

# COMMUNICATIONS AND OUTREACH DEPARTMENT MONTHLY REPORT

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MARCH 2026



**VILLAGE OF SCHAUMBURG**

PROGRESS THROUGH THOUGHTFUL PLANNING



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## 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 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

The Communications and Outreach Department regularly works with departments to create and update various materials that feature the village's brand. Deliverables completed this month include:

- The Barn 70th Anniversary Event Trivia Sheet – Created
- Spring Recycling Events Flyer – Updated

### Outreach

Communications staff coordinated an outreach event through the VOS Speakers Series titled "Think Before You Click – How to Avoid Electronic Scams." The presentation, delivered by IT Director Peter Schaak at the Schaumburg Township District Library on March 17, focused on increasing awareness of increasingly sophisticated cyber scams that often target individuals rather than systems. 29 attendees (both in person and virtually) learned how to recognize common electronic scams, identify red flags before engaging with suspicious content, and take practical steps to protect their personal information online. The hour session emphasized the critical role of human awareness in preventing cybersecurity breaches.

### Videos

Ten total video reels were posted to social media outlets in March coinciding with the 70<sup>th</sup> Anniversary Schaumburg Bites campaign. Nine videos featured the restaurants who participated in the campaign by temporarily naming a food or drink item related to Schaumburg. Other videos consisted of the Artist of the Month series, a reel commemorating the 70<sup>th</sup> Anniversary celebration at the Barn, and a reel featuring the grand opening of Andretti Racing. Reels are distributed on Instagram, Facebook and X (aka Twitter). Staff are continuing to produce Reels to distribute information to stay relevant and innovative while increasing engagement and reach.

### Other

Staff participated in and documented the Youth in Government Day event that occurred on March 11.



## MONTHLY PERFORMANCE

### Website

The village's website [www.schaumburg.com](http://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 Schaumburg.

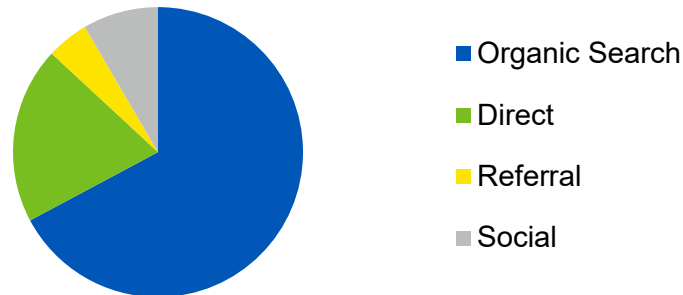
- Total unique visitors: 44,501
- Total page views: 137,780
- Most popular pages visited:
  - Search
  - I Want to Pay – Web Pay
  - I Want to Pay
  - Overnight Parking Request
  - Our Village – Search
  - Human Resources
  - Season of Arts Entertainment – Rhinestone Cowgirls
  - Season of Arts Entertainment – Jessie Mueller
  - Water Billing
  - Season of Arts Entertainment – Three Redneck Tenors

### AI Chatbot

The AI Chatbot, *Serena Says*, went live in October 2025. Click [here](#) to view the live dashboard.

- Total residents:
- Total Communications:
- Most Popular Topic:
  - Permits and Licensing
  - Utilities and Billing
  - Public Safety
  - Contact Info Request
  - Community Programs & Services
  - Recycling & Waste

## How Visitors Get to Schaumburg.com



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

**Direct** = people entering [www.schaumburg.com](http://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 X

Staff continued scheduling training for administrators who manage the village website. Our web specialist continuously monitored site rankings on Google and Siteimprove, making updates as needed. Staff collaborated with IT to prepare for the launch of the village's AI chatbot, *Serena Says*, and researched opportunities to enhance the village website.

## Press Releases

- Schaumburg Coffee with the Council March 14
- Donate Blood at Schaumburg's Community Blood Drive March 19

## Weekly Progress Report E-Newsletter

- Total E-Newsletters this month: 4
  - Total Subscribers: 6,600
  - Gained Subscribers: 17
  - Average Open Rate: 57% \*(national average for government is 43%)
- \*Source: Constant Contact

## SOCIAL MEDIA

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

- Facebook
- X
- Instagram
- Nextdoor



In total this month, across all the village’s social media pages, the village **posted 146 times** on social media to **interact with 66,102 followers**.

