

COMMUNICATIONS AND OUTREACH DEPARTMENT MONTHLY REPORT

MAY 2019



VILLAGE OF SCHAUMBURG

PROGRESS THROUGH THOUGHTFUL PLANNING



TABLE OF CONTENTS

Organization Chart.....	<u>1</u>
Department Overview.....	<u>1</u>
Key Activities.....	<u>2</u>
Monthly Performance	<u>3</u>
Key Performance Indicators (KPIs)	<u>8</u>
KPI 1- Social Media Subscribership	<u>8</u>



ORGANIZATION CHART



DEPARTMENT OVERVIEW

The Communications and Outreach Department is responsible for enhancing, developing and promoting the Schaumburg brand across multiple platforms; accomplished through web programming, multimedia development, public relations, media outreach, social media management, graphic design, and print production.

The purpose of the department is to effectively share information about Schaumburg's programs, projects, services and events with residents, businesses, visitors, community organizations and other stakeholders in order to promote an understanding of the village's goals and operations. In addition, the Communications and Outreach Department provides expertise and production resources to assist all village departments, including the Mayor's Office and Village Trustees, in achieving their communication goals.

The department serves as a main point of contact for media inquiries. In an emergency, the Communications and Outreach Department works closely with public safety information officers to disseminate and coordinate vital information to ensure public safety.

Additionally, the department assists with the coordination and implementation of marketing and outreach initiatives aimed at fostering civic pride, promoting positive experiences in the village, and increasing community engagement.

KEY ACTIVITIES

Marketing & Branding

Using the brand action plan developed as part of the village's Marketing & Branding Study, the Communications and Outreach Department has been implementing a number of strategies including internal and external pieces that highlight the village's new positive brand image. Deliverables completed in May include:

- HR Prox Cards redesigned
- Department Monthly Reports redesigned
- Farmers Market ads created
- Building Resource Guide templates designed
- Fire Department Envelopes designed
- Spring Cracker Barrel designed and distributed with rebranded template
- HR templates developed for various e-newsletter campaigns
- Full page Business Ledger ad designed
- Bike to Work Day flyer designed
- PowerPoint templates designed
- Community Development letterhead redesigned

Outreach

Staff worked with Economic Development to host a presentation on 90 North activities to about 50 individuals at the Plum Grove Estates Homeowners General meeting on May 15. Staff was able to educate the group on TIF Districts as well as provide information on exciting developments that are underway and forthcoming at 90 North. Staff answered questions and provided information on how to stay current on these projects and initiatives.

Staff participated in a Metropolitan Mayors Caucus Diversity Issues Task Force meeting in Hoffman Estates to discuss initiatives related to the 2020 Census. Members of the U.S Census Bureau presented information on the importance of creating Complete Count Committees, challenges that may exist for the upcoming census, and resources available to municipalities to aid in collecting census data. Information learned from this meeting was shared with members of the Economic Development Department, which is assisting with establishing local partnerships and planning for the 2020 Census.

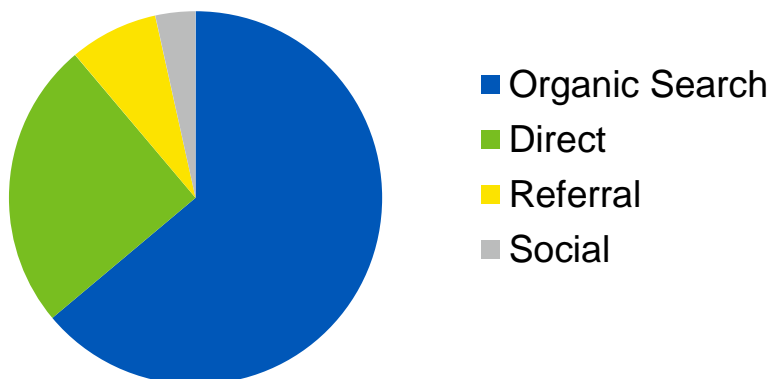
MONTHLY PERFORMANCE

Website

The village's website www.schaumburg.com is an important tool used by the public to seek news and information about available programs and services, as well as information about news and events happening in the Schaumburg.

