

Communications Update





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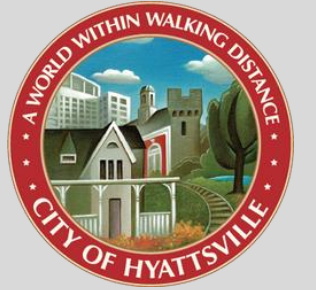




**The City of
Hyattsville aims to
be a trusted source
of information,
utilizing diverse
communications
methods that are
consistent,
engaging, and
accessible.**



2021 Goals Overview



INCREASE & DIVERSIFY AUDIENCES

- Subscribers to social media channels increased by %
- Subscribers to NotifyMe increased by %.
- The 2021 Election Campaign provided targeted outreach to non-English speaking voters and youth voters.

IMPROVE INTERNAL COMMUNICATIONS

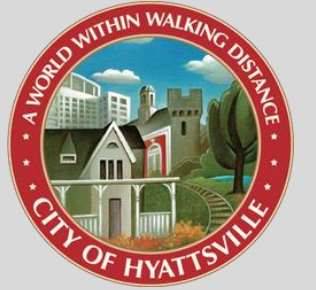
- Established processes and procedures for staff to share events, service updates, and communications requests.
- An internal calendar is reviewed bi-annually to track upcoming communications.
- Media trainings were hosted for Council & staff this fall.

MODERNIZE THE CITY'S WEBSITE

- A new site map was developed in collaboration with Department leaders and rolled out in summer 2021.
- A new web redesign through web-host CivicPlus is underway, to be completed by the end of 2021.



