

Communications Report





LAURA REAMS

Communications Director



CINDY ZORK

Communications Manager



BRAYAN PEREZ

Communications Coordinator

Our Team





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



2021 Communications Plan



ANALYSIS

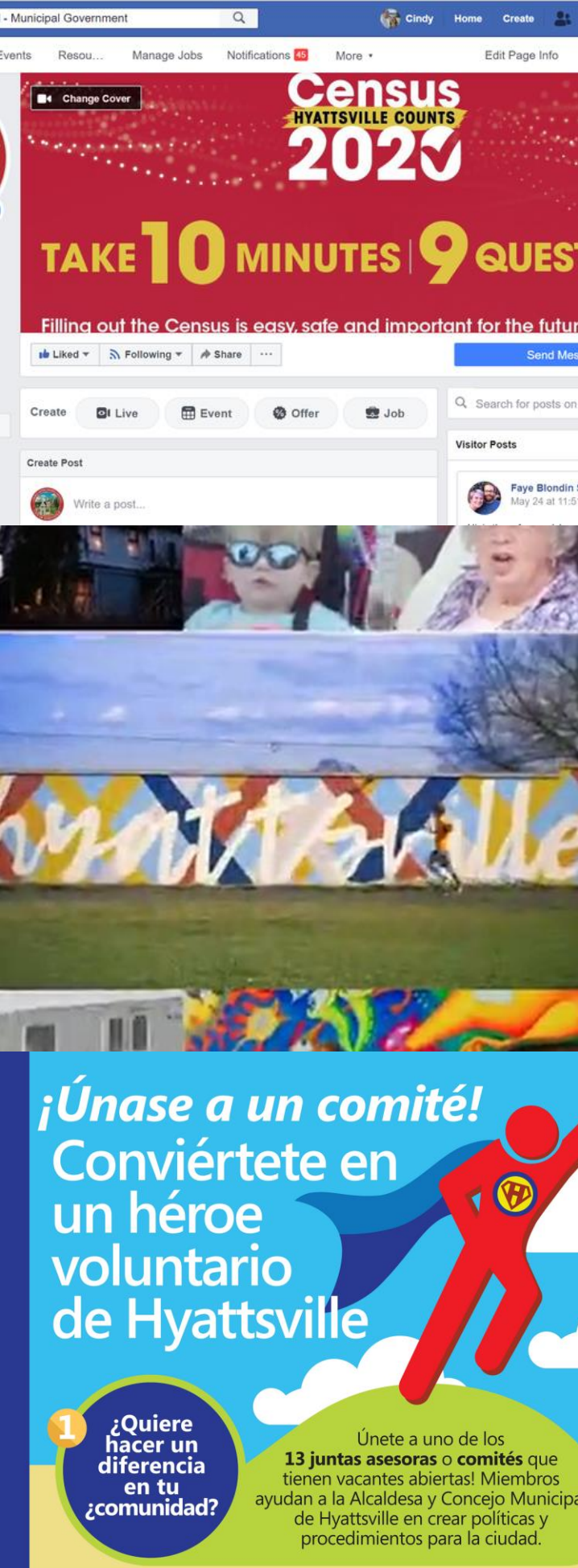
Review current data from digital communications (FY Q3 2020 v. FY Q4 2020), interview department leaders & conduct a community survey.

IDENTIFY SUCCESSES & AREAS FOR IMPROVEMENT

Set goals and strategies for FY 2021

MEASURE

Re-evaluate data against baselines bi-annually



OVERVIEW

Methods of Communication

DIGITAL COMMUNICATIONS

Social media: Facebook, Instagram, Twitter

NotifyMe email & text message system

Community run list serves: HOPE, Hyattsville Aging in Place, West Hyattsville, & University Hills Community Association

City of Hyattsville cable channel & video production

City staff signature block

PHYSICAL COMMUNICATIONS

Hyattsville Reporter, mailed to 8,392 households monthly

City of Hyattsville insert in the Hyattsville Life & Times, mailed to 7,330 households and 550 businesses monthly

DPW flyer distribution, placed in City waste receptacles on an as needed basis

Other flyer distributions, as needed

LED Signage

Big Belly trash cans

Bus shelters, Metro & Mall at Prince George's ad purchases





OVERVIEW

Ad-Hoc Communications

PRESS RELEASES

Archived at hyattsville.org/pressroom

EMAIL DISTRIBUTION LISTS

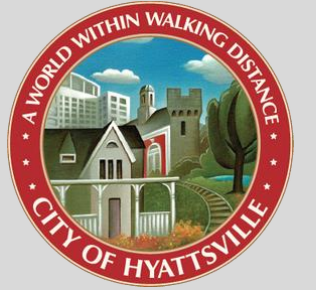
Maintained by each department, includes council & committee members, clergy & school contacts, business contacts, apartment managers, etc. Used on an as needed basis.

CODE RED EMERGENCY ALERT SYSTEM

Primarily used by HCPD, with 27 notices shared via text during Q3 & Q4 FY 2020
Robo-calling technology available for urgent communications



