

COMMUNICATIONS AND OUTREACH DEPARTMENT MONTHLY REPORT

JUNE 2019



VILLAGE OF SCHAUMBURG

PROGRESS THROUGH THOUGHTFUL PLANNING

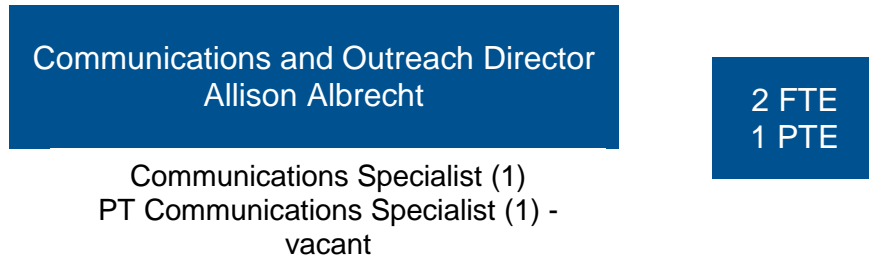


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ORGANIZATION CHART



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 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 June include:

- Access Transportation Brochure redesigned
- Sanitary Sewer Brochure redesigned
- Addressing Unwanted Roots in Sewer brochure designed
- Brand video created
- Meacham Road restaurant wayfinding signs created
- Al Larson Environmental Award certificate redesigned
- Online cross connection survey redesigned
- Adjudication hearings slide redesigned
- Information technology equipment decal created

Outreach

HOA Meeting (June 13)

Staff worked with various department directors and the Mayor's Office to develop materials for a June 13 meeting with various homeowners' representatives. Staff was able to provide information to a group of about 30 people about village topics such as economic development initiatives, pedestrian projects, planned developments and services such as roadway improvements and tree reforestation.

FEMA Drill (June 17-20)

Staff participated in a FEMA drill that provided information about the importance of communications during emergencies. As part of the drill, staff participated in a functional drill on June 19 that took place in Schaumburg's Emergency Operations Center (EOC). The drill simulated the village's communication efforts in response to a large-scale severe weather event. Staff was able to test its capabilities in terms of crafting messaging, determining communication channels to be used to provide information to the public, and working together with all village staff using our EOC dashboard.

Solar Energy Symposium (June 13)

Staff assisted in creating marketing materials and strategy to help promote the village's first Solar Energy Symposium held June 13 at Fairfield Inn & Suites.

Meet Chicago Northwest Welcome Videos

Staff assisted in coordination and review of scripts developed by Meet Chicago Northwest for the Mayor to be featured in several welcome videos for large groups visiting the Schaumburg Convention Center. Video segments were recorded June 18 at the Prairie Center studio.

Park District Touch-a-Truck (June 29)

Staff assisted in the coordination of vehicles for Schaumburg Park District's Touch a Truck event held June 29, in which police, fire and public works vehicles were displayed for the public.

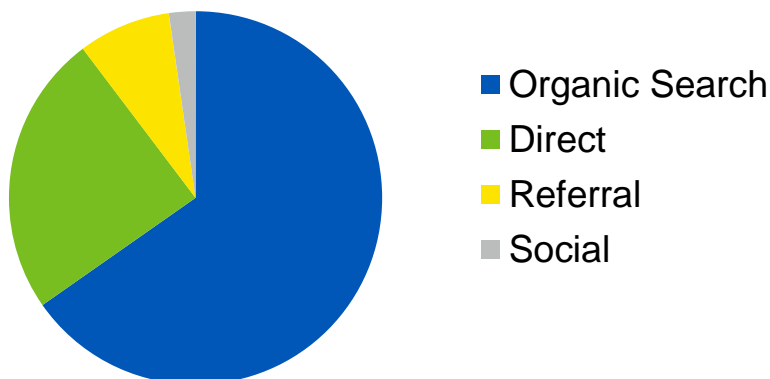
MONTHLY PERFORMANCE

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: 43,432
- Total page views: 121,401
- Most popular pages visited/searches:
 - Home Page
 - How do I request overnight parking?
 - Farmers Market
 - How do I pay my water bill? (water billing)
 - Summer Breeze concert series
 - Metra train service
 - Human Resources
 - Police
 - Septemberfest
 - Businesses coming soon

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

Media Relations

- Staff provided information on property taxes for Schaumburg Regional Airport for a Chicago Tribune request.
- Staff provided information on Youth Musician Scholarships to the Daily Herald.

