



Public Outreach Committee Agenda

October 3, 2022 at 4:00 PM

Public Outreach Committee

Jay Shatz, Chair
Dara Wood
Keely Paul

Staff Liason

Scot Lahrmer, Village Manager
Tammy Reasoner, Executive Assistant

MINUTES

1. Approval of minutes: August 31, 2022

TOPICS OF DISCUSSION

1. Idea/stories/categories to communicate to residents

ADJOURNMENT

Public Outreach Committee Meeting August 31, 2022

In attendance:

Jay Shatz, Chair

Dara Wood

Keely Paul

Scot Lahrmer, Village Manager

Tammy Reasoner, Executive Assistant

Committee approved minutes from prior meeting, Feb 9, 2022.

Chair Shatz and Council Members Wood and Paul praised Tammy Reasoner and the Ice Cream Social committee for execution of a successful event held on August 28, 2022.

Tammy and the committee discussed some of the many excellent elements of the Social including popularity and efficiency of the trolley. Tammy reported the Ice Cream Social Committee will be doing a debrief and will share a report. One issue for 2023 is to explore reducing the footprint of the event so there can be more interaction between attendees and create a more intimate public space.

The committee also discussed the question of what are the most effective channels to communicate with Amberley residents. Tammy provided an initial overview showing increases in engagement with residents on a wide variety of applications including Facebook, Constant Contact, the Village website, and Twitter. Chair Shatz asked that Tammy compile an update for the committee on usage so it can review at the next meeting and become more familiar with effective communication modes to reach as many Amberley residents as possible.

After discussion, the committee agreed to set a meeting with Scot and Tammy to have a "brainstorming session" to discuss ideas on how to communicate Amberley Village success stories with residents and what some of those stories/categories could be. The hope is to meet again within 45 days.

The meeting was adjourned at 6:15.

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Social Media & Communications Status Report

Growth Over Time

Facebook

Total page likes April 23, 2018:	914
Total page likes on April 23, 2019:	1,060 (+46 over one-year period)
Total page likes February 2020:	1,233 (+233 in 10 months)
Total page likes January 2021:	(data no longer available)
Total page likes August 2022:	(feature no longer available)
Total follows February 2020:	1,272 (means they receive our posts in their feed)
Total follows February 2022:	1,669
Total follows August 2022:	1,761

Twitter

Twitter in 2019

- Weakest of our social media sites
 - Due to the nature of the platform
 - Due to the demographics of the Village
- Very little to no traffic
- Also only posting “copycat” updates to Facebook posts via Constant Contact
- Some replication of Nextdoor posts
- Total of 154 followers

Twitter in 2022:

JUN 2022 SUMMARY		JUL 2022 SUMMARY	
Tweets	Tweet impressions	Tweets	Tweet impressions
11	729	14	1,757
Profile visits	Mentions	Profile visits	Mentions
161	1	1,046	2
New followers		New followers	
3		6	
AUG 2022 SUMMARY			
Tweets	Tweet impressions		
14	363		
Profile visits	Mentions		
223	3		
New followers			
-1			

Nextdoor

Nextdoor in 2019:

- Strongest of our social media sites, with statistics reaching greater numbers than our email distribution totals
- However, these numbers do not necessarily convert to actual engagement as Nextdoor analytics are still VERY rudimentary
 - Members: 1,716
 - Households: 60%
- Requested developers provide better analytics for future measurement

Nextdoor in 2022:

- Analytics still not improved, but numbers up approximately 10% over three years
 - Members: 1,997
 - Households: 1,220 (no longer presented in %)

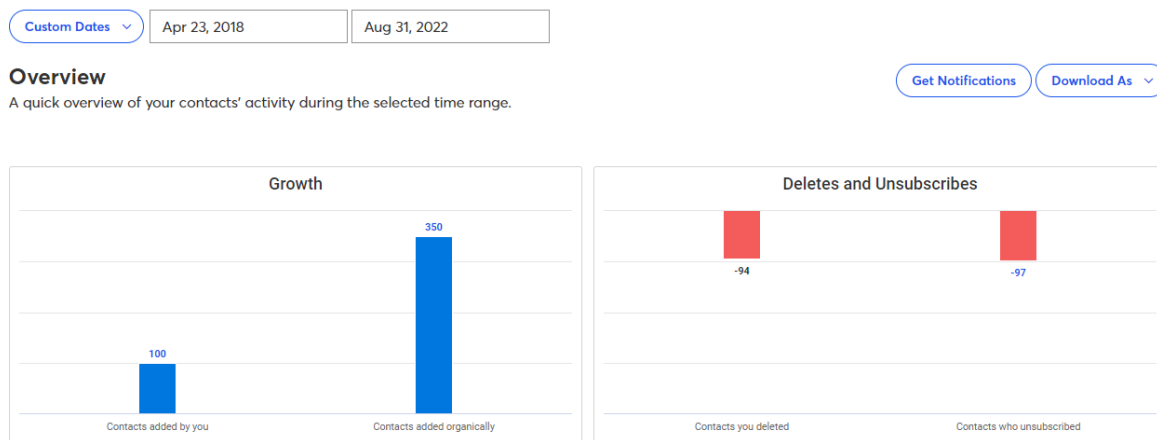
YouTube

Amberley Village has increased its video output significantly since the purchase of a Canon 80D in 2020. This purchase has enabled Village staff to produce more professional educational and promotional videos without the elevated expense of hiring a professional videographer for every video we do. Professional videography is still relied upon for major messaging, such as the promotional videos produced in 2020 for business and residential segments which are featured on our website.

Constant Contact

Constant Contact (Email Distribution & Social Media Automator)

27% net growth in contacts since April 23, 2018



- Overall opens have increased from 44-50% in early 2019 to over 60%, with the highest being 65% in January 2020; averages in 2022 have leveled off at a solid 55%, which is significantly above the average industry open rate of 36%

Website

Website in 2019:

- Sessions: up 12% from previous 30 days
- Pageviews: up 14% from previous 30 days
- Average session duration: 2 minutes, 19 seconds, up 22% from previous 30 days
- 69% of our traffic since the beginning of January has been new visitors
- 61% of our visitors are still visiting from a desktop computer (2% use a tablet; 37% use mobile)

Website Status since 2021 Redesign:

- Currently unable to access analytics
- Vendor we contracted with was purchased by another company
- Have found customer service to be poor and are in progress with conversion over to CivicPlus, which should be completed by the end of the year at latest
- Look and feel will remain similar to what we have
- Analytics, customer service and support will be strengthened, and integrations with our CivicClerk software will improve access to legislation, minutes and online legal search engine

Overview:

- Topics shared across venues; tailored to format
- Follow ups done on each to identify conversation starters and increase traffic
- Pull from topics to determine news items for next newsletter
- Can increase traffic and followers by further tailoring efforts
- Goal is to send traffic to our website, where we can better tell our story
- Right now, our website is not especially effective at accomplishing that – needs update
- Investment in website analytics will help tailor our messaging and drive traffic from social media