

# COMMUNICATIONS DEPARTMENT

## Board Update

### November 2024

CRANBERRY TOWNSHIP, PENNSYLVANIA



Tina Fedko, Director, Communications

| 724-776-4806 x 1190 | [Tina.Fedko@CranberryTownship.org](mailto:Tina.Fedko@CranberryTownship.org)

**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, Katelyn Kocis

**Projects:** See below

Project Title	Project Description
IDEA	Assist w/ marketing & planning of CranFest
Volunteer Cranberry!	Volunteer opportunities and matches made for the Township's Snow Angel program.
ChatBots	The management of the interactive search feature (CranBot) on website that continues to be trained.
Cranberry Today Magazine	Winter issue in production for Jan. 2025 distribution
CTCC	Opening of the CLIC registration portal w/ 24 students. Class filled up immediately, now managing wait list of 8 as of Nov. 21.
Police	Assist with Facebook postings, promotion of positions.
E-newsletter	Cranberry Central monthly distribution – December issue
Special Events/Other	Promotion of various events November 21 ribbon cutting; plus several other new business ribbon cuttings
Golf Course Marketing	Collaborate with CHGC Director on fall/winter maintenance
The Great Lawn	Collaboration w/ Armstrong, outdoor digital signage, art boxes
P&R Marketing	Promotion of Fall events; Great Pumpkin Festival; holiday events; content creation. Merger of P&R Facebook pages.
HOA Forum	Prep for December meeting - info on year-end event
Event Coverage	Multiple events; Township, Parks, businesses, etc.

## PRODUCTIVITY - Work Orders:

- **309 work orders were completed from 10-29-2024 to 11-21-2024.**
- **75 open work orders as of 11-21-2024**

## Projects Continued:

<b>Project Title</b>	<b>Project Description</b>
Library	Marketing assistance per requests on Makerspace, etc.
Fire Company	Promotion, marketing, branding of new Citizens Fire Academy
Comm. Leadership Instit. of Cran.	Open registration portal for 2025, immediately open wait list
Community Days	Preparation for 2025 event
Website	Continual updating of calendar, telecommunications updates, etc.
Alert System	Managing Township's Alert System (i.e. traffic, construction, etc.)
Internal Communications	Daily contributions to Sharepoint site of internal news
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 - equipment needs
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
Affiliate Marketing	Multiple promotional opportunities w/ affiliate groups (CAN, IDEA, CTCC, AA, EAC, PRNC)

## Social Media Highlight

- The Township's Parks & Recreation Facebook page was merged with the Dog Park, Early Learning Center, and Group Fitness to create one strong Parks & Recreation platform, instead of having splintered content between the four pages. The page now boasts 6.7K Followers. The Communications Department will measure traffic with analytical data for reporting and analysis.