

COMMUNICATIONS DEPARTMENT

Board Update

July 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)	Comcast Business Trailer has launched & bookings continue
Volunteer Cranberry!	Establishment of new volunteer program coordinated/implemented
ChatBots	The implementation of the new interactive search feature on website and training of the software with staff.
Cranberry Today Newsletter	July 2022 issue printed and distributed
CTCC Kids Castle	Kids Castle "Refresh" fundraising initiative w/ picket fence feature
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 - August in production.
Program/Event Promotion	Community Days 2022 promotion, marketing, coverage
Golf Course Marketing	Implementation of marketing of course play
Graham Park Sponsorship	Shamrock Signs has begun fabrication on signature sign
P&R Events	Promotion & marketing of Waterpark (Christmas in July), Camp Cranberry, Waterpark Memberships, Swim Lessons
HOA Forum	Communications Department hosts Forum w/ Event Playbook
Parks & Recreation Marketing	Pre-production of fall 2022 Program Guide

Work Orders:

- 272 work orders were completed from the last BOS report from 6-24-2022 to 7-26-2022 with "weighted" work orders included for heavy graphic design.
- 100 open work orders as of 7-26-2022

Projects Continued:

Project Title	Project Description
Sponsorships	New sponsorship guide and options for 2022
Fire Company	Marketing for Fire & Food Trucks & Fire Cadet Academy
CLIC	Advanced planning of 2023 session
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 July bill insert & coordinate with SuperMail
Drone	Management of drone footage and photos
Media Relations	Management of press releases and media advisories
Promotional Campaign	Coordination of new brand campaign

Website Statistics 2022:

Top pages on website for month of July 2022

- Homepage
- Community Days
- Waterpark
- Golf Tee Times
- Library
- Pickelball Rules
- Camp Cranberry
- Employment
- Coming Soon
- Online Bill Pay/
Recycling
- Alerts/Sign up