- Total unique visitors: 48,590
- Total page views: 137,952
- Most popular pages visited/searches:
 - Home Page
 - Prairie Arts Festival
 - How do I request overnight parking?
 - How do I pay my water bill (water billing)
 - Residents
 - Police Department
 - Farmers Market
 - Metra Train Service
 - Prairie Center of the Arts
 - Contact Us

How Visitors Get to Schaumburg.com



Organic Search = visitors coming from a search engine such as Google

Direct = people entering www.schaumburg.com into their browser

Referral = visitors who click on a link from another website and then land on our site

Social = visits generated from social media pages such as Facebook, Instagram, and Twitter



Press Releases

- “Attend Schaumburg's Free Environmental Fair on May 11”
- “Schaumburg Police Chief Announces Retirement”
- “Learn About Village Services at Schaumburg's Engineering & Public Works Open House on May 11”
- “Celebrate Memorial Day With May 27 Observance”
- “Donate Blood at Schaumburg's Community Blood Drive June 5”
- “Schaumburg's Popular Farmers Market Returns May 31”
- “Summer Daily Service Returns for Schaumburg's Woodfield Trolley”

Media Assistance

- Staff assisted with providing details on the District 211 property for a Crain's Chicago Business story.

Weekly Progress Report E-Newsletter

- Total E-Newsletters in May: 4
- Total Subscribers: 5,480
- Gained Subscribers: 41
- Average Open Rate: 45.6% (national average for government is 19.8%*)

Social Media

In an effort to further connect and engage with the public, the village maintains several social media platforms in which staff interacts with users, answers questions and concerns, and shares information about positive news and events.

Staff is responsible for maintaining the following platforms which are used frequently to convey information:

- Facebook
- Twitter
- Instagram
- Nextdoor

In total, across all of the village's social media pages, the village **posted 199 times** on social media during the month of May to **interact with 23,397 followers**.

*Source: Campaign Monitor

Post Engagements = when someone performs actions on your page such as liking, commenting, clicking on links within posts or reposting content to their pages

Post Impressions = the number of times a post/content is displayed, no matter if it was clicked or not

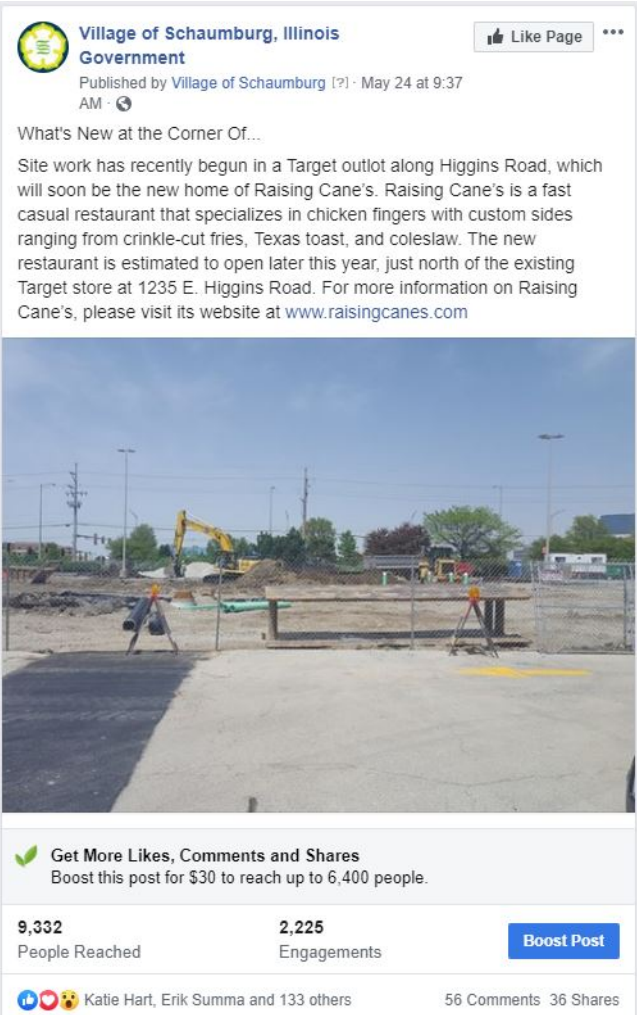
Twitter Mentions = this is a form of commenting on Twitter posts and is when someone tags a username in a reply

Reach = the total number of people who see a post/content

Facebook

- Posts: 40
- Post Engagements: 15,634
- Gained Followers: 128
- Post Reach: 26,681
- Page Visits: 2,341

Top post for the month of May:



Village of Schaumburg, Illinois Government
Published by Village of Schaumburg [?] · May 24 at 9:37 AM · 🌐

What's New at the Corner Of...