Website views



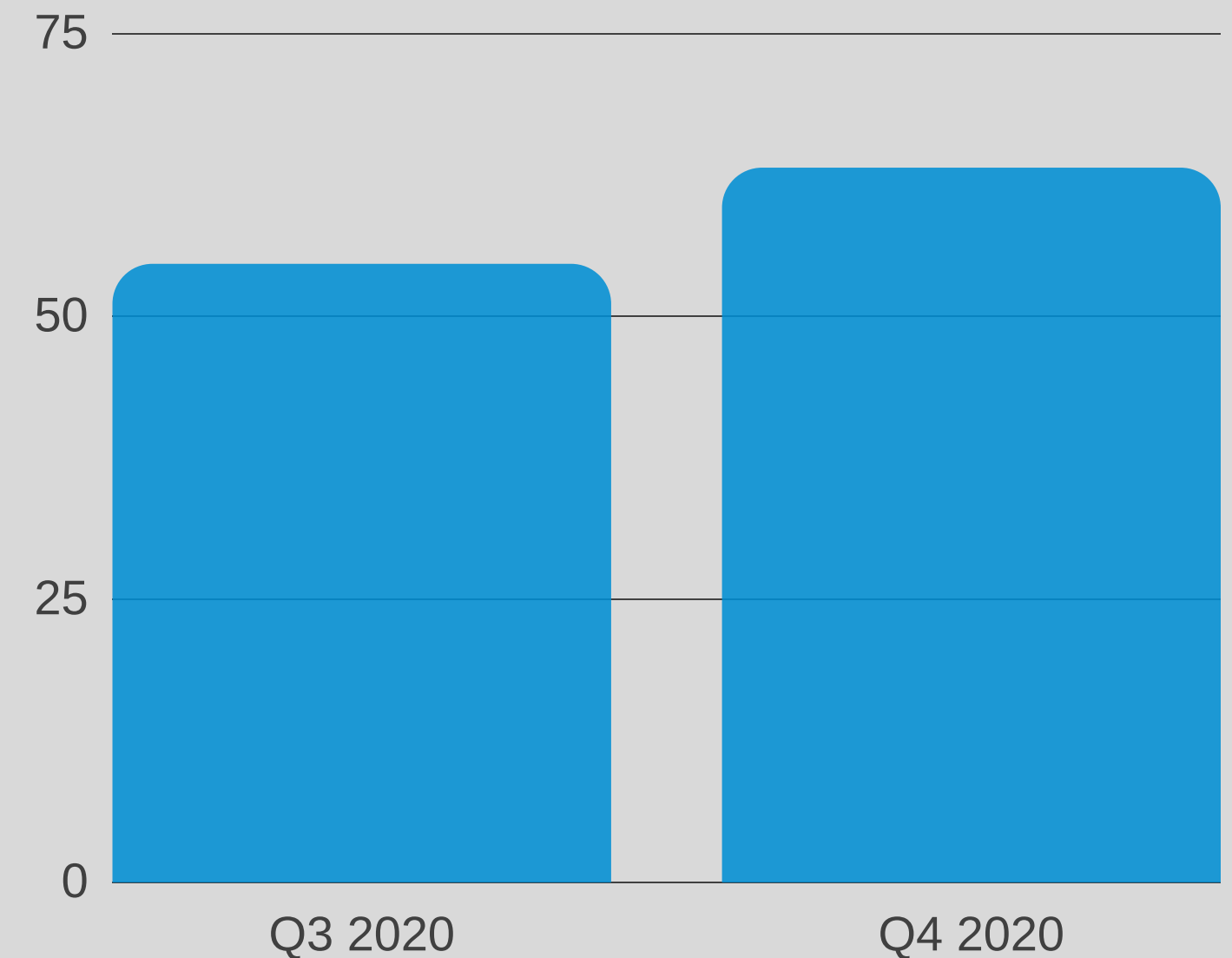
Number of views Q3 v. Q4 FY 2020

Q3: 54.6k

Q4: 63.1k

Top 3 pages Q3: Homepage, Calendar,
Pay Parking Tickets

Top 3 pages Q4: Homepage, COVID-19,
Camp Online



Social media followers



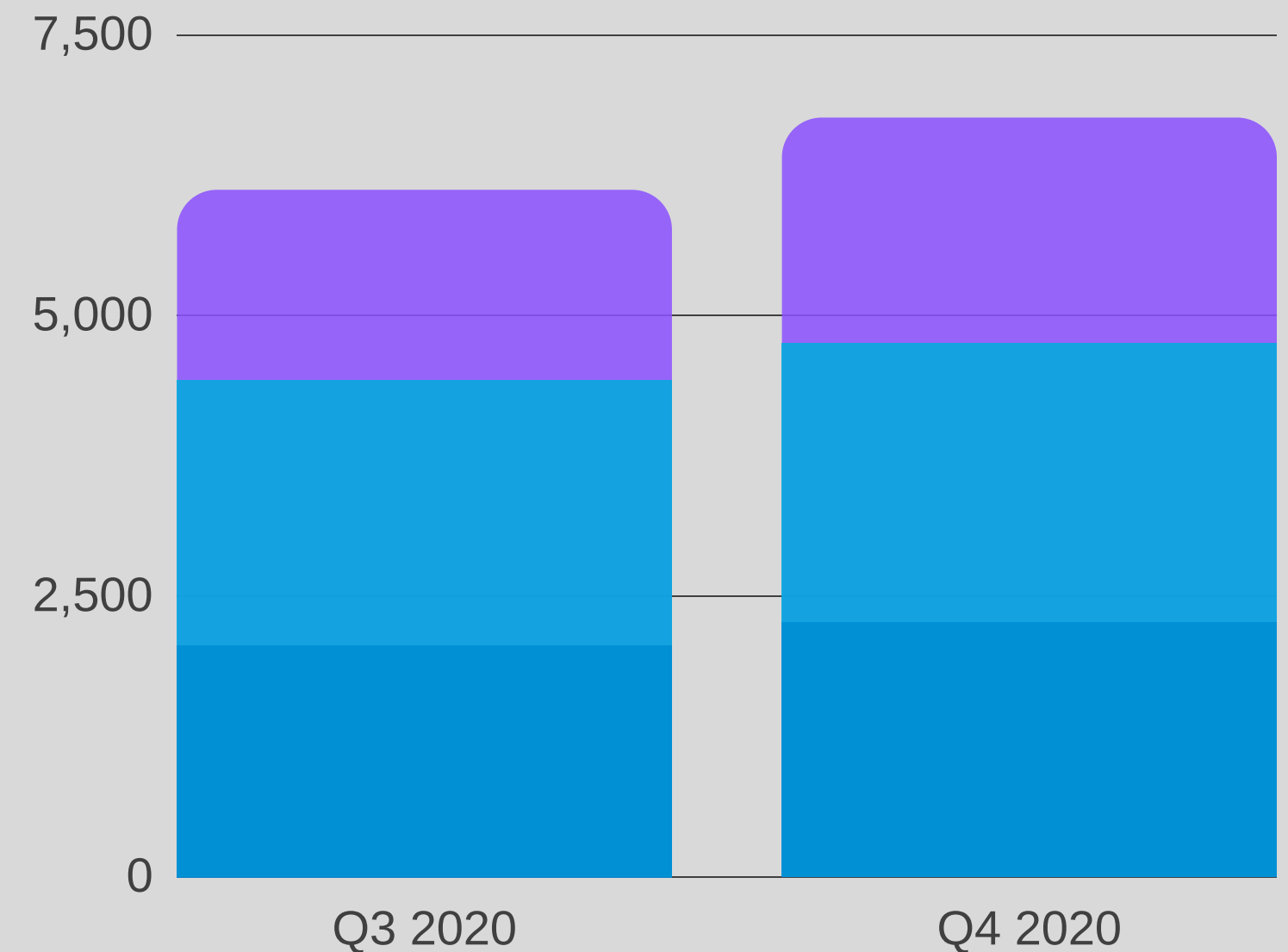
