

COMMUNICATIONS DEPARTMENT

Board Update

February 2022

CRANBERRY TOWNSHIP, PENNSYLVANIA

With questions, please contact:

Tina Fedko, Director, Communications

| 724-776-4806 x 1190 | Tina.Fedko@CranberryTownship.org

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.

Director: 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 in March |
| 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 | April 2022 issue in production with an early April launch |
| CTCC Kids Castle | Kids Castle upgrade & fundraising/ sponsorship launch |
| 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 - March in production. |
| Program/Event Promotion | Promotion of all upcoming events and programs |
| Golf Course Marketing | Promotion of drone footage for new course tour |
| Graham Park Sponsorship | Shamrock Signs has received purchase order to begin fabrication |
| P&R Events | Promotion & marketing of spring events and sponsorship opportunities for upcoming events |
| HOA Forum | Communications Department hosts Forum w/ Event Playbook |
| Parks & Recreation Marketing | Pre-production of Spring Program Guide |

Work Orders:

- 253 work orders were completed from the last BOS report from 1-24-2022 to 2-21-2022
- 123 open work orders as of 2-21-2022

Projects Continued:

| Project Title | Project Description |
|-------------------------|---|
| Sponsorships | New sponsorship guide and options for 2022 |
| Fire Company | Creation of annual report for presentation |
| Contest & Collaboration | Logistics of new Snow Plow naming contest with PW |
| Project Messaging | Strategic messaging on Public Works snow removal |
| Website | Implementation of new ChatBot feature on website |
| 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 and design March bill insert & coordinate 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 February 2022

- Homepage
- Library
- Online Bill Pay
- Recycling/Waste
- Pickelball Membership
- Waterpark Membership
- Opening Soon
- Do Not Knock
- Employment
- Alerts