Website views

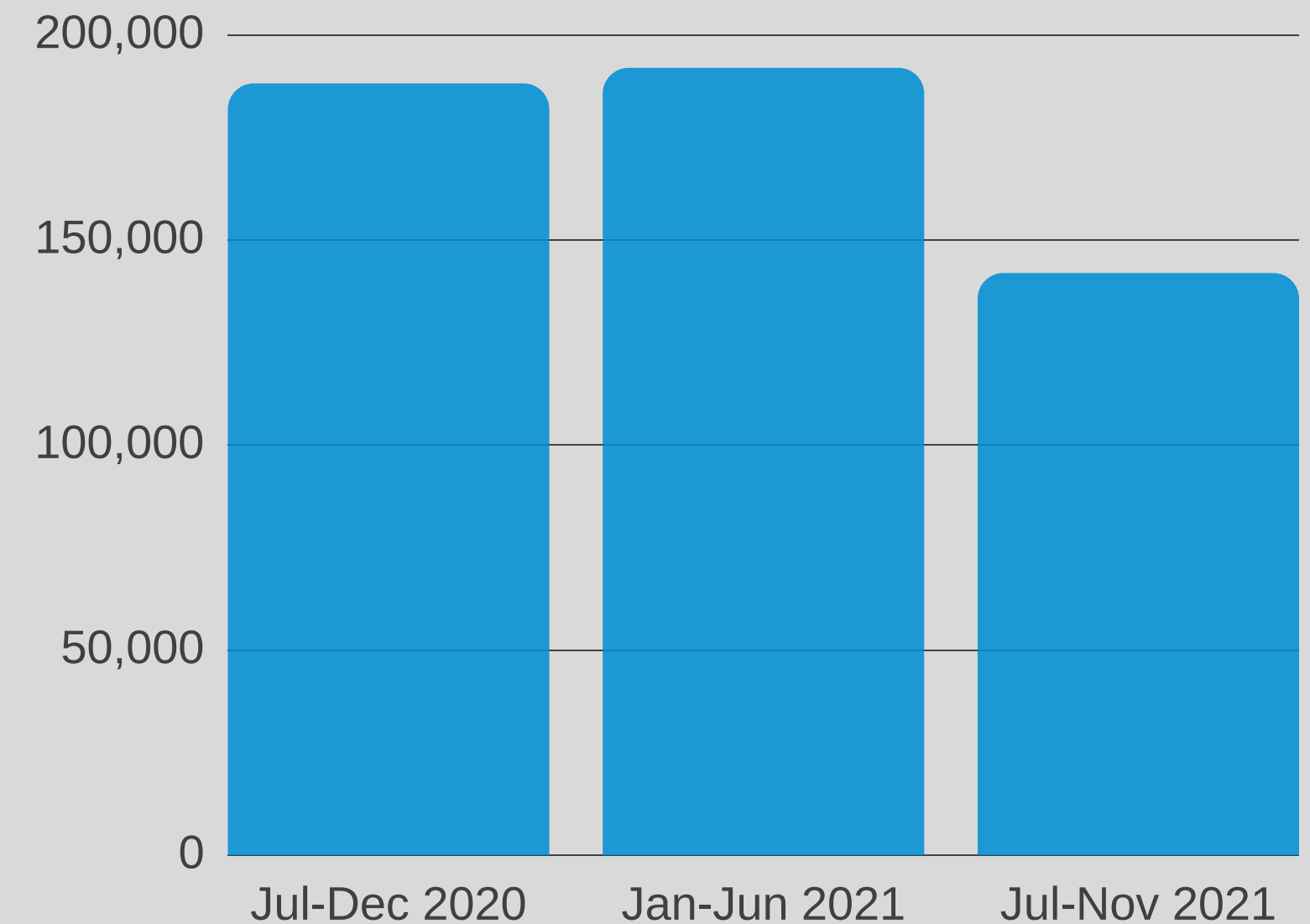


Number of unique pageviews Q1/Q2 FY 2021 v. Q3/Q4 FY 2021

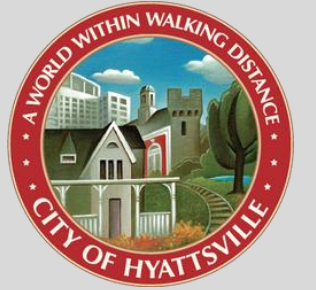
191,839 pageviews in Q3/Q4 FY 21
2% increase
Current period: 141,794 pageviews

Top 3 pages FY 21: Homepage, COVID-19 resources, Police, Jobs

Top 3 searches FY 21: Bulk Trash and White Goods, COVID, Election



Video Production



23 total videos produced in 2021, to date

Video types:

- Council Recaps
- Hyattsville Headlines
- Election promotion & instructional videos
- City celebrations: Farewell to Mayor Hollingsworth, DPW facility completion, Electric trash truck, Back to School



Most watched YouTube video in 2021:
Queens Chapel Barbershop 80th Anniversary (366 views)