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

**Interactions** = the number of likes or reactions, saves, comments, shares and replies on content

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

**Views** = the number of times your content was played or displayed. Content includes reels, posts, stories and ads

## Everything Schaumburg

Staff regularly monitors “Everything Schaumburg,” a Facebook Group moderated by The Daily Herald, to identify concerns and/or misinformation that can be addressed officially by the village. In the past month, the village responded to four posts on topics related to police and fire incidents in Schaumburg and a water shutoff at Brunswick Harbor.

## Facebook

**Posts:** 61

**Interactions:** 7,144

**Follows:** 509

**Viewers:** 332,057

### Top organic post for March:

Village of Schaumburg, Illinois Government's Post

Village of Schaumburg, Illinois Government  
March 23 at 10:00 AM · 🌐

Return of Wrigley Field Express for 2026

Avoid high parking costs and frustrating traffic...ride Pace's Wrigley Field Express Service to Chicago Cubs weekend home games and weekend concerts from the Pace Northwest Transportation Center!

Pace is happy to announce the return of the Wrigley Field Express. This year Pace will be serving all weekend Cubs home games and weekend concerts at Wrigley Field for 2026.

Service begins Saturday, March 28.

For more information on when and where to take the Wrigley Field Express, visit:  
[pacebus.com/wrigleyfield](https://pacebus.com/wrigleyfield)



Boost this post to get more reach for Village of Schaumburg, Illinois Government. [Boost post](#)

👍 1.2K    💬 143    ➦ 242    ❤️👍



X

Posts: 41

New Followers: 22

Impressions: 21,600

Top post for March:

**Village of Schaumburg** @SchaumburgIL

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10:00 AM · Mar 23, 2026 · 1,161 Views

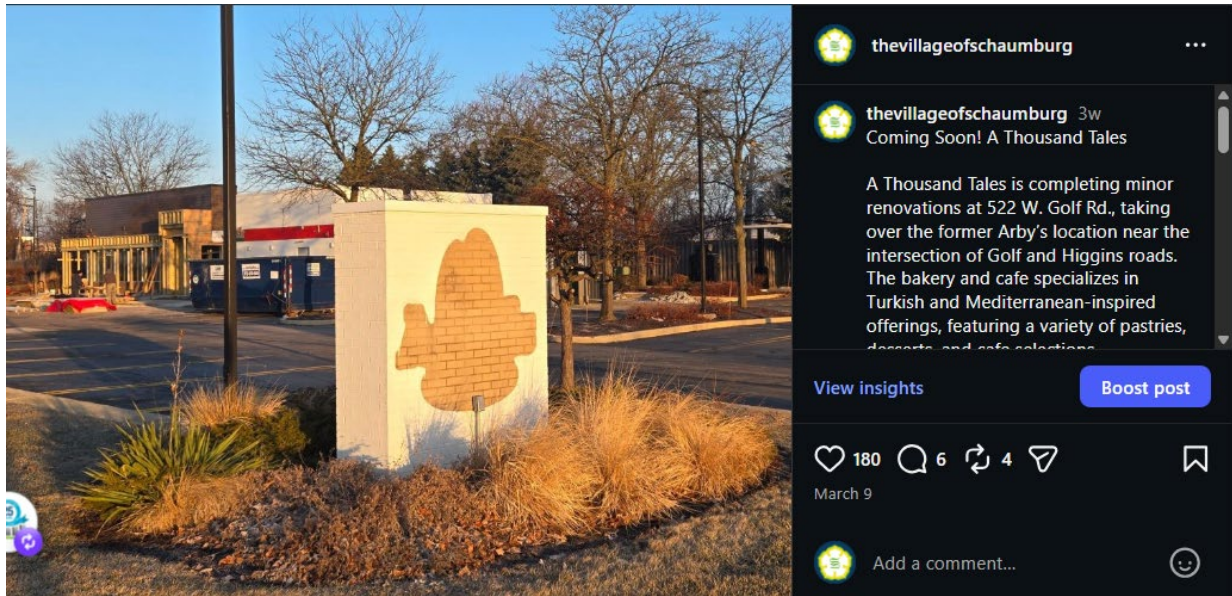


## Instagram

**Posts:** 44  
**Viewers:** 20,294

**Follows:** 159  
**Interactions:** 2,594

**Top organic post for March:**



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## Nextdoor

**Posts:** 0

**New Neighbors:** 123

**Verified Neighbors:** 19,240 in 56 neighborhoods

**Impressions:** N/A

**Reach:** N/A

\*No posts for March