

CITY OF CORINTH

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# COMMUNICATIONS PLAN





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# 1. DISCOVERY REPORT

## KEY TAKEAWAYS

1

Lack of community gathering spaces and the Corinth city lines make it complicated for communication and engagement



2

The commuting nature of Corinth residents means that they have limited time to pay attention to City news



3

The generation shift of Corinth residents results in two distinct groups with different wants and needs



4

Communication is a new focus for the City organization, so no solid procedures and policies are in place



5

Residents care most when they understand how a topic or issue relates back to their lives



# AUDIT OF EXISTING MATERIALS & DATA

Slate Communications conducted an examination of communication tools and materials currently used by the City of Corinth. This helps us understand how the City is communicating with residents and where improvements can be made. Evaluations are based on printed materials provided and digital communication tools, including social media and the website. Any available data was also examined to gain insights on residents interact with the different communication outlets.



## WEBSITE

The City of Corinth website is an important resource for residents to find information. Many of the most frequently used actions are featured on the homepage for easy access. However, navigation menus can be cumbersome to sort through, especially when items aren't listed alphabetically. Most pages have content that's current and skimmable, but incorporating visuals and formatting updates could be beneficial.



## SOCIAL MEDIA

The City, Police, and Fire Departments have their own Twitter and Facebook accounts. While the Fire Department is fairly inactive, the City and Police Department accounts post consistently with photos and links. Community-focused stories and photos do especially well on these channels. It is appropriate for these departments to have separate social media accounts, however careful consideration should be taken before other City departments are allowed to start their own accounts, and there is no policy to provide guidance.



## MATERIALS FOR RESIDENTS

External communications with residents don't have a consistent identity – they lack a cohesive voice, design and branding that builds familiarity and trust. There's an opportunity to create strong visual materials for residents, whether it's for regular communications or special materials to explain complex City issues.



## CONSISTENCY

The City does a good job posting frequently on social media, but newsletters and eblasts should also be sent out on a consistent basis. The City Manager Reports are fairly new, so it would be beneficial to determine a consistent monthly schedule for their release.

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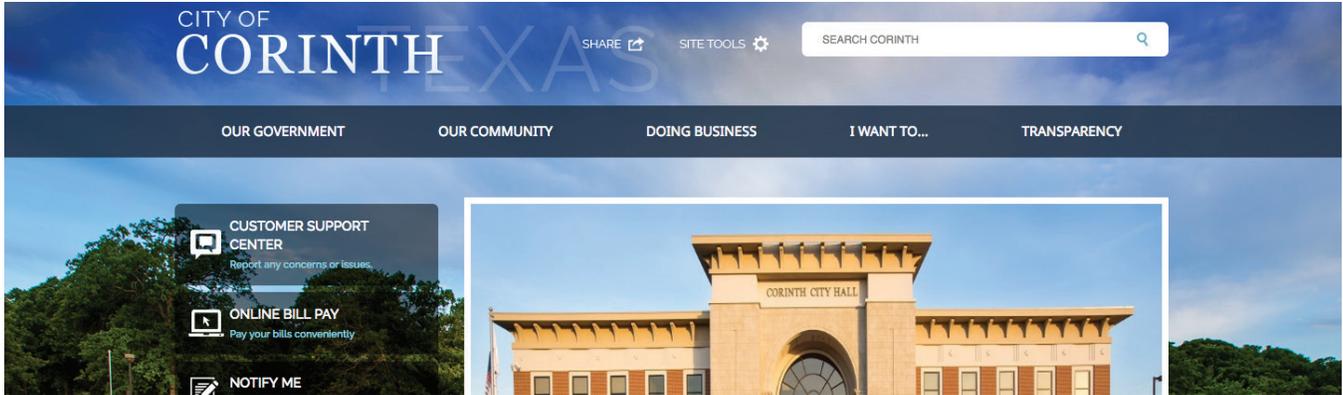
## PARTNER COORDINATION

The City is able to work closely with some local partners to increase the reach of information, but there is room for improvement. Sharing information through these different organizations can help get the message to people who many not currently be engaged with the City.

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## RELEVANT DATA

### WEBSITE



#### TOP CUSTOMER RELATIONS TOPICS:

- Ask a question
- Water leaks & utilities issues
- Code violations such as high grass, weeds, trash, tree limbs
- Inappropriately parked vehicles
- Infrastructure repairs
- Open records requests

#### TOP VISITED WEBPAGES:

- Utility billing
- Police department
- Special events
- Municipal court
- Facilities
- Form center
- Planning & development
- Customer support
- Construction updates
- How to pay Municipal Court

**158K**  
**UNIQUE PAGE VIEWS**  
(OCT. 2017 - MAY 2018)



#### MOST CLICKED PAGES IN SEARCH RESULTS:

- Document center
- Form center
- Planning & development
- FAQ
- Police
- Customer support

## SOCIAL MEDIA



City of Corinth  
Community  
Relations  
@CityofCorinth

Home

About



Like Follow Share ...

### CITY TWITTER:

- 498 followers
- Post several times a week
- Averages 3-5 engagements per tweet
- Photos and community news receive highest engagement



OF INTERACTIONS  
ON SOCIAL  
MEDIA WERE  
POSITIVE  
(APRIL 2018)

### CITY FACEBOOK:

- 846 followers
- Post daily (sometimes several times a day)
- Average 15 engagements per post
- Photos and community news receive highest engagement

### LAKE CITIES FIRE DEPARTMENT TWITTER:

- 401 followers
- Retweets other posts every few days with a long break between February and April in 2018
- Little original content posted
- May need to re-evaluate if the account is necessary

### POLICE TWITTER:

- 244 followers
- Tweets are protected and can only be viewed by approved followers

### LAKE CITIES FIRE DEPARTMENT FACEBOOK:

- 837 followers
- Reposts from other accounts every few days
- Some original posts about emergency updates; these get good engagement

### POLICE FACEBOOK:

- 41,887 followers
- Post almost daily
- Average 145 engagements per post
- Does a great job posting images and community stories that receive high engagement

# STAFF & STAKEHOLDER INTERVIEWS

Slate Communications conducted a series of interviews with Corinth city staff and stakeholders. During these in-person meetings, discussions were focused on how the City currently communicates with residents, and the challenges and opportunities that are present. From these interviews, primary themes emerged.