Social media followers

Number of followers Q1/Q2 FY 2021 v.
Q3/Q4 FY 2021

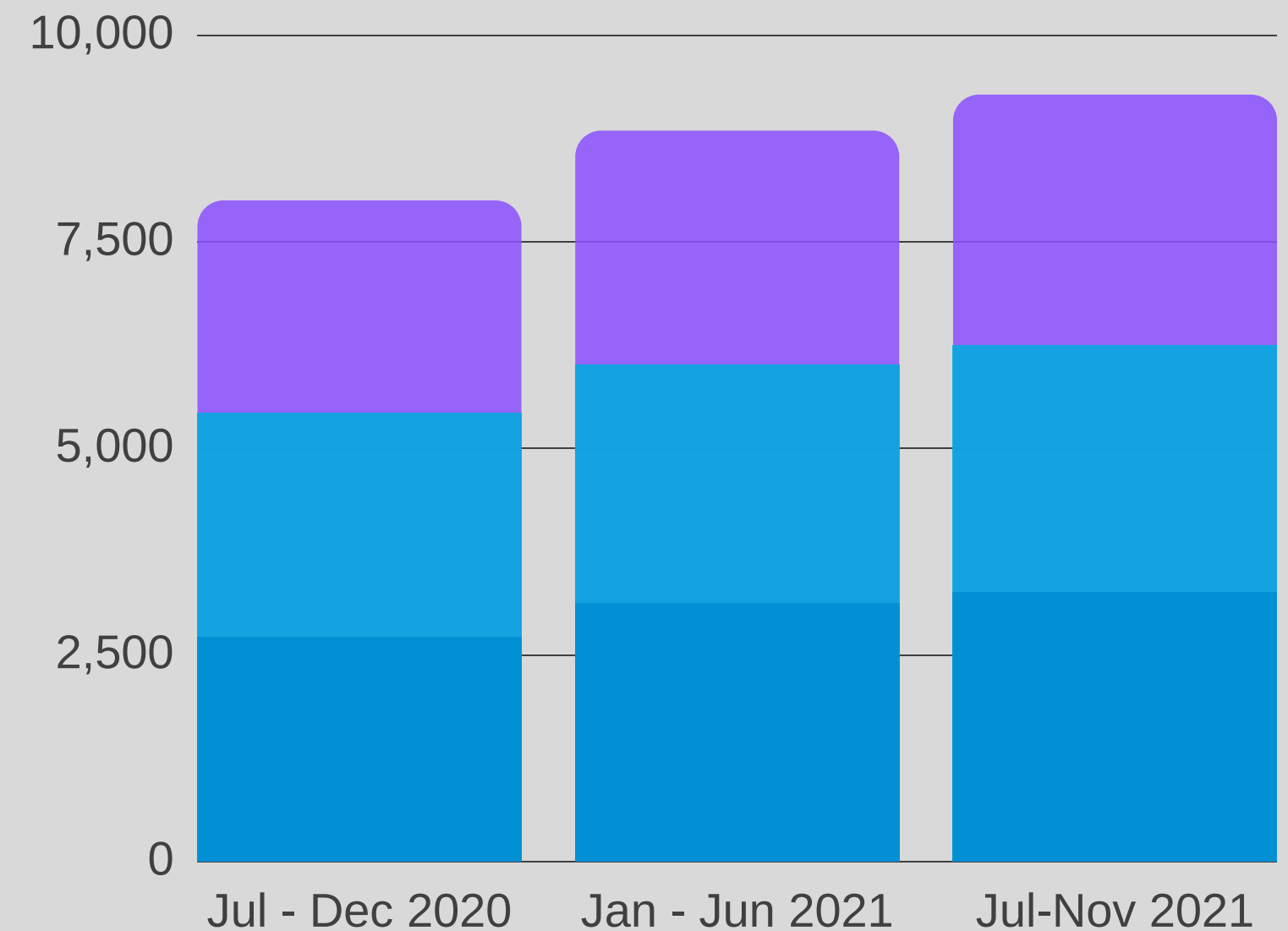
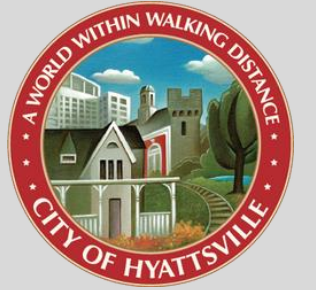
Facebook: 3122 | 15% increase