Number of followers Q3 v. Q4 FY 2020

Facebook: 2265 | 9.8% increase

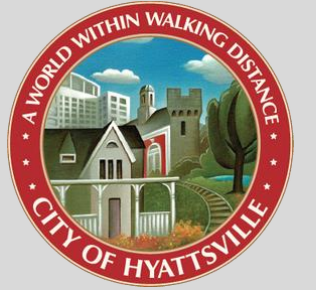
Twitter: 2487 | 5.6% increase

Instagram: 2008 | 18.3% increase

Total across all platforms: 6,670



Notify Me



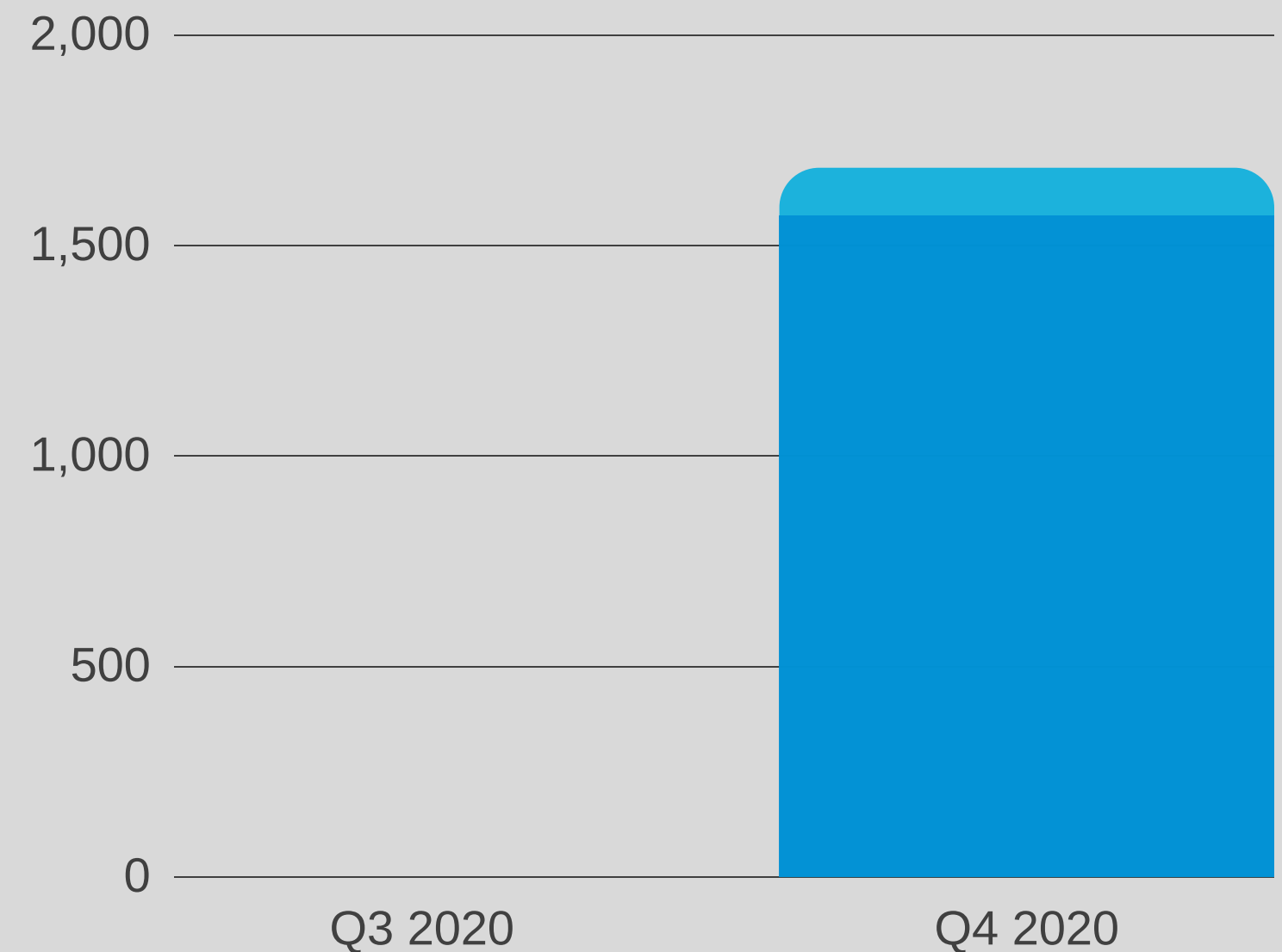
Number of subscribers Q3 v. Q4
FY 2020