Site work has recently begun in a Target outlet along Higgins Road, which will soon be the new home of Raising Cane's. Raising Cane's is a fast casual restaurant that specializes in chicken fingers with custom sides ranging from crinkle-cut fries, Texas toast, and coleslaw. The new restaurant is estimated to open later this year, just north of the existing Target store at 1235 E. Higgins Road. For more information on Raising Cane's, please visit its website at www.raisingcanes.com

9,332 People Reached 2,225 Engagements [Boost Post](#)

👍❤️😄 Katie Hart, Erik Summa and 133 others 56 Comments 36 Shares

Performance for Your Post

9,332 People Reached

343 Reactions, Comments & Shares 🗨️

151 👍 Like	119 On Post	32 On Shares
19 ❤️ Love	11 On Post	8 On Shares
2 😄 Haha	0 On Post	2 On Shares
7 😲 Wow	6 On Post	1 On Shares
1 😞 Sad	1 On Post	0 On Shares
1 😡 Angry	1 On Post	0 On Shares
125 Comments	85 On Post	40 On Shares
37 Shares	36 On Post	1 On Shares

1,882 Post Clicks

117 Photo Views	184 Link Clicks 🔗	1,581 Other Clicks 🗨️
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NEGATIVE FEEDBACK

4 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts



Twitter

- Tweets: 143
- Gained Followers: 25
- Page Visits: 2,555
- Mentions: 155
- Impressions: 129,000

Top posts for the month of May:

Top mention earned 99 engagements

Reminder: High School students planning prom picture locations should be aware the Robert O. Atcher Municipal Center (@SchaumburgIL Village Hall) parking lots will be closed for this purpose due to pre-scheduled events at the @prairiecenter Info: bit.ly/2DLCRwb
pic.twitter.com/rkYWgn7u5i



1 2 4

Top Tweet earned 1,982 impressions

The @SchaumburgIL Police Dept. is out this morning(May 17) for its annual #coponarooftop event to raise money for @SO_Illinois. Stop by until noon at Dunkin Donuts at 2263 W. Schaumburg Rd. or 477 W. Golf Rd. to donate \$\$ to this great cause!
pic.twitter.com/D5DAq7FAoX

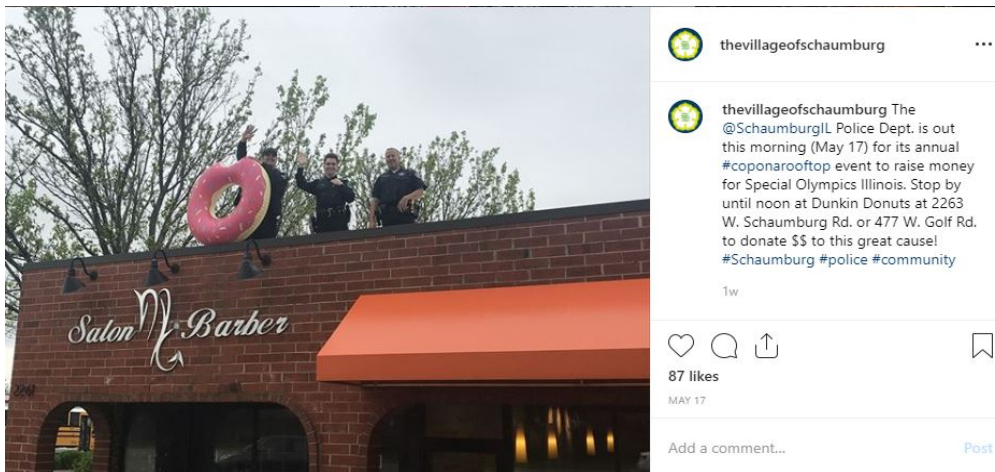


1 4 11

Instagram

- Posts: 6
- Gained Followers: 71
- Impressions: 4,567
- Interactions: 1,195

Top post for the month of May:



Nextdoor

- Posts: 10
- New Residents: 272
- Verified Residents: 6,658 in 47 neighborhoods
- Impressions: 11,159**
- Reach: 15% of households

Top post for the month of May:



Communications Specialist Becky Wyskochil, Village of Schaumburg A...