Twitter: 2880 | 6.5% increase

Instagram: 2836 | 28.2% increase

Total across all platforms: 8838, increase
of 844 followers

Current period: Facebook 3253, Twitter
2985, Instagram 3037



Social media number of posts

Number of posts Q1/Q2 FY 21 v. Q3/Q4 FY 21

Facebook: 529 | 8.4% increase

Twitter: 578 | .2% increase

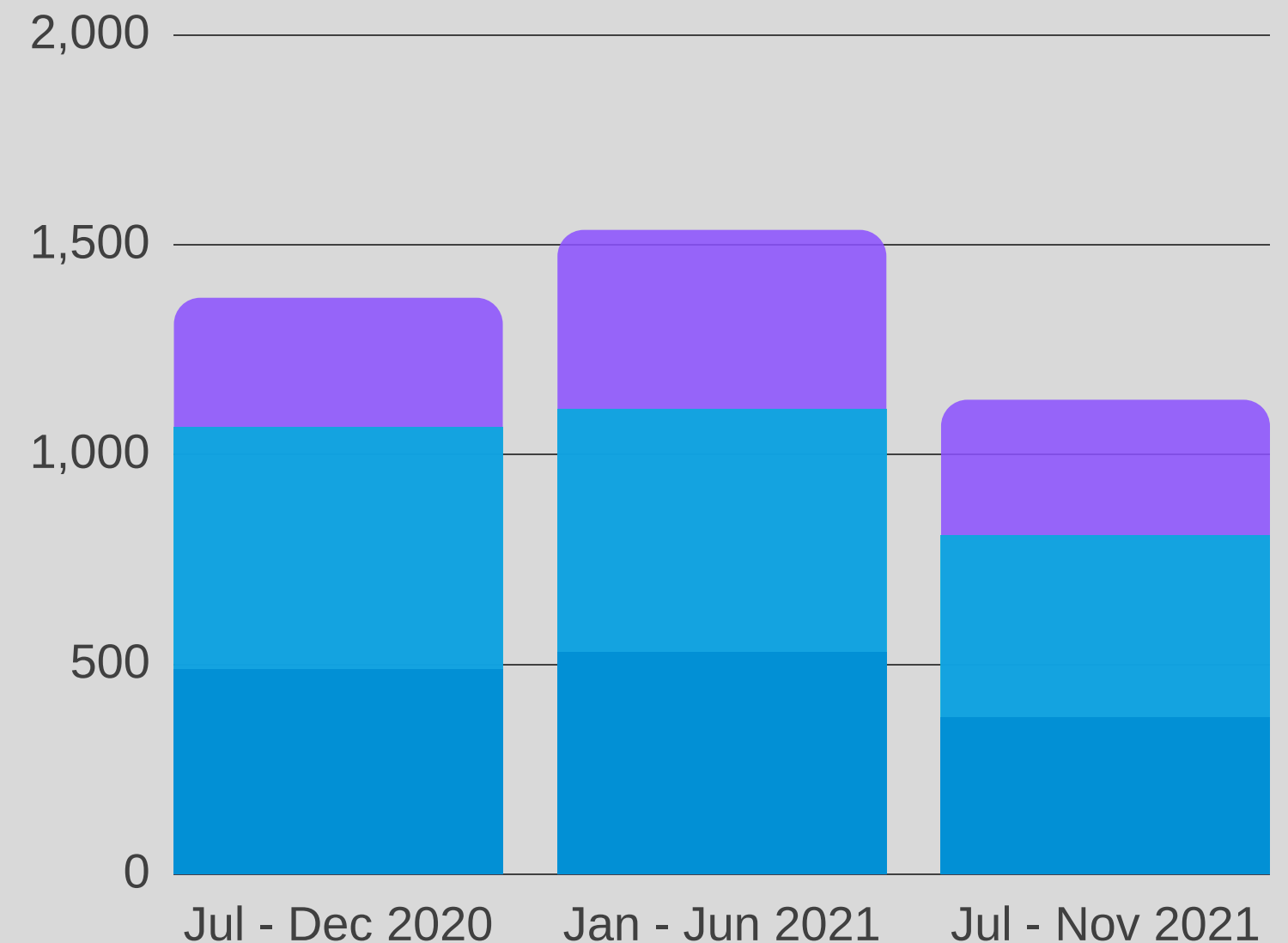
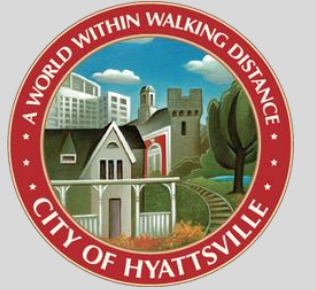
Instagram: 427 | 39.1% increase