## ABOUT THE COMMUNITY:

- Community is mostly made up of neighborhoods, there is no downtown or other gathering area
- People live but don't work in Corinth
- Heavy residential as opposed to commercial development
- City lines sometimes split neighborhoods, development areas, etc. – very close to several other suburbs
- Population split between older generation and young families – different groups have different ideas/preferences
  - » Older generation tends to be stuck in old ways and very vocal
  - » Younger generation open to new ideas, but too busy to engage

## CURRENT COMMUNICATIONS:

- Recent shift within organization to have larger focus on communications
- Organization has had trouble with residents not being engaged, even when something is communicated clearly
- One person manages social media, website, media relations, weekly update emails, etc. in addition to other high-level, high priority duties
- Social media tends to work the best, especially for Police; have informal social media policy
- Events very successful for engagement
- One-on-one conversations with businesses work well
- Departments work through a central source when they need to share information, but don't have a formal process

## IDEAS FOR THE FUTURE:

- Working to establish presence on NextDoor with Police department
- Find group of residents to act as "cheerleaders" and help spread information
- Go "old school" with printed and mailed materials
- Residents are most interested in how issues relate to their lives
- Create a stronger identity for the community
- Ensure communication is relevant and consistent

**COMMUNITY TOUCH POINTS:**

- Message board in front of City Hall
- Some strong HOA's
- Churches
- Schools – have good relationship with school districts
- Two newspapers
- Coming soon: system to email utility customers
- Chamber of Commerce

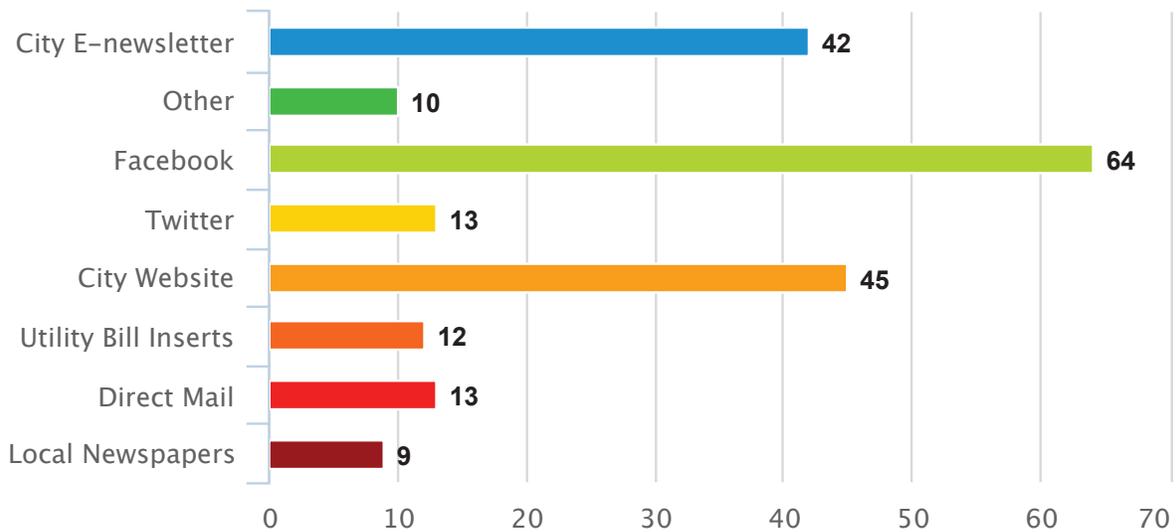
**HOT COMMUNICATION TOPICS:**

- Increase in water rates
- Development and Buc-ee's missed opportunity
- Broadband and slow Internet connections

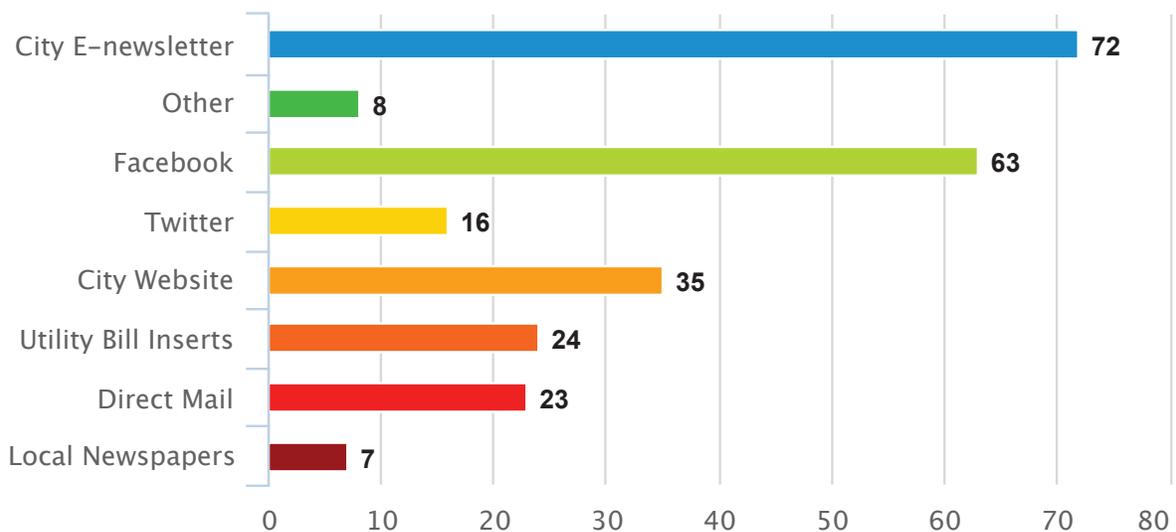
# COMMUNITY SURVEY RESULTS

To better understand the communication preferences of Corinth residents, a short survey was put out to the community through the website and social media. A total of 106 responses were collected, enough to see trends emerge.

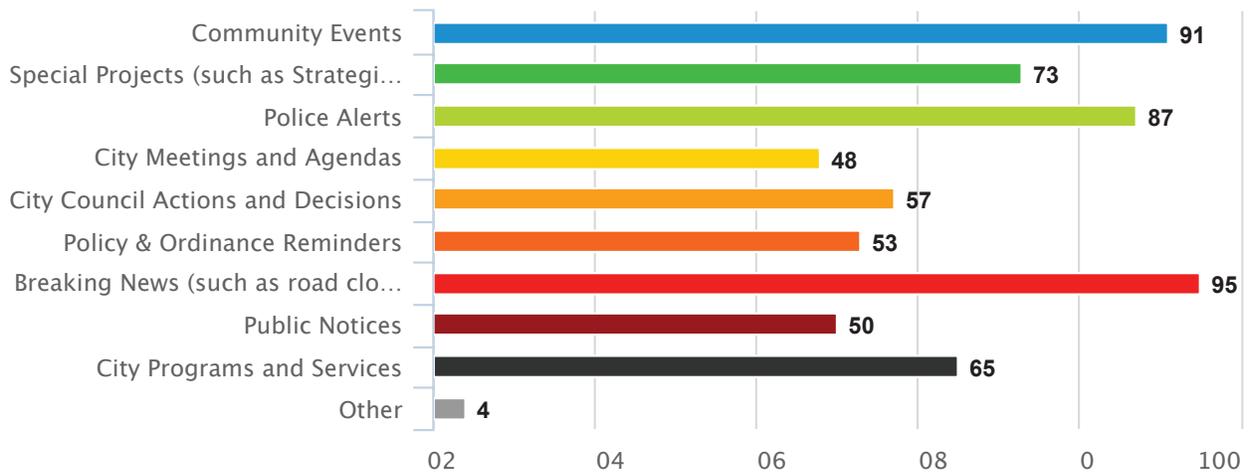
## HOW DO YOU CURRENTLY RECEIVE CITY INFORMATION?



