

# COMMUNICATIONS DEPARTMENT

## Board Update

December 2024 - January 2025

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:** Anna Hezlep, Jessie Hoffman, J.W. Johnson, Katelyn Kocis

**Projects:** See below

Project Title	Project Description
Engagement Partners	Assist w/ marketing & planning of CranFest 2025; plus holiday events
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	January 2025 Winter Issue published. Spring issue in production.
CTCC	Opening of the CLIC registration portal w/ 25 students. Managing session content. Management of electronic sign. Promotion CTCC Tree Gallery. All social content & general content.
Police	Assist w/ Facebook postings, promotion of positions. Shop w/ Cop
E-newsletter	Cranberry Central monthly distribution – Dec. - Feb. issues
Special Events/Other	Promotion of various events and activities including shelter rentals, spring deadlines, ELC/Camp/Swim/WP Memberships
Golf Course Marketing	Collaborate with CHGC Director on seasonal spring 2025 hiring
The Great Lawn	Video & promotion of ribbon-cut; outdoor digital signage, art boxes
P&R Marketing	Promotion of Winter/Spring events; Heavy event promotion; heavy content creation. Merger of P&R Facebook accounts.
HOA Forum	Prep for February meeting - info on year-end event
Event Coverage	Multiple events; Township, Parks, businesses, etc.

## PRODUCTIVITY - Work Orders:

- 485 work orders were completed from 11-28-2024 to 1-27-2025.
- 90 open work orders as of 1-27-2025

## Projects Continued:

Project Title	Project Description
Library	Marketing assistance on Makerspace, holiday events, etc.
Fire Company	Promotion, marketing, designing The Fire Report (annual report)
Comm. Leadership Instit. of Cran.	Content and course materials updated and binded for all students
Community Days	Preparation for 2025 event, heavy preparation assistance required
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 Dec., Jan., and Feb. bill inserts
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)

## Digital Content Highlight

- Constant Contact, the Township's electronic email platform has successfully helped increase the Open Rate of all eblasts sent from the Communications Department. In the past 30 days, the Township's Open Rate has increased 4%. When compared to the industry average the Open Rate is 16% greater than others. The Department boasts an open rate of 49%. Industry percentage of 25% or more is deemed successful.

## Trends

Compare your stats over time and across your industry during the selected time range.

Your open rate: \_\_\_\_\_ 49%

vs. previous 30 days \_\_\_\_\_ +4% ↑

vs. industry average \_\_\_\_\_ +16% ↑