Average daily posts

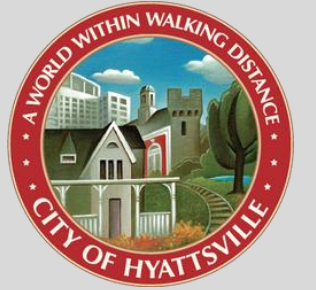
Facebook: 4, Twitter: 5, Instagram: 3

Current period: Facebook 373, Twitter, 433

Instagram 323



Social media engagements



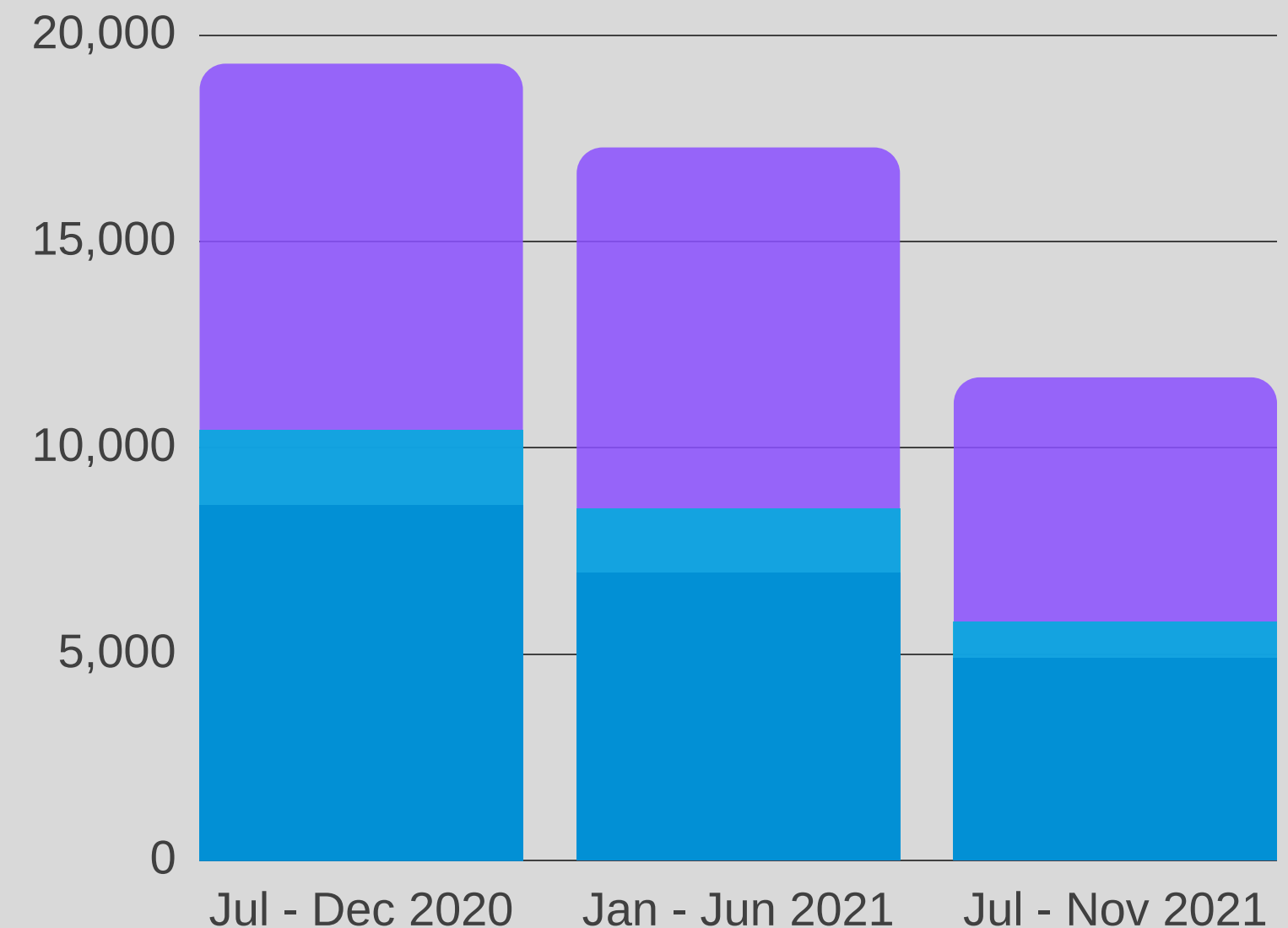
Aggregate of post likes, shares & comments
Q1/Q2 FY 2021 v. Q3/Q4 FY 2021