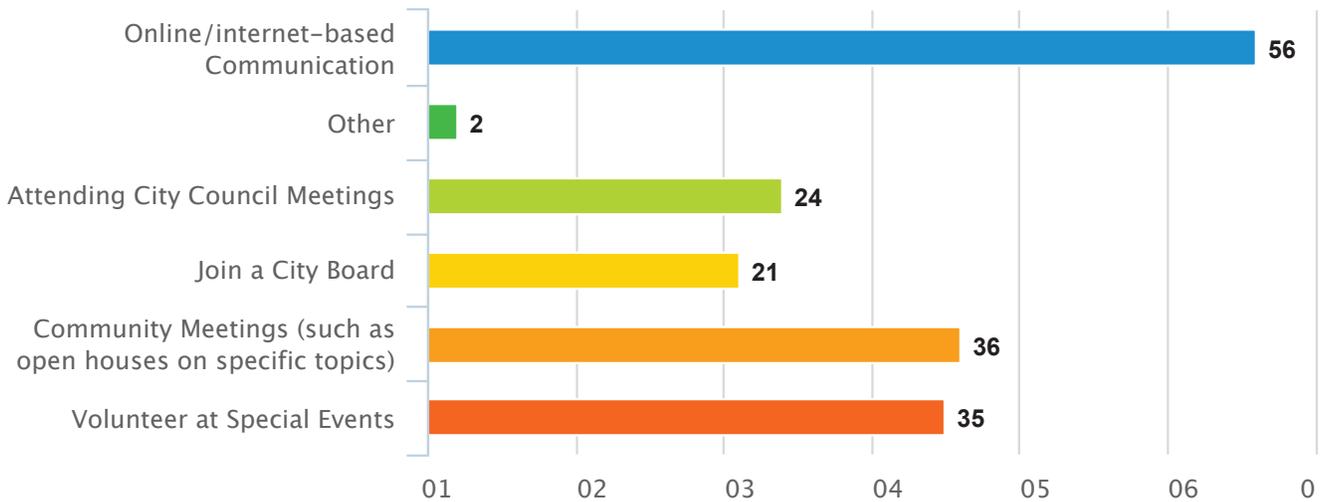
## HOW WOULD YOU PREFER TO RECEIVE CITY INFORMATION?



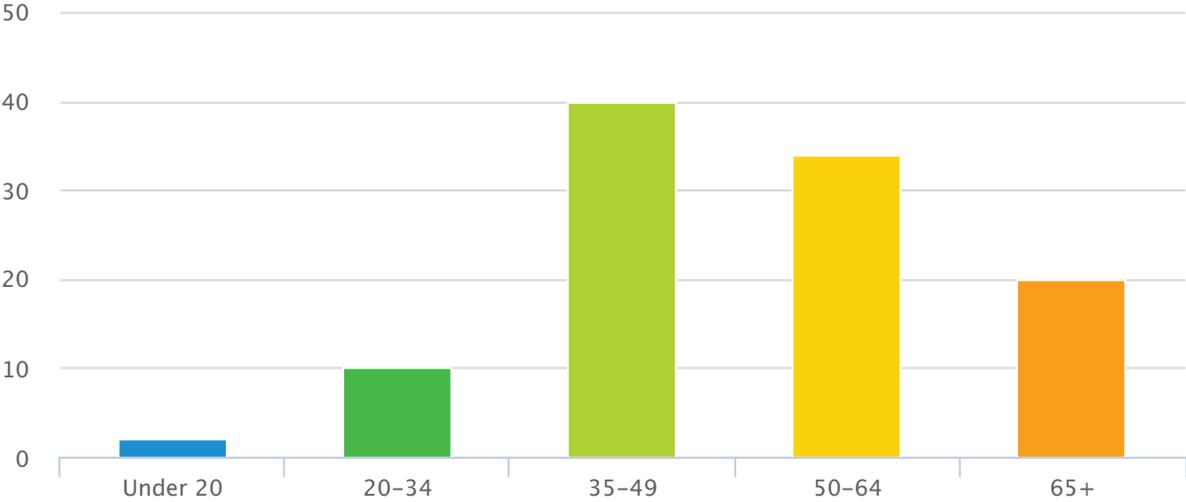
## WHAT TYPES OF INFORMATION ARE YOU MOST INTERESTED IN?



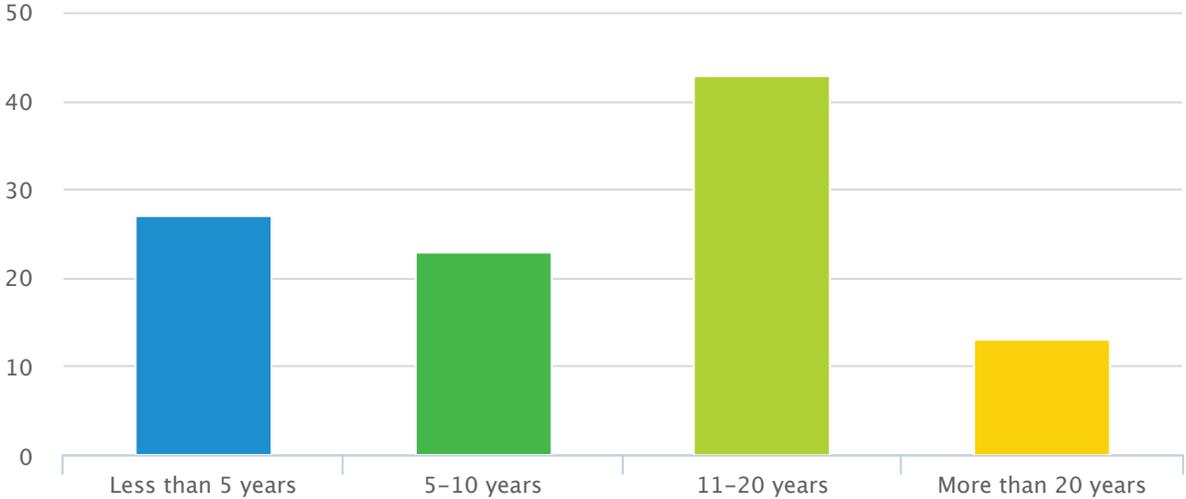
## IF YOU WANTED TO BE MORE INVOLVED WITH THE CITY OF CORINTH, HOW WOULD YOU PARTICIPATE?