Celebrate Economic Development in Schaumburg

Did you know Schaumburg is the largest center of economic development in the State of Illinois, outside the City of Chicago? With a daytime population of 150,000, thousands of businesses, 30 hotels, more than 200 restaurants, highly-educated workforce, superb location and high quality of life, Schaumburg is the place to live. See more...

Hosted by the International Economic Development Council

Celebrating the Profession and the Professional in Your Community

ledconline.org/edw #EconDevWeek #EDW2019

ECONOMIC DEVELOPMENT WEEK MAY 6-11 2019

10 May · Subscribers of Village of Schaumburg

Thank Reply 3 4 · 1362 Impressions

**Total of unique post views, unique opens of post email notifications, and link clicks from emails.

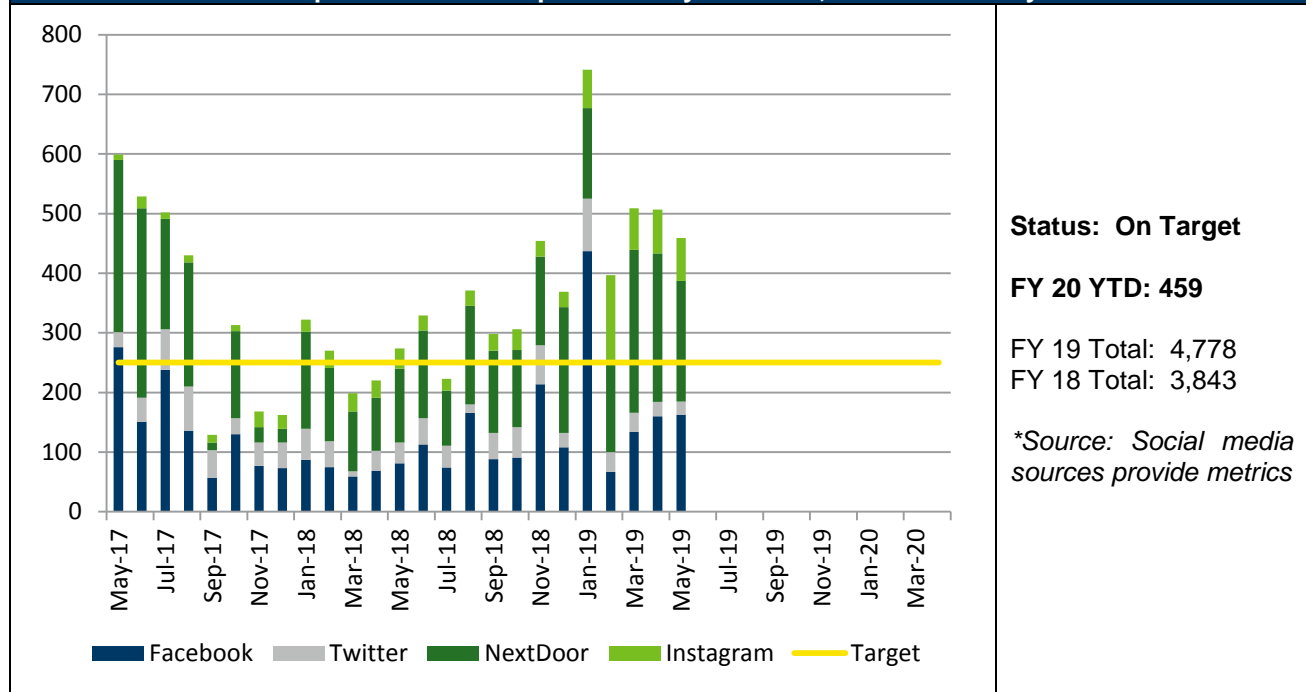


KEY PERFORMANCE INDICATORS

KPI 1: Enhance community engagement through social media.

The Village of Schaumburg has placed a high priority on communicating news, events and information about its programs and services to the public, and it uses a number of tools to successfully achieve that goal. Because technology is constantly changing, it is important that the village remain informed so it can utilize the appropriate communication channel that will best reach the intended audience. Social media tools, such as Facebook, Twitter, Instagram and Nextdoor, enable the village to better inform and engage the public. In this KPI, staff continues to track the number of subscribers to each of its social media sources monthly as well as how many of those subscribers are new that month.

Increase subscribership to social media platforms by at least 3,000 users each year.



Status: On Target

FY 20 YTD: 459

FY 19 Total: 4,778

FY 18 Total: 3,843

**Source: Social media sources provide metrics*