Facebook: 6955 | 19.2% decrease

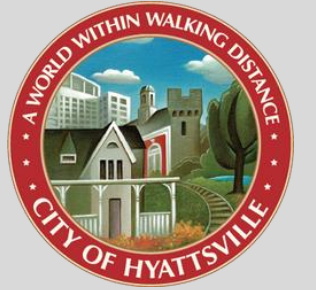
Twitter: 1553 | 14.2% decrease

Instagram: 8754 | 1.4% decrease

Current period: Facebook 4894, Twitter
878, Instagram 5917



Notify Me

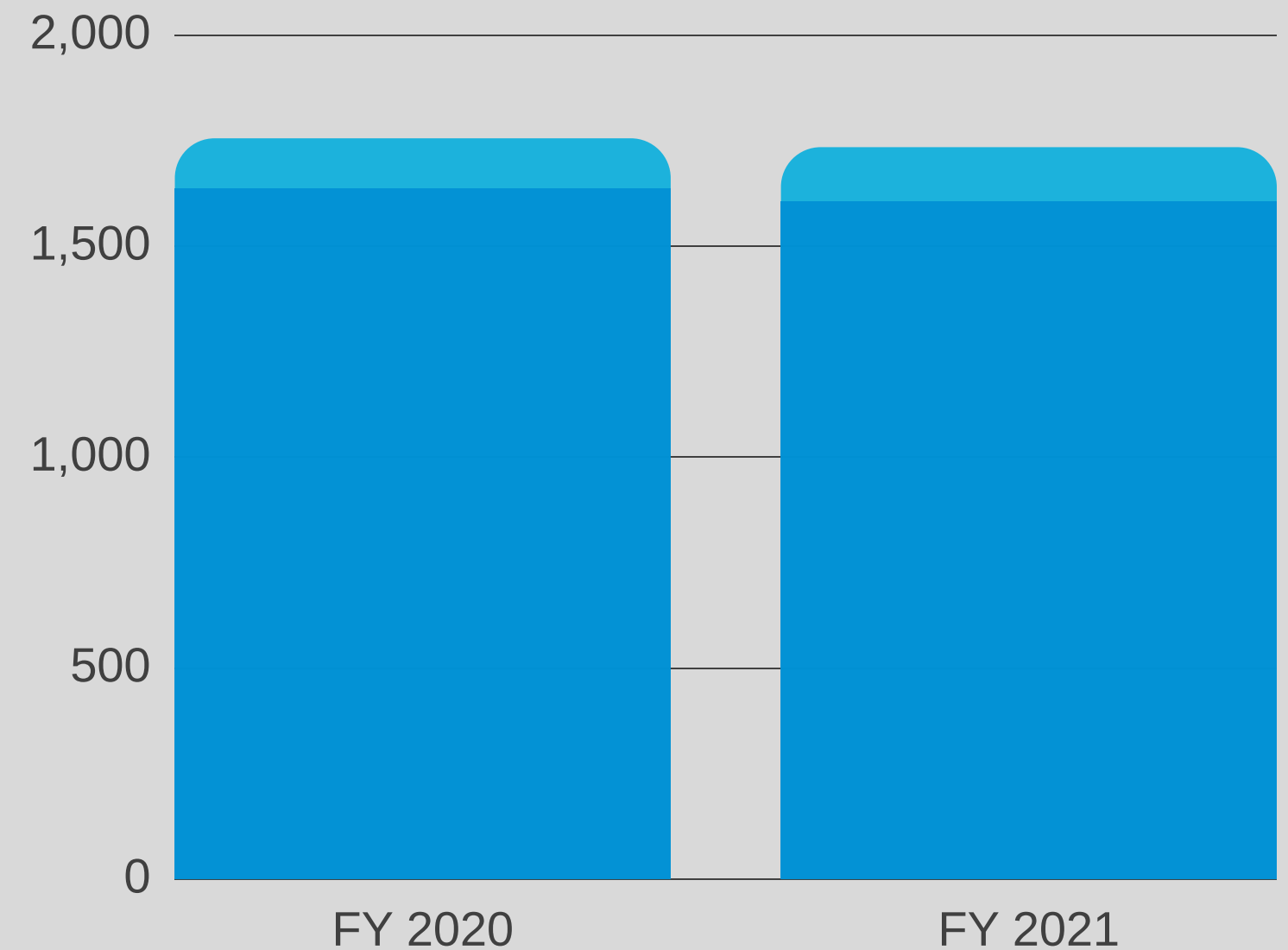


Number of subscribers FY 2020 v.
FY 2021

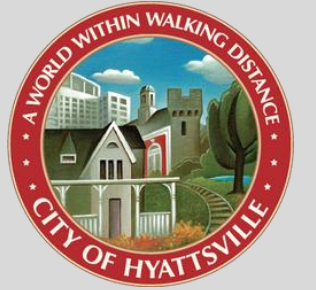
English language subscribers:
1605 (2% decrease)

Spanish language subscribers:
128 (7% increase)