## WHAT IS YOUR AGE?



## HOW LONG HAVE YOU LIVED IN CORINTH?



## OTHER COMMENTS

*It would be great to see the city have a dedicated mobile app. Would likely be easier to consume news and communications.*

*It would be nice if there were a quick and easy way to find out about new construction and road closures.*

*Let residents know about any discussions of what new developments might be coming to the area.*

*Please put a little more information out about things happening in the city. An email once in a while is not good communication.*

*My family and I moved to Corinth in cot. 2017. We are not aware of an e-newsletter.*

*I think communication is fine. You all communicate a lot more than other municipalities.*

# SWOT ANALYSIS

## STRENGTHS:

- Organization commitment to communications
- Residents starting to become more open to new ideas
- Strong following on social media channels
- Successful (but limited) event engagement



## WEAKNESSES:

- Current lack of engagement from residents
- Those making their voices heard are not fully representing the opinions of residents but influence Council decisions
- No strong community gathering place to bring people together
- Commuting nature of the community means residents have little time outside of work and family



## OPPORTUNITIES:

- Create a consistent identity to increase awareness of the City organization and services
- Development of solid communication process so all departments can get their information out
- Reaching people where they are with information in facilities, through social groups, etc.
- Help residents understand how City programs and policies impact their individual lives



## THREATS:

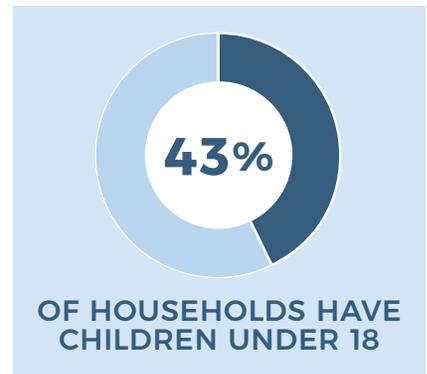
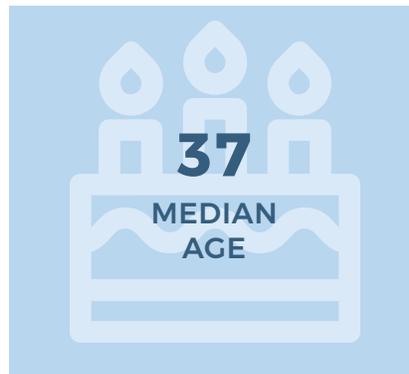
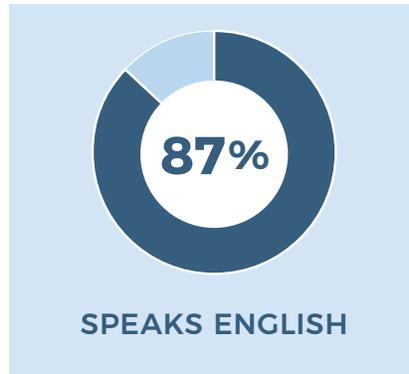
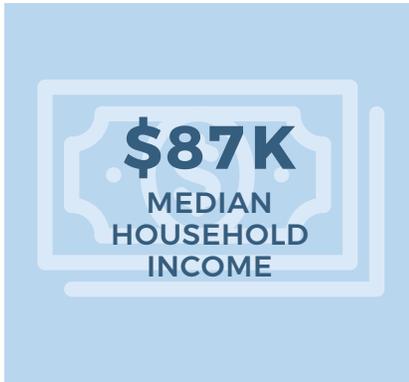
- Issues with development
- Negative residents continuing to have the loudest voices to influence Council
- Busy families lack the time and capacity to engage with local government





## 2. AUDIENCES

### BY THE NUMBERS



### AGE BREAKDOWN



**28%** UNDER 18

**19%** 45-54

**15%** 35-44

**13%** 25-34

**10%** 55-64

**9%** 65+

**6%** 18-24

# AUDIENCE CHARACTERISTICS & PREFERENCES

Corinth has a distinct split between older residents, more traditional residents (Baby Boomers) and the younger families (Millennials). Members of Generation X span between both of the resident categories. These groups have unique characteristics and preferences on how they receive information.

## BABY BOOMERS – 54-72 YEARS OLD

### CHARACTERISTICS:

- Have expendable income to use on luxury items and travel
- Social: are members of associations, charities, non-profits, etc.
- Health conscious
- Plan to continue working and expand into “active retirement”
- Value family, individuality, and self-fulfillment

### COMMUNICATION & CONSUMER BEHAVIOR:

- Tech savvy and utilize social media frequently
- Prefer more information and transparency
- Like the convenience and customization of the Internet
- Like to feel they are contributing to a greater cause
- Like information presented in terms of categories and options (i.e., simple facts with which to make decisions)
- Prefer face-to-face interactions or phone calls



### TOOLS:

- Facebook
- Website content
- In person events
- Direct mail
- Newspapers

## GENERATION X – 38-53 YEARS OLD

### CHARACTERISTICS:

- Highly adaptable to change
- Tend to distrust authority and large institutions
- Resourceful, independent, and self-sufficient
- Value work-life balance, and are family-focused
- Saving money is a big priority, and then tend to play it safe

### COMMUNICATION & CONSUMER BEHAVIOR:

- Grew up in a world without social media, but have adapted to it
- Email is a preferred mode of communication
- The only generation who regularly consumes advertising and marketing messages from all key media channels including social media, mobile, and cable
- Like initiatives that will make things more useful and practical
- Prefer an informal communication style and are skeptical of modern advertising

### TOOLS:

- Facebook
- Instagram
- Website Content
- Email/e-newsletters
- In person events