Weekly Progress Report E-Newsletter

- Total E-Newsletters in May: 4
- Total Subscribers: 5,489
- Gained Subscribers: 36
- Average Open Rate: 45.3% (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 158 times** on social media during the month of June to **interact with 23,798 followers**.

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

*Source: Campaign Monitor

Communications & Outreach Monthly Report – June 2019



Facebook

- Posts: 31
- Post Engagements: 23,769
- Gained Followers: 130
- Post Reach: 128,812
- Page Visits: 3,132

Top post for the month of June:



Village of Schaumburg, Illinois Government

Published by Village of Schaumburg [?] · June 5 at 8:53 AM · 🌐

👍 Like Page

The Schaumburg Fire Department alerts residents to the recent recall of 90,000 heyday USB charging cables due to shock and fire hazards. The cables were sold by Target from June 2018 through January 2019. Target has received 14 reports of the heyday 3-foot lightning USB charging cables smoking, sparking or igniting. Visit the CPSC's website to learn more at <http://bit.ly/2IKVDff>



🟢 **Get More Likes, Comments and Shares**
Boost this post for \$30 to reach up to 8,700 people.

18,760
People Reached

2,044
Engagements

Boost Post

👍👍👍 Joey Bandolero, Suci Lopez and 59 others 19 Comments 148 Shares

👍 Like

💬 Comment

➦ Share

⊕

Performance for Your Post

18,760 People Reached

346 Reactions, Comments & Shares

72 Like	30 On Post	42 On Shares
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2 Love	0 On Post	2 On Shares
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1 Haha	1 On Post	0 On Shares
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54 Wow	32 On Post	22 On Shares
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2 Sad	1 On Post	1 On Shares
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60 Comments	38 On Post	22 On Shares
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155 Shares	148 On Post	7 On Shares
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1,698 Post Clicks

110 Photo Views	76 Link Clicks	1,512 Other Clicks
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NEGATIVE FEEDBACK

6 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts



Twitter

- Tweets: 116
- Gained Followers: 21
- Page Visits: 2,017
- Mentions: 117
- Impressions: 115,000

Top posts for the month of June:

Top Tweet earned 1,812 impressions

Heads up @Metra commuters... Metra is planning to begin a construction project today (June 24) to replace both inbound and outbound platforms at the @SchaumburgIL Station on the Milwaukee District West Line. More info below and on Metra's website: bit.ly/2X3HxsF pic.twitter.com/qdFDF7ThpY

set to start June 24

CHICAGO (June 18, 2019) — A construction project to replace both inbound and outbound platforms at the Schaumburg Station on the Milwaukee District West Line will begin Monday, June 24.

Sections of the platforms will be taken out of service during construction beginning with the east end of the outbound platform. The east end of the platform will be closed from the platform's center crosswalk to its eastern end. The crosswalk at the east end of the platform, as well as the east sidewalk from the commuter parking lot, will also be closed.

Once work on the east end of the platform is complete, construction will shift to the west end of the outbound platform. The crosswalk at the west end of the platform, as well as the west sidewalk from the commuter parking lot, will also be closed. The bus-to-ride drop-off area closer to the platform entrance under construction will be used to stage construction materials and will be inaccessible to customers.

