

Communications & Marketing

February 8-9, 2018

2018 City Council Retreat

Carla Banks, Director



Outreach & Marketing Methods

Newsletters:

- *At Your Service*
 - Monthly distribution in the City's water bill and hits approximately 90,000 homes
 - Promotes City news, events, Council meetings, programs and more.



Outreach & Marketing Methods

Newsletters:

- **G-Team**
 - Monthly newsletter distributed via e-mail to all City employees.
 - Features a message from City Manager Jim Westmoreland, news from HR and IT as it relates to staff, profiles, events and more!



Outreach & Marketing Methods

Newsletters:

- ***City Connections***
 - Monthly e-newsletter distributed through Mail Chimp is published the fourth Monday of every month and includes City news and information.
 - Residents must sign up to receive this newsletter.

Newspapers:

- ***Hola Noticias*** (weekly distribution of 8,000)
- ***Que Pasa*** (weekly distribution of 16,000)



Outreach & Marketing Methods

Magazines:

- *O. Henry, Seasons, Black Business Ink and Black Pages USA*



Centrally located, Greensboro is the perfect place to relax and be immersed in entertainment. Dine with a selection of more than 500 restaurants and shop till your heart's content. Explore our 90 miles of trails and greenways, walk the Downtown Greenway, take in a game at the Greensboro Coliseum, plan a trip to the Greensboro Science Center or our downtown parks. Visit the Greensboro History Museum and learn about our history.

We can't wait to share Greensboro with you!

WWW.GREENSBORO-NC.GOV



GREENSBORO

Join our team as we serve our residents with...
Honesty • Integrity • Respect • Stewardship



GREENSBORO

Greensboro Television Network

Popular Programs:

- *FYI Weekly*
- *Mayor's Minute*
- *Building Bridges*
- *This is Greensboro*
- *Greensboro Business Profiles*
- *Made in Greensboro*
- *City Manager's Minute*
- *Behind the Badge*
- *Council Connections*



Electronic and Social Media

- GTN TV – Broadcasts City programming 24/7
- City Website – In 2017, there were 1,027,408 users visiting our website



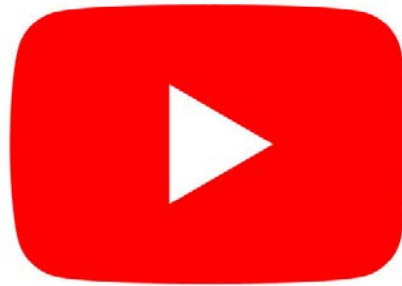
Twitter

44,500 followers
5.1M impressions
in 2017



Facebook

9,975 followers
1.9M views in 2017



YouTube

733 Subscribers
350,151 views



Instagram

2,496 followers



Marketing Materials

Print Shop Projects:

- *Brochures*
- *Postcards*
- *Flyers*
- *Posters*
- *Calendars*
- *Business Cards*
- *Annual Reports*
- *And more!*

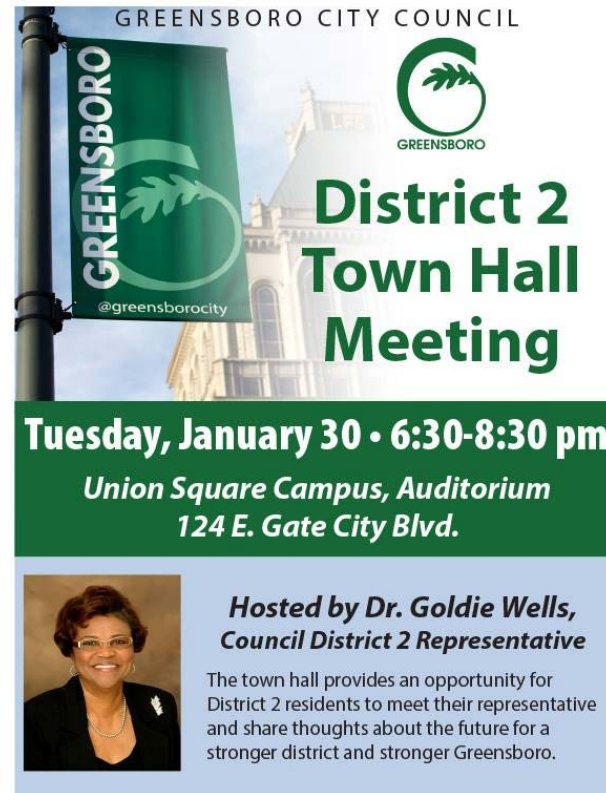


Contact Center

- Callers speak directly to a City Services Representative (CSR) who can provide residents with the information they need. An average of 1,000 calls are answered daily.
- Call Center hours are Mondays through Fridays, 7 am to 6 pm.
- There is also a live chat feature through a video phone, available from 8 am to 5 pm.
- This system allows the CSRs to quickly and efficiently pass information to multiple departments in the city, so questions are answered and work is done as quickly as possible.

City Council Assistance

- Provide information to support Council with Welcome Remarks or Speeches for community events
- Prepare flyers, news releases and presentations for Town Halls and similar events



Media Relations

- Contact media representatives to inform them of stories, field requests, provide information & coordinate interviews.
- Coordinate press conferences, as needed and work with media to ensure attendance and coverage
- Engage media on social media to promote news coverage and create good will relations.
- Create approximately 250 news releases annually, promoting City events, programs and more.



Future Focus Areas

Build stronger relations with Neighborhood Associations

- Make CMO and Department Heads aware of community events and meetings they should attend
- Guide to City Government booklet will be designed as a civic education tool, outlining various aspects of City operations

Strategy to develop and publish City stories in 2018

- Host Media Check-Ins to maintain open lines of communication with reporters and promote our services, projects, employees, etc.

Strategy for more proactive response to current/ongoing issues concerning the community

- Work with CMO and Department Heads to identify issues of public interest and provide facts via supporting documents or website