## MILLENNIALS – 22-37 YEARS OLD

### CHARACTERISTICS:

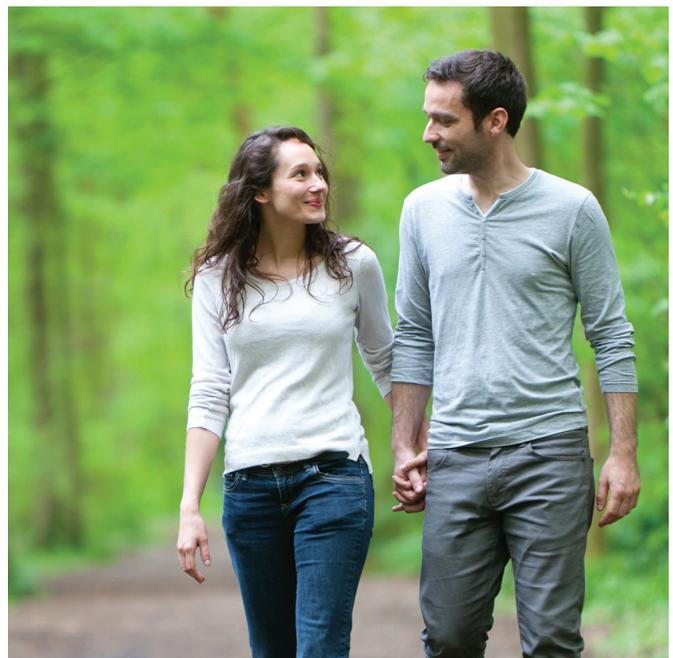
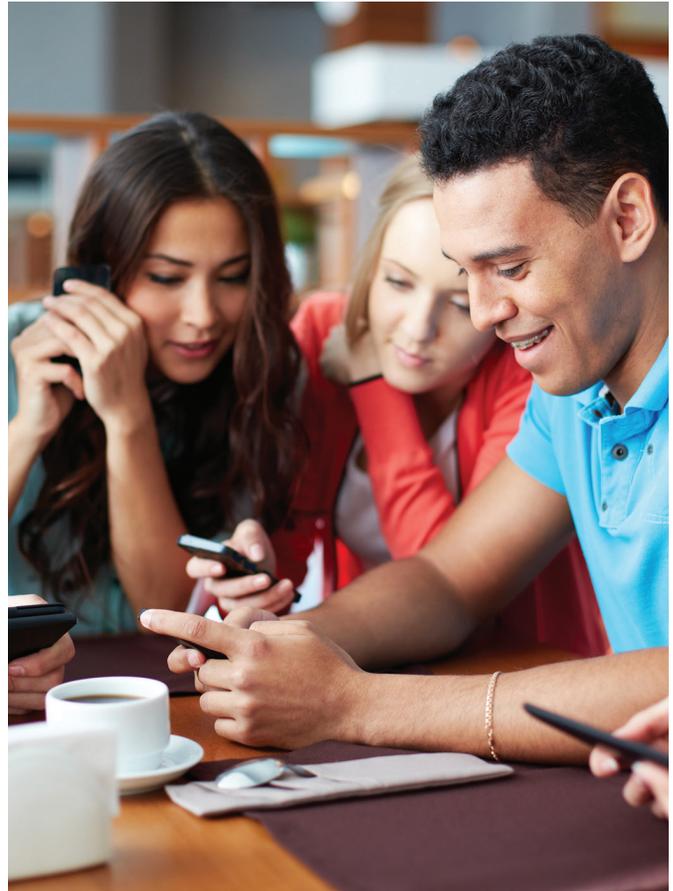
- Depend on technology, with mobile technology closest to their hearts
- Considered the social generation, they value teamwork and collaboration
- Want to have fun and are always looking for an adventure
- Want to make a difference in the world, and are cause-oriented
- Used to multitasking and juggling multiple conversations

### COMMUNICATION & CONSUMER BEHAVIOR:

- Digital natives that are used to having access to large amount of information at their finger tips
- Prefer to receive information electronically, and use social media to communicate
- Respond to content that is conversational and authentic
- Expect speed, convenience, and flexibility
- React strongly to real-life examples, and favor the truth and what's real
- Peers often guide produce and brand choices

### TOOLS:

- Any and all social media platforms
- Short format videos featuring human stories
- Online resources and websites
- Emails/e-newsletters
- Texting conversations/push notifications
- In person events





## 3. COMMUNICATION PRIORITIES

The priorities identified serve as the overarching goals of this communications plan. Each priority is followed by strategies and actionable tactics that can create a more effective local government.

### **PRIORITY #1:**

#### TRANSPARENCY & ACCOUNTABILITY

Citizens perceive the City as an open, credible, and responsible organization

### **PRIORITY #2:**

#### TIMELY & ACCURATE INFORMATION

Accurate, nonbiased information is provided to residents in a timely manner

### **PRIORITY #3:**

#### PUBLIC ENGAGEMENT

Communication between residents and the City is two-way; residents understand their input is valued and used in decisions

### **PRIORITY #4:**

#### TELL OUR STORY

Define and develop a community identity, and promote the community's unique characteristics



## 4. STRATEGIES & TACTICS

The priorities identified serve as the overarching goals of this communications plan. Each priority is followed by strategies and actionable tactics that can create a more effective local government.

### PRIORITY #1:

#### TRANSPARENCY & ACCOUNTABILITY

Citizens perceive the City as an open, credible, and responsible organization

#### STRATEGIES

##### REPORT ACCOMPLISHMENTS AND CHALLENGES BOTH ACCURATELY AND OPENLY.

Citizens will see the City as more credible if both positive and negative results are reported.

##### SHARE EARLY AND OFTEN.

For large projects and programs, bring residents along throughout the entire process. Share information as early as possible and keep residents informed of updates until completion.

##### DEVELOP INFORMATION CAMPAIGNS SHARING SPECIFIC DETAILS OF ISSUES MOST IMPORTANT TO THE COMMUNITY.

With these campaigns, the goal is to communicate how taxpayer money is spent and help residents make sense of City projects.

## POTENTIAL TACTICS

### ANNUAL REPORT

An annual report can be used as a simple method to report information to citizens in an engaging way. This snapshot summary can provide accurate reporting of annual spending, updates about City projects, and explain current challenges faced by the community.

### POST-MEETING EBLASTS

Eblasts, called *The Council Wrap-Up*, will be sent out after every City Council meeting to highlight important decisions and discussions that occurred. This is a great way for busy community members to have direct access to information that they may not normally have time to search for.

### SUMMARIES OF MAJOR DEVELOPMENT PROJECTS

Development is a hot topic for Corinth residents, and the City needs to make sure these potential projects are well communicated. Short summaries, whether printed or online, will help the community understand the associated impacts and changes, even before a project is given the full go-ahead.

### LIVE STREAMING OF MEETINGS

Many Corinth residents are busy and don't have time to attend long City Council meetings in the evening. To allow for more people to access the meetings, the City should find a way to stream the meetings online, whether that be through the main website, or on social media platforms like Facebook or YouTube.



### ANNUAL BUDGET SUMMARIES

City budgets can be confusing, but it's important for residents to understand how their local government is funded and where the money goes. For each budget year, the City can create a shorter "Budget Brief" that gives residents a taste of this information without being too confusing for the average resident.

### DEVELOPMENT REVIEW PROCESS INFOGRAPHIC

Create an easy to read and understand Development Review Process chart that illustrates to the commercial development audience and general public on how applications for development are reviewed and processed. It should also make clear where public comment can be received to influence development plans.