English language subscribers:
1569

Spanish language subscribers:
114

Total subscribers: 1,683

*No data available to compare
quarters at this time*



Community list serves

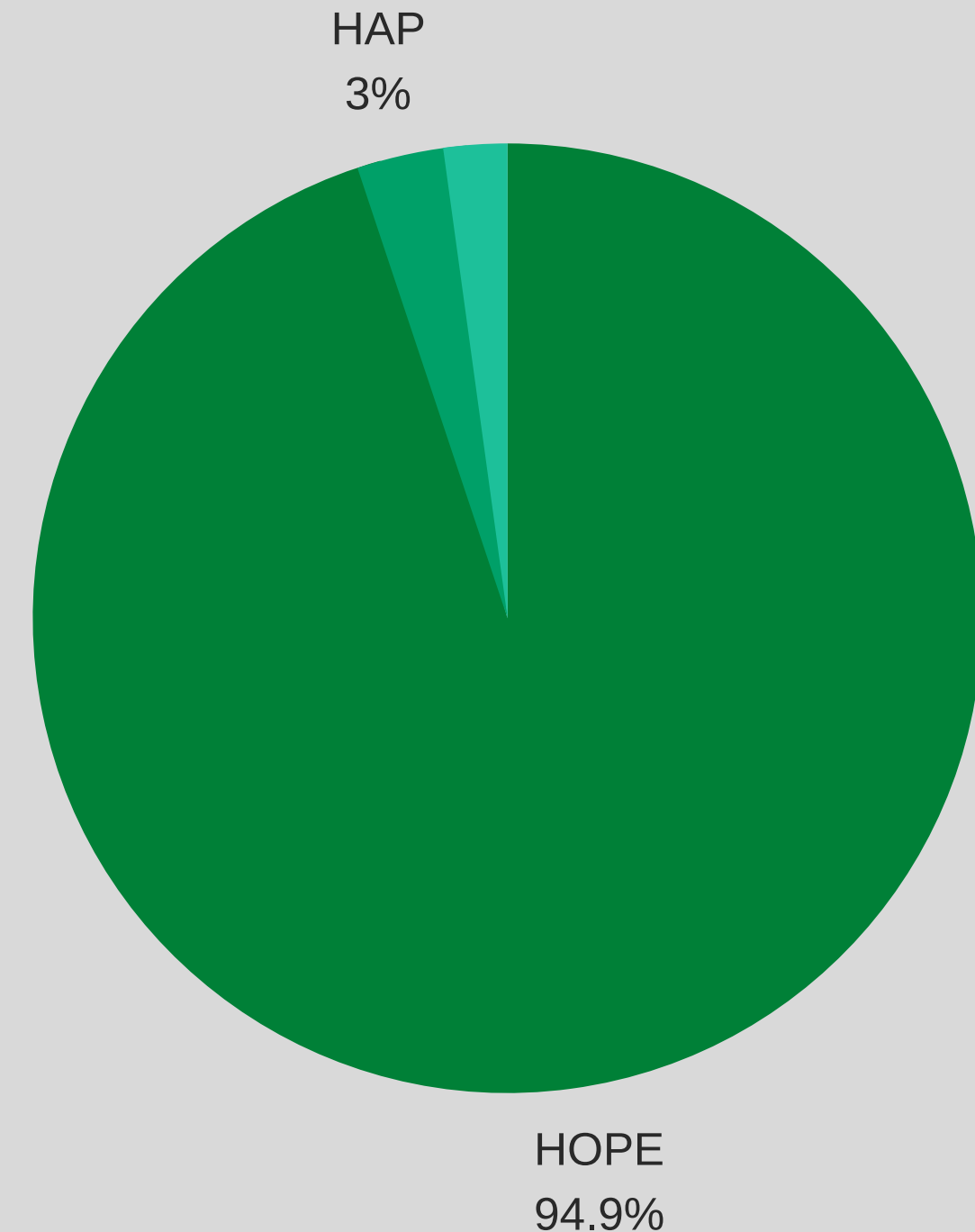
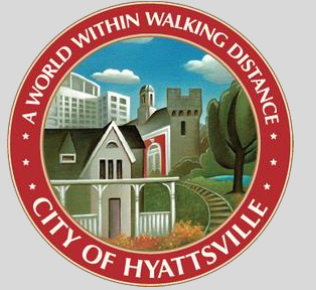
Total subscribers as of Q1 FY 2021

