

COMMUNICATIONS DEPARTMENT

Board Update

August 2023

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:** Jessie Hoffman, J.W. Johnson, Cindy Marzock, Audrey Rattay, and Andrew Wharton

Projects: See below

Project Title	Project Description
Business Hub (2.0)	Comcast Business Trailer continues to be scheduled.
Volunteer Cranberry!	Currently working with Haine Middle School to schedule a volunteer day with students.
ChatBots	The management of the interactive search feature (CranBot) on website that continues to be trained.
Cranberry Today Newsletter	October (fall issue) 2023 is in full production
CTCC Project of the Year	Communications Department met with Armstrong marketing team to collaborate w/ the implementation of the presenting sponsor features for Great Lawn. Ongoing communications continue.
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 – Sept. in production.
Program/Event Promotion	Puppy Plunge & early September programs & events pre-planning for promotional and marketing initiatives
Golf Course Marketing	Collaborate with CHGC Director on marketing opportunities for fall
Great Lawn Sponsorships	Management and outreach of secondary sponsorship opportunities including the Great Lawn features (i.e. water feature, etc.)
P&R Events	Promotion & marketing of end of summer programming and event management & coverage
HOA Forum	August Forum presentation & communications w/ HOAs
Parks & Recreation Marketing	Design of social media graphics for promotion of Parks programs

Work Orders:

- **182** work orders were completed from the last BOS report from 7-24-2023 to 8-28-2023 with "weighted" work orders included for heavy graphic design.
- 121 open work orders as of 8-28-2023

Projects Continued:

Project Title	Project Description
Sponsorships	New sponsorship guide and options for 2024
Fire Company	Marketing of new recruitment position w/in fire company
CLIC	CLIC preparations for fall registration link & updates to sessions
Project Messaging	Strategic messaging on road closures & construction
Website	Continual updating of calendar, telecommunications updates, etc.
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 September 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

Social Media Analytics:

- Number of post impressions across networks that include Facebook, X (Twitter), Instagram, LinkedIn, YouTube platforms for August 2023: **177,000 IMPRESSIONS**
- Number of posts posted on the above platforms for August 2023: **70**
- Posts w/ most reaction, most impressions, highest reach, highest engagement in August 2023: **SEE GRAPHIC BELOW**