The station's inbound platform will be replaced in two additional stages after the outbound platform is completed. Construction of each section of the platform is expected to take approximately six weeks. The work is part of Metra's annual program to maintain, upgrade and

6

Top mention earned 140 engagements



Curt Jungkuntz

@jungkuntz3 · Jun 13

@PokemonGoApp #GOsnapshot I caught my Driftloon in @SchaumburgIL today!
pic.twitter.com/cYMuQ2yTj



2

Instagram

- Posts: 6
- Impressions: 5,450
- Gained Followers: 64
- Interactions: 117

Top post for the month of June:



thevillageofschaumburg

thevillageofschaumburg They're here...Congratulations to Louis and Serena on their new arrivals! Learn more about Schaumburg's swan program and access the village's "swan cam" at bit.ly/2Wakoej. If you come to visit them, please do not feed the swans as they are fed a specific diet. #swans

3w

lbutler22 @brian.p.kent

3w Reply

d_skull93 @lizzlala3

3w Reply

View replies (1)

82 likes

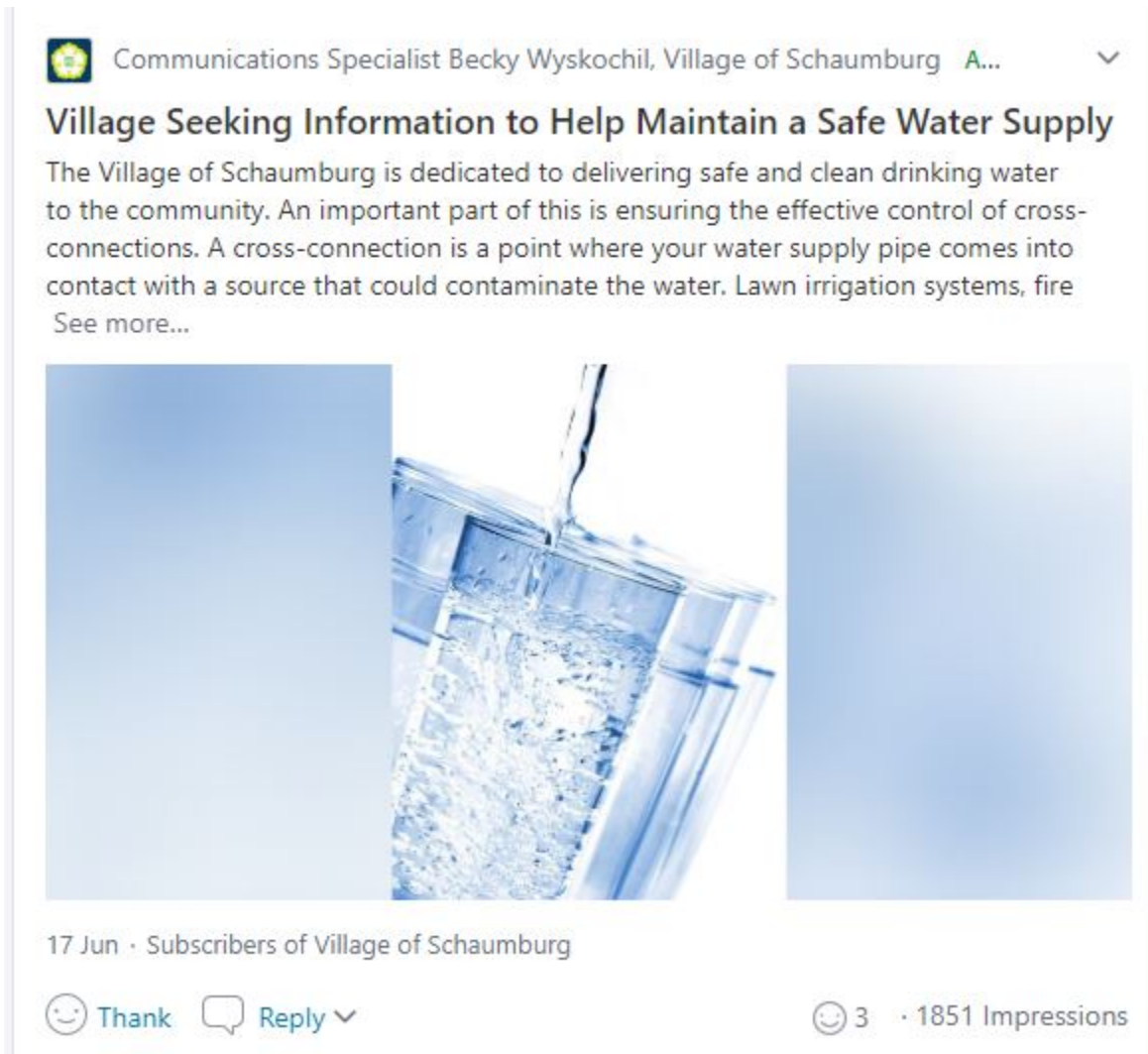
JUNE 3

Add a comment... Post