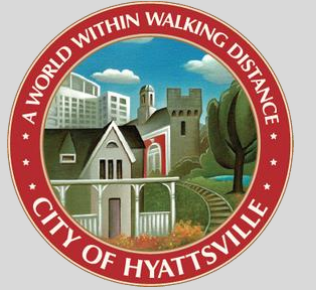
HOPE: 1,929

Hyattsville Aging in Place: 60

University Hills Community Association: 44

West Hyattsville: n/a





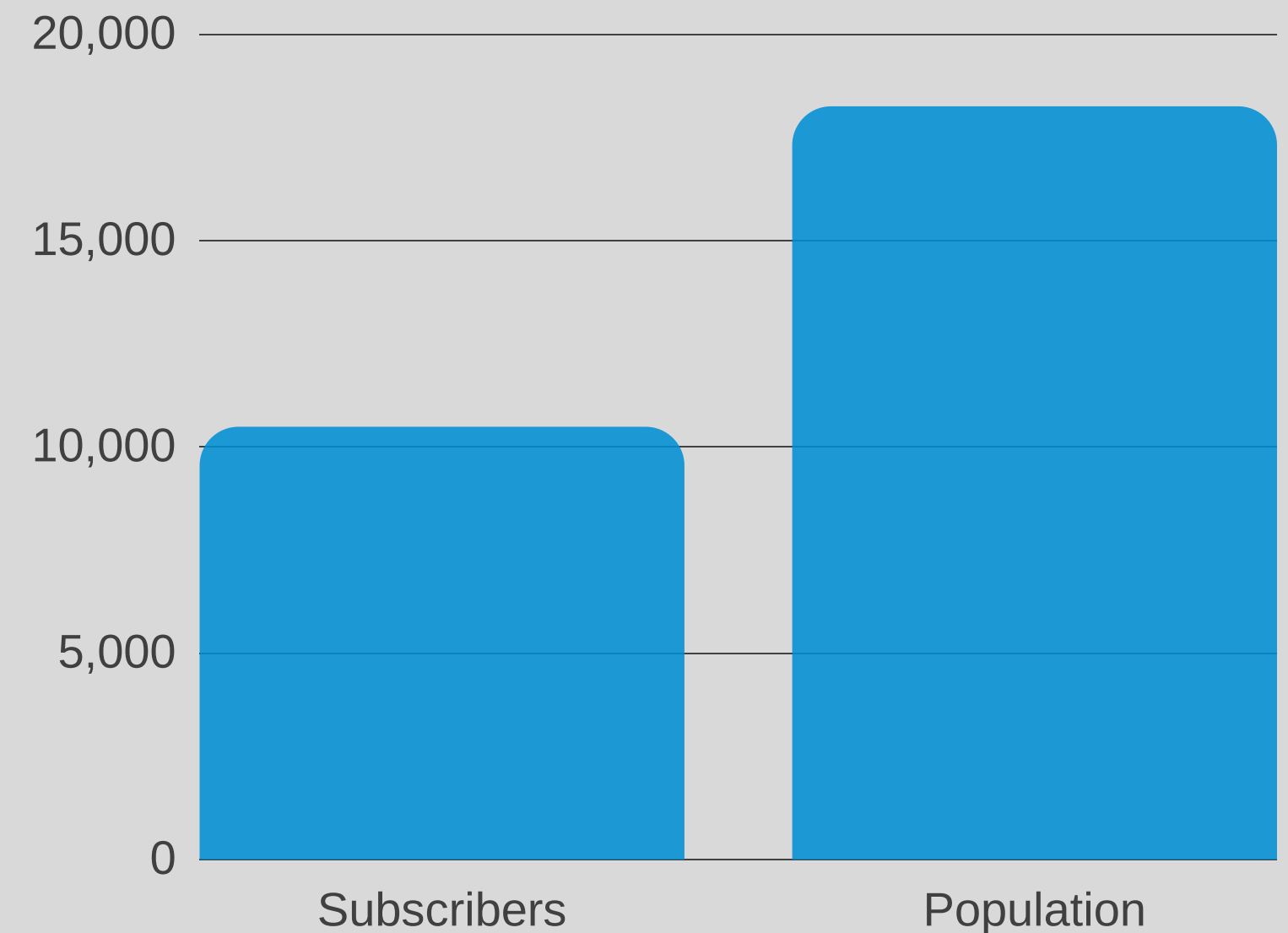
Subscribers v. Population

Total subscribers as of Q4 FY
2020, population estimate from
US Census Bureau 2018 data

Subscribers: 10,476

Population: 18,243

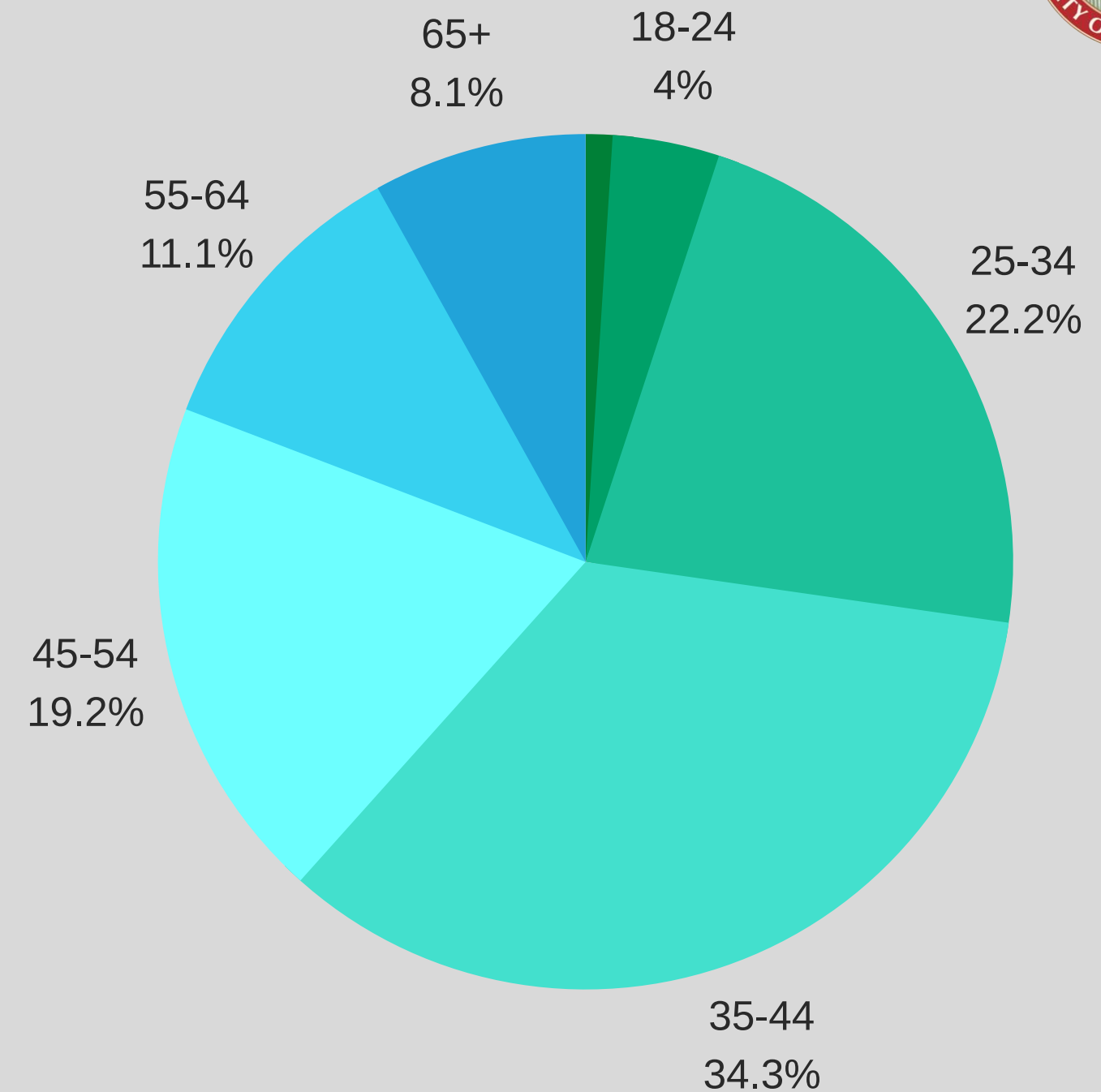
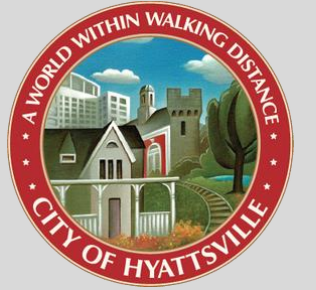
*Does not account for duplicate
subscriptions*