Total subscribers: 1,733, decrease
of 21



NotifyMe number of messages



Number of messages Q1/Q2 FY 21 v. Q3/Q4 FY 21

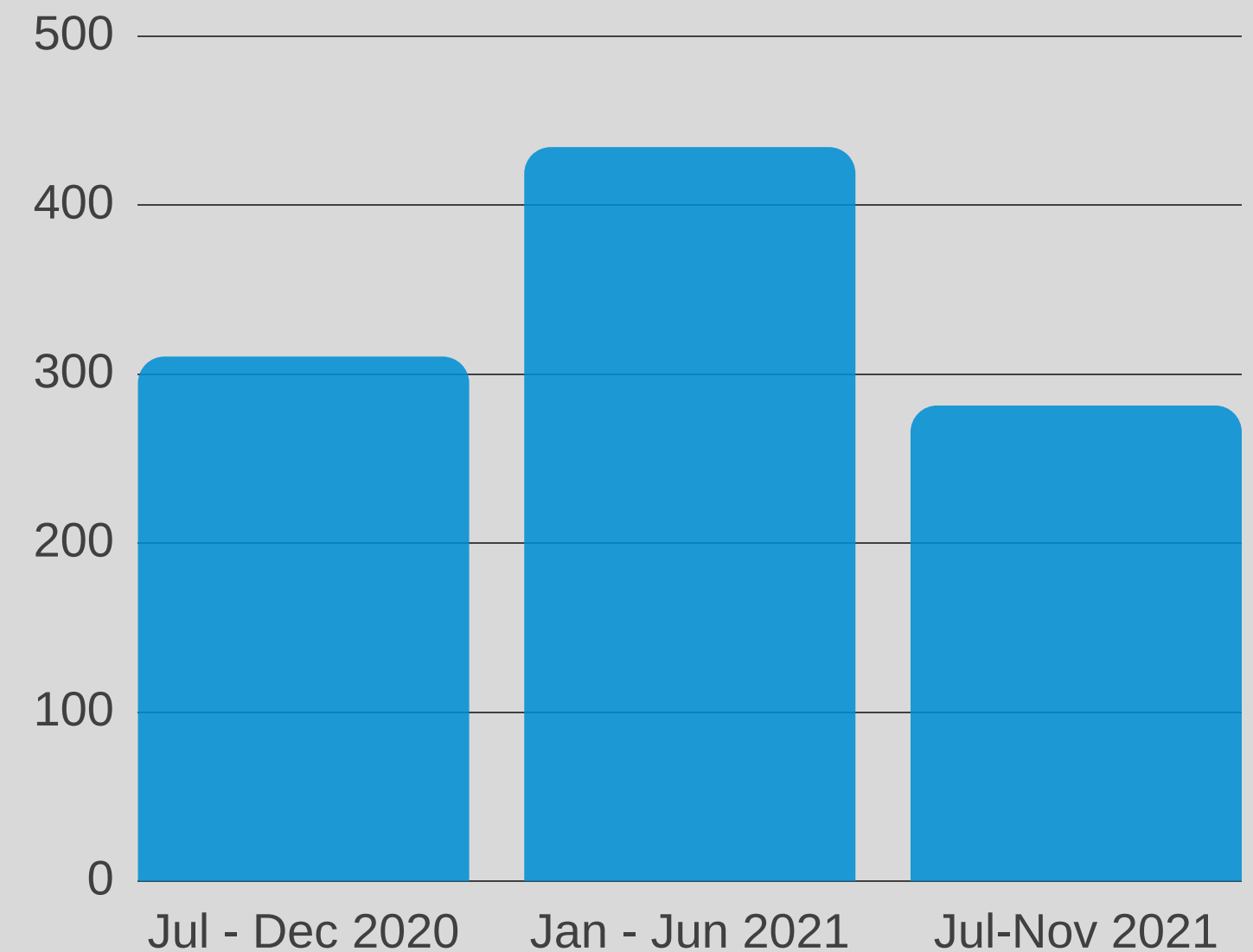
Q1/Q2: 310 posts

Q3/Q4: 434 posts

Each post is sent in both English & Spanish

Average daily posts: 3

Current period: 281 posts





Insights

ENGAGEMENT GROWTH

Social media followers continue to grow, providing our broadest audience reach. However as engagement has dipped, we are taking steps to more thoughtfully curate social media content. NotifyMe growth lags significantly, prompting us to explore other direct communications tools.

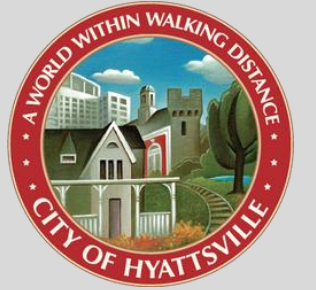
COMMUNICATIONS PLANNING

Our internal communications calendar and checklist has helped with planning across departments. It allows us to prioritize and individualize communications based on the intended audience and reach of the message.

COMMUNITY OUTREACH

