

COMMUNICATIONS DEPARTMENT

Board Update

November 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, and Andrew Wharton

Projects: See below

Project Title	Project Description
IDEA	Marketing of Diwali, plus eblast/flyer/ and event coverage
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	Finalization of Armstrong contract for the Great Lawn; Tree & Wreath Gallery management
Police	November promotion for Police, plus social posts; design & print of holiday cards
E-newsletter	Cranberry Central monthly distribution – Dec. in production.
Special Events/Other	Name the Snow Plow Contest - artwork collaboration with Public Works and SpeedPro
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	Santa's First Stop, Pet Photos w/ Santa, Milk & Cookies, Cyber Monday Waterpark promotion
HOA Forum	October HOA Forum - tour at Treatment Plant
Event Coverage	Multiple events; including inflation of pickleball dome @Graham Park

Work Orders:

- **xxx** work orders were completed from the last BOS report from 10-21-2023 to 11-14-2023 with "weighted" work orders included for heavy graphic design.
- 189 open work orders as of 11-14-2023

Projects Continued:

Project Title	Project Description
Library	Assistance w/ Annual appeal (letter, eblast, graphics, more)
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 of all Township writing needs
Website	Continual updating of calendar, telecommunications updates, etc.
Alert System	Managing Township's Alert System (i.e. traffic, construction, etc.)
EAC	Continued collaboration on writing & coverage of tree planting
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 construct.
Community Sign	Management of messaging on electronic community sign
Bill Inserts	Write and design December bill insert
Drone	Management of drone footage and photos
Media & Press Relations	Management of press releases and media advisories, plus stewardship w/ outlets
Community Outreach	Liaison with CAN, IDEA, K9, CTCC, athletic associations & promotion of Holiday Village Market with PNRC

Social Media Analytics:

- **The Township's Facebook page continues to outperform industry standards. The page is enjoying a healthy growth of "fans" in a 3.5 month period from July to October. Growth chart is below, along with a very positive audience engagement statistic.**