## **PRIORITY #2:**

### **TIMELY & ACCURATE INFORMATION**

Accurate, nonbiased information is provided to residents in a timely manner

#### **STRATEGIES**

**PRESENT INFORMATION ACCORDING TO CITIZEN NEEDS AND NOT SOLELY BASED ON GOVERNMENT PRIORITIES.**

This means that the most important issues to residents should be the easiest to find information on, and any City topics or projects should be communicated in a way that shows how it affects residents.

**EMPLOY A MULTI-MEDIA AND MULTI-LEVEL COMMUNICATION APPROACH BY DEVELOPING AND USING A NUMBER OF COMMUNICATION ACTIVITIES AND PLATFORMS.**

With the wide spread of Corinth's demographics, the most communication impact will come from using both traditional and innovative, digital communication tools.

**PROVIDE INFORMATION IN A MANNER THAT IS CONVENIENT, TIMELY, AND EASILY ACCESSIBLE FOR THE TARGET PUBLICS.**

Timely distribution of information reinforces the City's commitment to transparency and demonstrates that public feedback is valued. Based on the community survey, Corinth residents prefer to receive information in digital and easy to access formats such as e-newsletters and social media.

**INCREASE ACCURATE, COMPREHENSIVE LOCAL AND REGIONAL MEDIA COVERAGE OF CITY ISSUES.**

By building close relationships with the media, the City can have more control about what is communicated to the public and ensure that only the most accurate information is published.

## POTENTIAL TACTICS

### STANDARD COMMUNICATION PROCESS

To help ensure that a project or initiative is properly communicated, a solid communication process should be established. Through this process, standard communication steps can be outlined and then followed for each new messaging campaign. Included items would be sharing the information on the website, scheduling social media posts, distributing information to the media, creating custom graphics for the campaigns, etc. The process can be tweaked based on the project, but having a place to start will guarantee that the main communication outlets are utilized.

### REVIEW AND STANDARDIZE MEDIA PROTOCOL

To increase the chances that accurate information is reported, the City should review and standardize its media protocol. Through this standardization, several improvements can be made. First, the City can explain how media contacts and corrections should be handled. This will make it clear to City employees who are responsible for contacting the media when inaccurate information has been published. The standardization will also establish well-defined media contacts for content, meaning that the City can outline exactly who can talk to the media and which topics they are qualified to talk about.

### COLUMNS, EDITORIAL, AND PAID CONTENT OPPORTUNITIES

To have a greater presence in local media beyond just sending press releases, the City can also standardize and investigate column and/or editorial opportunities. The City could ask local newspapers if they could receive a regularly scheduled column in which a city official would write about important and timely issues. The column could be written in a tone that is casual but still informative and unbiased to make a more personal connection between government official and the reader.

### MEETINGS WITH MEDIA OUTLETS

In order to build relationships with the local media, the City can begin by regularly having meetings with local media outlets to keep these sources up-to-date on the latest happenings and thoroughly explain how decisions were made. By partnering with the media, the City can ensure that the news is reported accurately.

### SOCIAL MEDIA POLICY

The City of Corinth already has a strong following on social media and should continue to utilize those outlets to share information. However, it would be helpful to create a solid Social Media Policy to establish procedures around social media strategy and implementation. The policy can address what type of information is posted on social media, how comments from residents are handled, who is responsible for maintaining social media accounts, the process for creating new accounts, etc.

### EDITORIAL CALENDARS

While things can change quickly within a local government, it's helpful to look ahead and create a rough editorial calendar at the beginning of each year. Through this, communication topics can be planned out based on what projects are up ahead and what educational items would be good to focus on. This can also help ensure that communication campaigns are spread out and not competing against each other against each other for attention.

## **PRIORITY #3:**

### **PUBLIC ENGAGEMENT**

Communication between residents and the City is two-way; residents understand their input is valued and used in decisions

#### **STRATEGIES**

**USE INTERACTIVE AND NON-TRADITIONAL COMMUNICATION APPROACHES TO MAINTAIN ONGOING DIALOGUE BETWEEN CITIZENS AND THE CITY GOVERNMENT.**

Distributing communication materials is always a great way to inform the public, but with this approach messages don't always catch people's attention and there's no way for citizens to respond.

**CREATE THOROUGH SUMMARIES OF FEEDBACK GATHERED FROM ENGAGEMENT ACTIVITIES TO SHARE WITH CITY COUNCIL.**

By hearing the variety of voices and opinions, Council will be better equipped to make informed decisions that truly represent the wants and needs of the community.

**LEVERAGE PARTNERSHIPS WITH OTHER ORGANIZATIONS AND LOCAL GROUPS TO HELP SPREAD YOUR MESSAGE.**

These partner groups already have the attention of your audience and utilizing their tools increases the chances that people will hear your information as well.

**DEVELOP CREATIVE ENGAGEMENT PRACTICES THAT FIT WITH THE HABITS OF A WIDE VARIETY OF DEMOGRAPHICS.**

Engagement tools used should be catered and customized on a per project basis depending on the target audiences and desired outcome of the engagement.

## POTENTIAL TACTICS

### LISTENING SESSIONS/ COMMUNITY CHATS

Another way to improve the dialogue between the local government and its residents is by Council members holding small public meetings or “coffee talks” in order to meet with the public more informally about the priorities and challenges of the City. Community members would be able to ask questions and get answers more quickly than if they had to find the information on their own.



### BOOTHS AT LOCAL EVENTS

Meeting residents where they’re already at is one of the easiest ways to engage them. The City can host booths or tables at several of the many events that take place throughout the year in Corinth. There can be an overall engagement goal or theme of each booth, but they can also be a time to listen to and be in front of the public. These opportunities help show the City as approachable and open to interacting with its citizens.

### ASK THE CITY

Corinth can engage in an “Ask the City” program in which community members are allowed to submit their questions to the government online, via video or an online form. The City will be able to reply to these questions by producing short videos, infographics, or other engaging content in which government officials answer the common or pertinent questions.

### CITIZEN POLLING

Outside of normal Citizen Surveys, the City should consider administering citizen polling two to three times a year based on information City Council and staff need to fulfill the goals and policies. Being conscious of people’s time, short format polls are recommended over long, multi-question surveys.

### CITIZEN AMBASSADOR PROGRAM

To help further spread information through Corinth groups and neighborhoods, the City could create an “Ambassador Program” with a select group of residents. These residents would service as city cheerleaders in helping spread information about important topics and upcoming meetings or events. When traditional communication tactics aren’t grabbing people’s attention, directly hearing information from a fellow resident, whether it be face-to-face or through social media, may have a bigger impact.

## **PRIORITY #4:**

### **TELL OUR STORY**

Define and develop a community identity, and promote the community's unique characteristics

#### **STRATEGIES**

##### **DEVELOP CONSISTENT MESSAGING THAT HELPS BUILDS A BRAND FOR CORINTH.**

By thinking about the types of information shared, along with the tone and personality that is showcased through communication outlets, the City can develop a stronger identity that resonates with residents.

