

# COMMUNICATIONS DEPARTMENT

## Board Update

### March 2022

CRANBERRY TOWNSHIP, PENNSYLVANIA



Tina Fedko, Director, Communications

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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.

**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)	Prepare interior of new Comcast Business Trailer for launch
Volunteer Cranberry!	Management of Earth Day volunteer efforts for clean up event
ChatBots	The implementation of the new interactive search feature on website and training of the software with staff.
Cranberry Today Newsletter	April 2022 issue in production with an early April launch
CTCC Kids Castle	Kids Castle "Refresh" fundraising 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 - April in production.
Program/Event Promotion	Promotion of all upcoming events and programs
Golf Course Marketing	Implementation of marketing of course opening
Graham Park Sponsorship	Shamrock Signs has begun fabrication on signature sign
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	Production of Spring/Summer 2022 Program Guide

## Work Orders:

- 323 work orders were completed from the last BOS report from 2-21-2022 to 3-29-2022 with "weighted" work orders included from heavy graphic design
- 112 open work orders as of 3-29-2022

## Projects Continued:

Project Title	Project Description
Sponsorships	New sponsorship guide and options for 2022
Fire Company	Coverage of spring training blitz
CLIC	Logistics/Materials for all sessions Comm. Lead. Inst. of Cranberry
Project Messaging	Strategic messaging on road closures & construction
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 April 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 March 2022

- Homepage
- Online Bill Pay
- Library
- Recycling/Waste
- Pickelball Membership
- Waterpark/Swim Lessons
- Opening Soon
- Employment
- Golf Course
- Alerts