

# COMMUNICATIONS DEPARTMENT

## Board Update

### October 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
Coffee & Conversation	Management of two sessions with Twp. Manager & cable providers
Volunteer Cranberry!	Leaf Angels recruitment of volunteers & neighbor match with residents in need.
ChatBots	The management of the interactive search feature (CranBot) on website that continues to be trained.
Cranberry Today Newsletter	January (winter issue) 2024 is in pre-production
CTCC Project of the Year	Finalization of Armstrong contract for the Great Lawn with amenities
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 – Nov. in production.
Special Events/Other	Name the Snow Plow Contest - artwork collaboration with Public Works
Golf Course Marketing	Collaborate with CHGC Director on marketing opportunities for fall
Great Lawn Sponsorships	Outreach of secondary sponsorship opportunities including the Great Lawn features, plus art box implementations
P&R Marketing	Heavy promotion of fall events including Great Pumpkin, Halloween, and Pet Costume Contest
HOA Forum	October HOA Forum - tour at Treatment Plant
Event Coverage	Multiple events; including inflation of pickleball dome @Graham Park

## Work Orders:

- **125** work orders were completed from the last BOS report from 9-26-2023 to 10-21-2023 with "weighted" work orders included for heavy graphic design.
- 145 open work orders as of 10-21-2023

## Projects Continued:

Project Title	Project Description
Library	Beginning collaboration discussions w/ Library
Fire Company	Video production of Blitz Training, posting to platforms
Comm. Leadership Instit. of Cran.	Registration link open & 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... pending
Community Sign	Management of messaging on electronic community sign
Bill Inserts	Write and design November bill insert
Drone	Management of drone footage and photos
Media Relations	Management of press releases and media advisories
Community Outreach	Liaison with CAN, IDEA, K9, CTCC, athletic associations

## Social Media Analytics:

- **The Township's Facebook page continues to outperform industry standard for the month of October. Analytics are below for Audience Growth and Post Engagement.**