##### **FOSTER A SENSE OF COMMUNITY THROUGH THE INFORMATION AND MESSAGE THAT ARE SHARED WITH RESIDENTS.**

Not everything the City does pulls at the heart strings, but finding those feel-good stories or presenting information in a way that shows the topic is for the greater good can help create pride among residents.

##### **BUILDING MOMENTUM AND AWARENESS OF THE ADMIRABLE QUALITIES OF CORINTH.**

Drawing more attention to the benefits of Corinth will give residents a greater sense of pride for their community.

##### **SUPPORT ECONOMIC DEVELOPMENT ACTIVITIES WITH MARKETING MATERIALS THAT HIGHLIGHT COMMUNITY OPPORTUNITIES AND ASSETS.**

By creating new materials, the City will have solid tools to describe the benefits of Corinth that can be used when drawing in new businesses and people to the community.

## POTENTIAL TACTICS

### NEW PRINT COLLATERAL

The City should create new print collateral that describes the Corinth location, community demographics, and commercial or retail opportunities. These materials could be used to promote the community and encourage new business and other development projects to come to Corinth. Simply having these materials and information easily available can show that the City is serious about taking advantage of development opportunities.

### PHOTOGRAPHY & VIDEO

A picture is worth 1000 words, so having strong photography and video footage of the community is invaluable to telling the community's story. This footage should not only showcase the beauty and "fun" of the community, but also the services that the City organization provides for its residents. Short videos can also show the human side of the organization. The City's photo and video library should be continuously growing with those items being showcased through a variety of communication platforms (social media, printed materials, website, etc.).



### BRANDED COLLATERAL

To help further enforce the City of Corinth's identity, new branded templates and collateral should be created for all staff to use. Creating a consistent look can help residents understand when a piece of communication is coming from the City.



## 5. FOUNDATIONAL MESSAGING

As Corinth moves through its strategic plan towards 2030, there are several important themes and messages that will need to be shared with residents and businesses.

### CORINTH VISION STATEMENT

Corinth will be known for its quality of life achieved by providing a safe community, preserving our neighborhoods, and recognizing the importance of quality development along our corridors.

### STRATEGIC THEMES



LAND  
DEVELOPMENT



INFRASTRUCTURE  
DEVELOPMENT



ECONOMIC  
DEVELOPMENT



GOVERNANCE &  
MANAGEMENT

# KEY MESSAGES BY STRATEGIC THEME

## LAND DEVELOPMENT: PLACES & SPACES

- Corinth is a family-friendly community that takes pride in its strong neighborhoods
- We value the quality of Corinth's parks, neighborhoods and community spaces
- The City has plans in place to outline the types of assets needed to create diverse activities and amenities
- We aim to follow development plans when permitting new builds to encourage strong growth that fits with the community vision

## INFRASTRUCTURE DEVELOPMENT

- We're investing in infrastructure and systems to ensure Corinth remains accessible for residents, commuters and businesses
- We believe that safety is a critical component to creating Corinth's high quality of life
- The foundation is in place to build a strong community and provide critical services to citizens such as water and waste water, street maintenance, utilities, etc.
- We're planning for the long term with a Capital Improvement Program to ensure funding is in place for critical future projects

## ECONOMIC DEVELOPMENT

- Corinth is open for business and we're committed to finding developments that fit the character and needs of the community
- When it comes to development, the City organization is focused on smart growth
- Our job is to create a solid building and development process to ensure due-diligence is done before a project gets the go-ahead

## GOVERNANCE & MANAGEMENT

- The City is committed to transparency and collaboration
- Our policies and projects follow your vision for Corinth
- No matter how much time you have, there are plenty of ways to be involved in the City
- We are customer-focused, and believe in delivering services in a timely, cost effective and professional manner
- We work together as a community to create an environment that promotes cooperation and respect

# TOP COMMUNICATION TOPICS



GROWTH & ECONOMIC  
DEVELOPMENT



VISION &  
COMPREHENSIVE  
PLANNING



SPECIAL EVENTS



POLICE &  
PUBLIC SAFETY



INFRASTRUCTURE &  
PUBLIC WORKS



## 6. METRICS FOR SUCCESS

There are several metrics that can be used to track the success of the City's communication techniques. The City should evaluate these metrics on a regular basis and compare them to previous statistics to understand what techniques are working well and which ones need improvements or further implementation.

### MEDIA STATISTICS:

- Number of press releases sent per month
- Number of articles about the City organization written
- Reach of paid ads



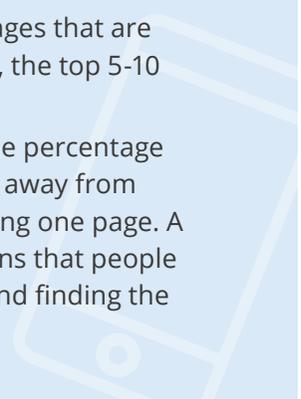
### EBLAST & E-NEWSLETTER METRICS:

- **NUMBER OF SUBSCRIBERS** – The number of people that have signed up to receive communication from the Town.
- **AVERAGE OPEN RATE** – The average percentage of recipients that open the emails.
- **AVERAGE CLICK-THROUGH RATE** – The average percentage of recipients that click on a link within the emails.



### WEBSITE METRICS:

- **UNIQUE VISITS** – The number of distinct individuals visiting the site.
- **PAGE VIEWS** – The number of times a site page has been viewed.
- **TOP PAGES** – The pages that are visited most frequently, the top 5-10 should be tracked.
- **BOUNCE RATE** – The percentage of people that navigate away from the site after only viewing one page. A lower bounce rate means that people are exploring the site and finding the information they need.



### SOCIAL MEDIA METRICS:

- **FACEBOOK & TWITTER FOLLOWERS** – The number of people who follow your page.
- **FACEBOOK & TWITTER ENGAGEMENTS** – The number of people who like, comment or share your posts.
- **FACEBOOK & TWITTER REACH** – The number of people your post was served to.





