alerts