Social media demographics: Age

Totals as of Q4 FY 2020

Data available from Facebook &
Instagram



Social media number of posts

Number of posts Q3 v. Q4 FY 2020

Facebook: 240 | 145% increase

Twitter: 280 | 175% increase

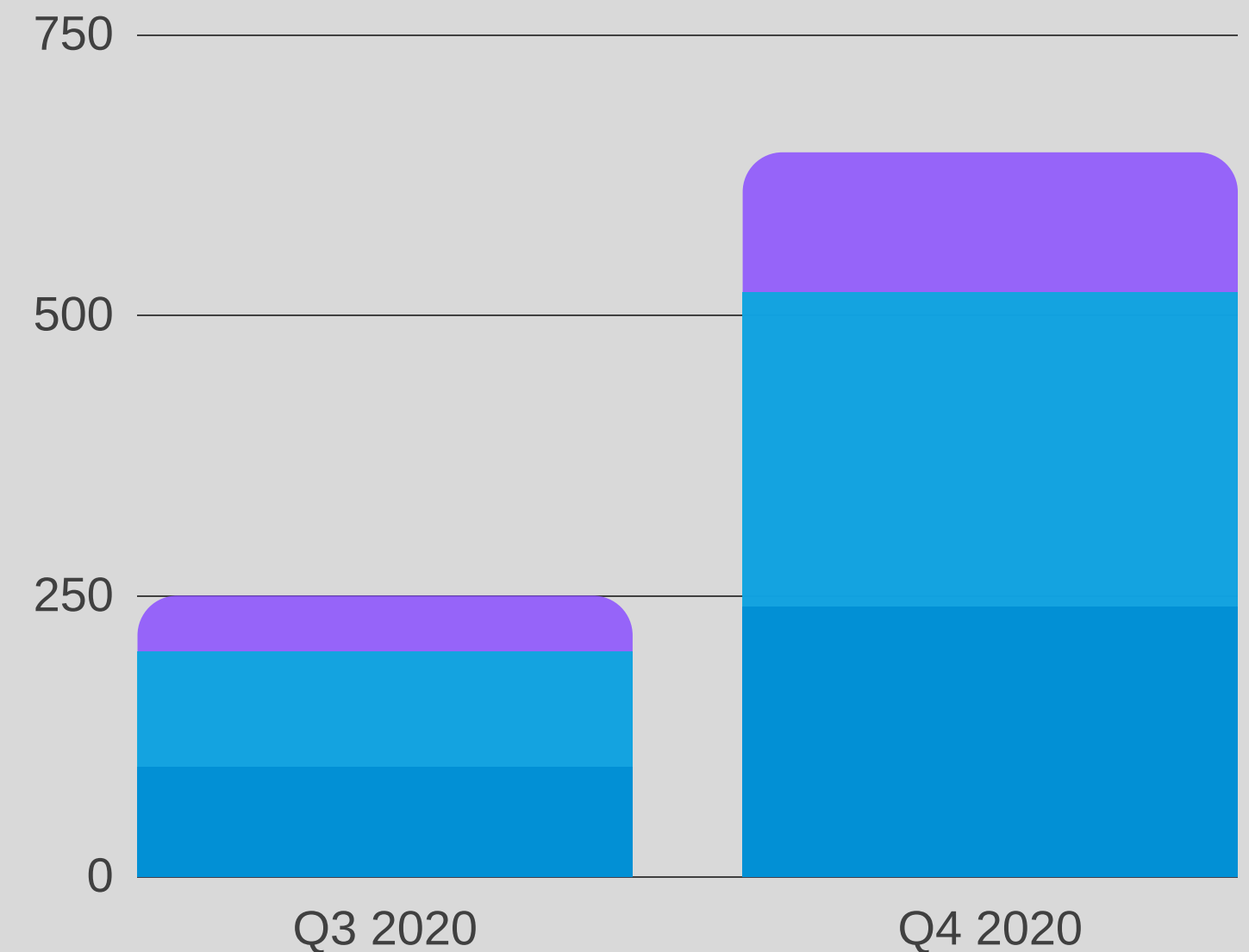
Instagram: 125 | 150% increase

Average daily posts

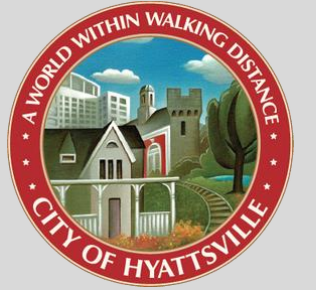
Facebook: 4

Twitter: 4.5

Instagram: 2



NotifyMe number of posts



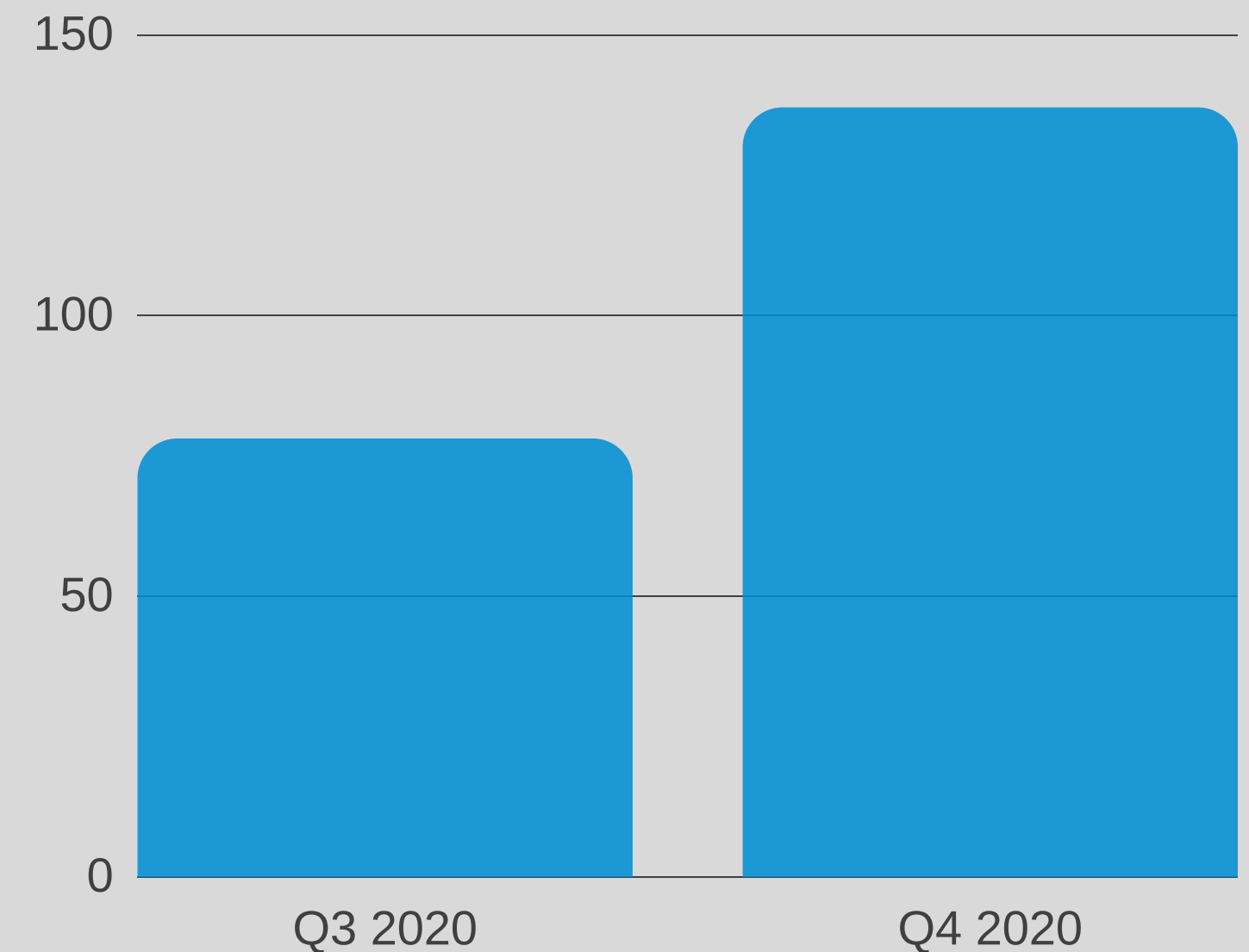
Number of emails/text messages sent Q3 v. Q4 FY 2020