## 7. IMPLEMENTATION PLAN

### HIGH PRIORITY

STANDARD  
COMMUNICATION  
PROCESS

POST-MEETING EBLASTS

CONSISTENT CITY  
UPDATES AND MONTHLY  
E-NEWSLETTERS

SUMMARIES OF  
MAJOR DEVELOPMENT  
PROJECTS



BOOTHS AT  
LOCAL EVENTS

DEVELOPMENT REVIEW  
PROCESS INFOGRAPHIC

EDITORIAL CALENDARS

BRAND GUIDELINES &  
BRANDED COLLATERAL

COMMUNICATION  
AMBASSADOR  
PROGRAM

HIGH-QUALITY PHOTO  
AND VIDEO FOOTAGE

# MEDIUM PRIORITY



ANNUAL REPORT

ANNUAL BUDGET SUMMARIES

LIVE STREAMING OF MEETINGS

REVIEW AND STANDARDIZE MEDIA PROTOCOL

MEETINGS WITH MEDIA OUTLETS

SOCIAL MEDIA POLICY

LISTENING SESSIONS/ COMMUNITY CHATS

ECONOMIC DEVELOPMENT COLLATERAL

# LOW PRIORITY

COLUMNS, EDITORIAL AND PAID CONTENT OPPORTUNITIES

ASK THE CITY PROGRAM

CITIZEN POLLING



# 8. COMMUNICATION INTERNAL ROLES & PROCESSES

## COMMUNICATIONS DEPARTMENT CORE FUNCTIONS

<b>STRATEGIC COMMUNICATIONS PLANNING PROCESS</b>	Implementation of the Council’s core priorities and guiding principles through strategic communications. This form of communication is about telling the stories of the City’s services and impacts.
<b>OFFICE/DEPARTMENT SUPPORT</b>	This form of communication is developed when leaders and staff seek out the Communications Department to help correctly communicate projects, initiatives and events.
<b>PUBLIC ENGAGEMENT</b>	The Communication Department works to develop strategies on how to engage the public in their local government, whether that be through in-person events or digital platforms.
<b>BRAND MANAGEMENT</b>	Through this function the Communication Department ensures that the brand is being used consistently and that brand messages are used appropriately and often in external communications.



# COMMUNICATION ROLES

## COMMUNICATIONS MANAGER:

- Develops and executes City Communications Plan
- Creates and implements other strategic communication plans that are developed
- Manages key City communication tools such as the website, social media platforms, e-newsletters, etc.
- Works with the local media to share City news and pitch story ideas
- Coordinates with City departments that are need of communication support
- Develop and execute public engagement strategies
- Manage City brand identity

## CITY COUNCIL MEMBERS:

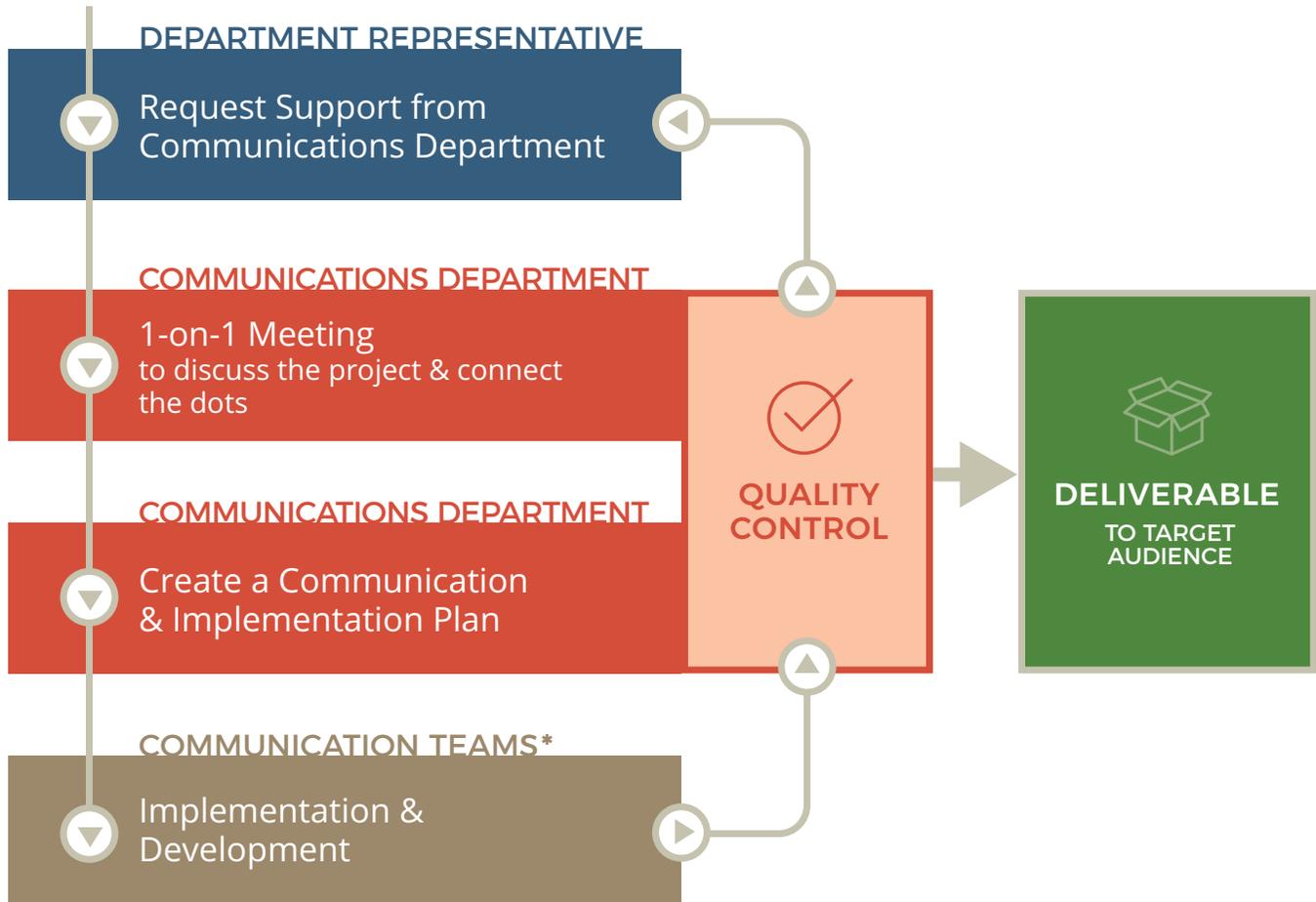
- Through the City Manager, provide communication suggestions based on what they hear from locals
- Let the Communications Manager monitor social media discussions and respond to resident questions
- Share communication tools and resources with residents when they have questions about specific topics; drive them back to the website

## STAFF IN OTHER DEPARTMENTS:

- Report to Communications Manager of news-worthy topics and updates on major projects
- Work with the Communications Manager should a major project or initiative need communication support or public engagement
- If applicable, provide photos to the Communications Department of projects and initiatives that can be share on social media and other platforms

# OFFICE/DEPARTMENT SUPPORT PROCESS

When a City office or department is in need of communication assistance on a project, initiative or event, the below process should be followed to ensure a consistent message is being spread to the correct audience.



*\*The Communications Team includes any support staff for the Communications Manager within the Communications Department and other departments related to the communications initiative*