In-person events are a useful communications platform that was lost during the pandemic. As more in-person activities resume we are exploring new and creative ways to engage with residents & community leaders.

2022 Goals Overview



INCREASE AND DIVERSIFY AUDIENCES

- More curated social media engagement
- Explore alternative text/email engagement platforms
- Identify other engagement tools like online collaboration platforms, additional City signage, creative "pop-ups", etc.

EXPAND COMMUNITY OUTREACH

- Build relationships with trusted community leaders
- Engage residents in a trial participatory budgeting process

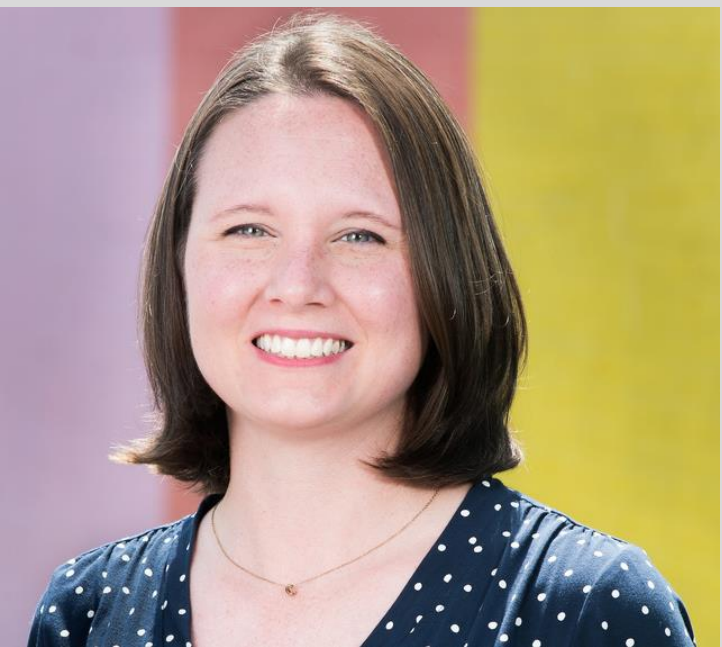
MODERNIZE CITY BRANDING

- Complete website redesign
- Update City style guide

IMPROVE INTERNAL COMMUNICATIONS

- Continue to track activities across departments through an internal communications calendar
- Finalize City staff communications guide and social media policy





Thank you!