Q3: 78 posts

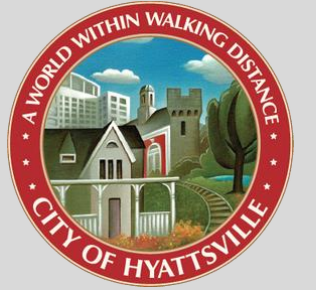
Q4: 137 posts

215 total posts (each post is sent in both English & Spanish)

Average daily posts: 3.5



Social media engagements



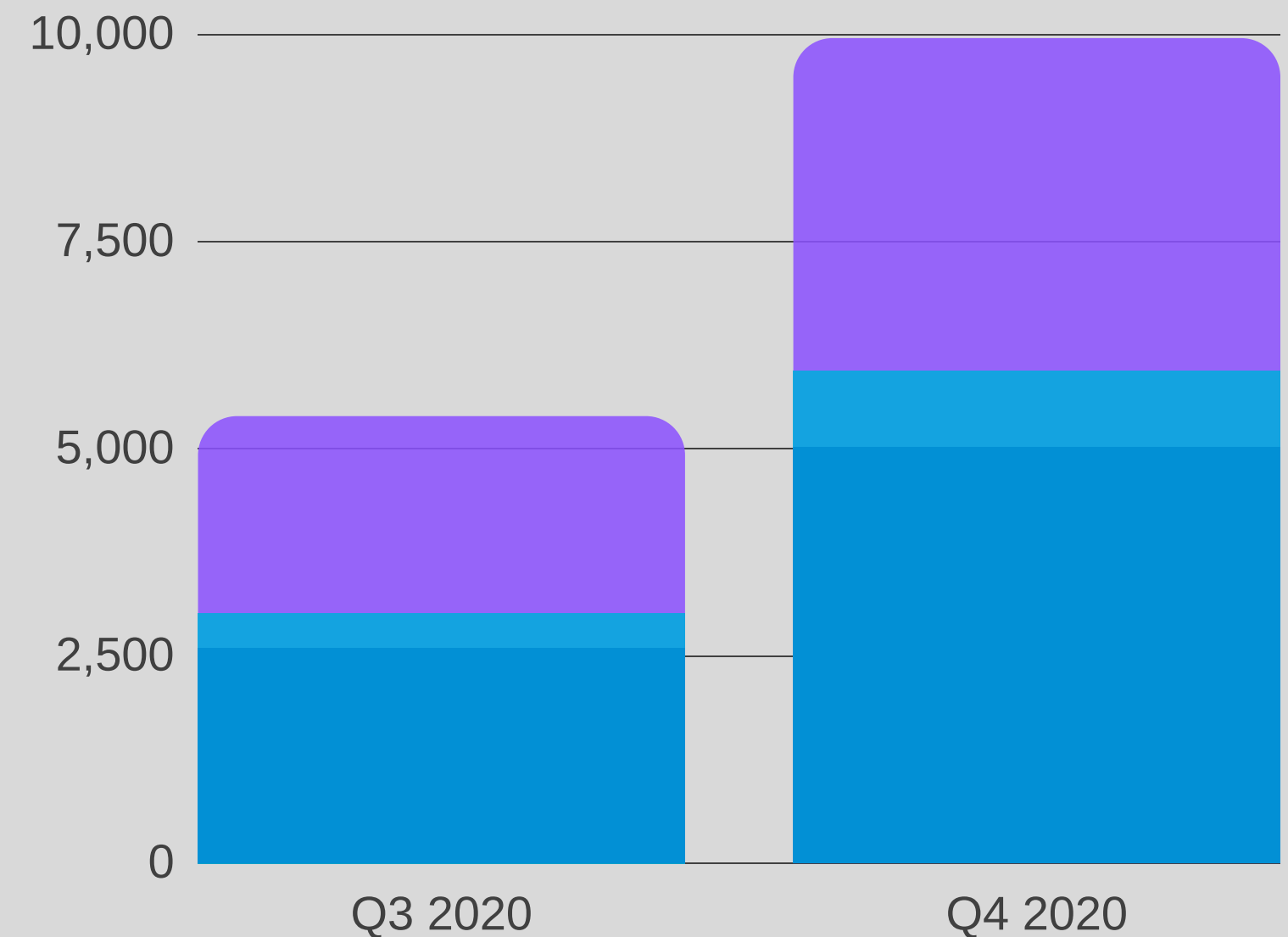
Aggregate of post likes, shares & comments
Q3 v. Q4 FY 2020