Nextdoor

- Posts: 5
- New Residents: 316
- Verified Residents: 6,951 in 47 neighborhoods
- Impressions: 6,982**
- Reach: 15% of households

Top post for the month of June:



The screenshot shows a Nextdoor post from a user named 'Communications Specialist Becky Wyskochil, Village of Schaumburg'. The post title is 'Village Seeking Information to Help Maintain a Safe Water Supply'. The text of the post discusses the importance of safe and clean drinking water and mentions cross-connections, such as lawn irrigation systems. Below the text is a photograph of water being poured into a glass. The post is dated '17 Jun' and is visible to 'Subscribers of Village of Schaumburg'. At the bottom of the post, there are icons for 'Thank' and 'Reply', and a summary of '3' likes and '1851 Impressions'.

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

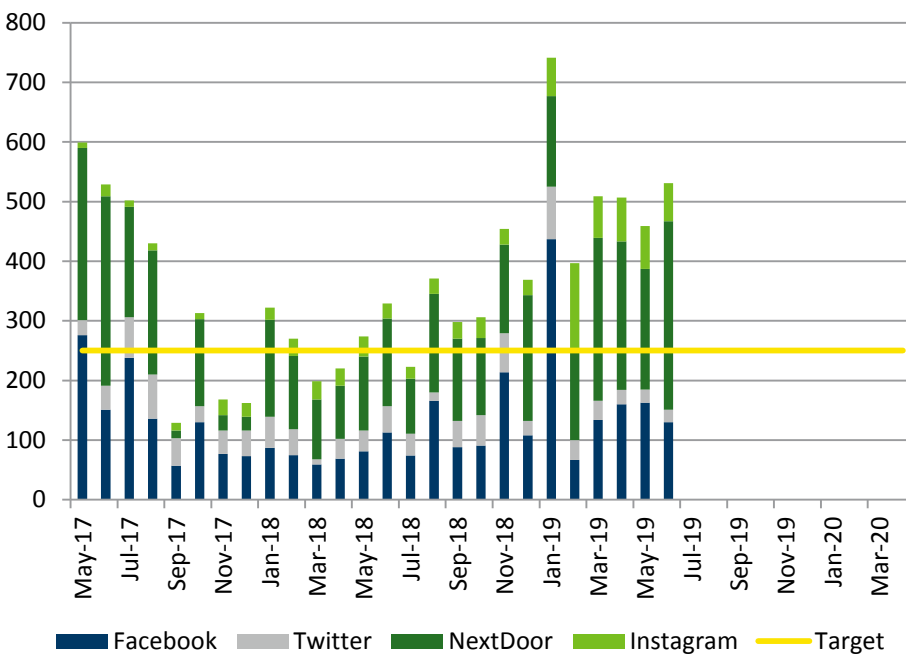


KEY PERFORMANCE INDICATORS

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: 990

FY 19 Total: 4,778

FY 18 Total: 3,843

**Source: Social media sources provide metrics*