Facebook: 5010 | 93% increase

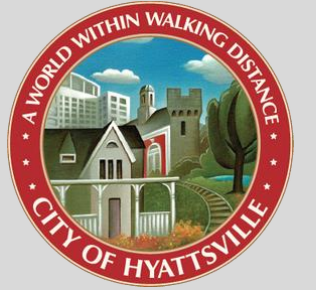
Twitter: 924 | 121% increase

Instagram: 4014 | 69% increase

Total across all platforms: 9,948



Video Views

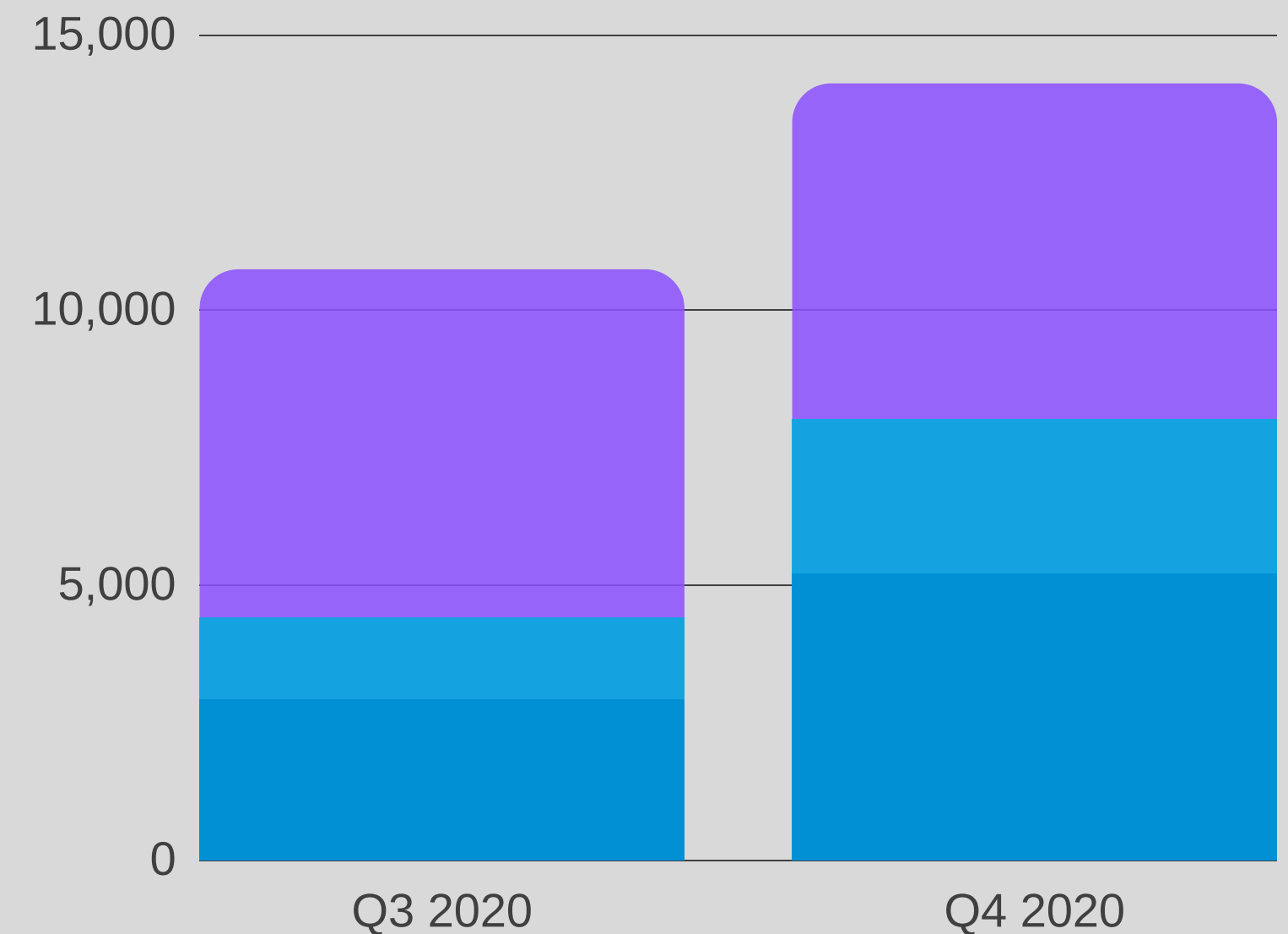


Video views/impressions Q3 v. Q4 FY 2020

Facebook: 5208 | 44% increase

YouTube: 2800 | 87% increase

Total across all platforms: 14,111





Insights

SOCIAL MEDIA LEADS THE PACK

Social media & listserves continue to be the most robust avenues for communication; NotifyMe lags in subscribers. Using conservative estimates, we are reaching less than half the City's population using all forms of digital communication.

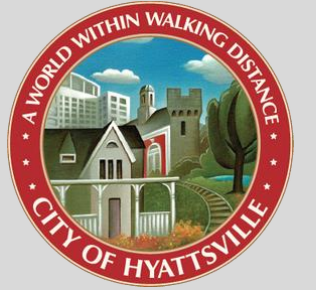
AUDIENCE DIVERSITY NEEDED

We are solidly reaching those in the 35-44 age range, but lacking youth and senior subscribers. Spanish language subscribers also seem to be lacking in comparison to the overall population. New strategies are needed to address these audience types.

VISUAL POSTS PERFORM BEST

Social media followers and engagement are growing significantly. Most engaging content varies by platform, but visual and people based communications perform the best. Tagging key partners also increases exposure to new audiences.

FY 2021 Goals & Strategies



INCREASE & DIVERSIFY AUDIENCES

Explore avenues for increasing subscribers to NotifyMe, and use community outreach to identify new tools/methods that might be needed to reach underserved and youth populations.

MODERNIZE THE CITY'S WEBSITE

The City's website is in need of an update to better support increases in digital communications and operations. The City is eligible for a free upgrade through web host CivicPlus.

IMPROVE INTERNAL COMMUNICATIONS

Build awareness across departments and standardize City communications strategies through increased brand awareness, templates, and staff communications ambassadors.



Next steps



COMPLETE COMMUNITY SURVEY

Survey in progress until
December 15

FINALIZE COMMUNICATIONS REPORT

Data from the communications survey will be used to finalize goals and recommendations in the Communications Report, with estimated completion in early 2021.

BEGIN TRACKING ACTION ITEMS

Track action items and report on progress in Summer 2021





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Video Coordinator



Thank you!

