

# COMMUNICATIONS AND OUTREACH DEPARTMENT MONTHLY REPORT

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JULY 2019



**VILLAGE OF SCHAUMBURG**

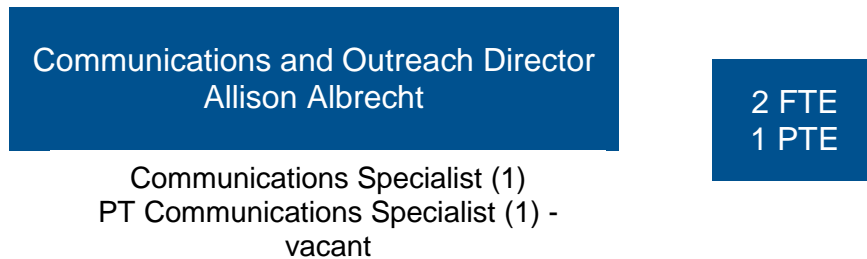
PROGRESS THROUGH THOUGHTFUL PLANNING



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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 July include:

- Senior Taxi Brochure redesigned
- Fall Cracker Barrel edition redesigned
- Septemberfest Insert redesigned along with fest maps and signage
- Addressing Unwanted Roots in Sewer brochure designed
- Fall Recycling Event flyer redesigned
- Progress Parkway flyer and ribbon cutting invitation designed
- Police Hiring Flyer redesigned
- Eagle Court of Honor certificate designed

Redesigned branded concepts for the village's street pole banners were presented and approved at the July 16 Committee of the Whole meeting. Staff will work with EPW to identify quantity and locations as well as prepare bid specifications to determine qualified vendors for production.

### Outreach

#### **Police Recruitment Assistance (month of July)**

Staff assisted the Schaumburg Board of Fire and Police Commission with their recruitment efforts for the 2019 Police Officer Eligibility List. A rebranded police recruiting flyer was created and distributed throughout the community. In addition to utilizing the village's standard communications and marketing platforms, staff developed targeted advertising campaigns (on Instagram and Facebook) to better reach those individuals who had shown an interest in law enforcement careers.

#### **Cook County Officials Meet with the Mayor (July 19)**

Staff assisted in coordinating a visit from Cook County Board President Toni Preckwinkle and Cook County Commission Kevin B. Morrison that was held at the Renaissance on July 19. The event was attended by Mayors from the northwest suburbs to discuss topics and issues related to Cook County. A tour was also held at Axon Cable afterward for interested participants. Staff also assisted with the joint press release that was issued to the media.



### **Schaumburg Complete Count Committee Census Kickoff (July 25)**

Staff participated in the Complete Count Committee Census kickoff meeting hosted by the Economic Development Department on July 25. The meeting allowed various government and community leaders from Schaumburg to come together to discuss the roles that civic organizations play in the Census process. Educational resources were shared and the Communications and Outreach Department was tasked with developing and implementing a 2020 Census awareness campaign to encourage responses from the community.

### **Progress Parkway Ribbon Cutting (July 30)**

Staff developed materials and worked with the Mayor's Office and other departments to coordinate and hold a ribbon cutting for Progress Parkway on July 30. More than 30 people were in attendance, including elected officials, staff, developers, construction representatives, Meet Chicago Northwest and SBA, and others to celebrate the official opening of the roadway and to hear about the ongoing developments taking place in the area.

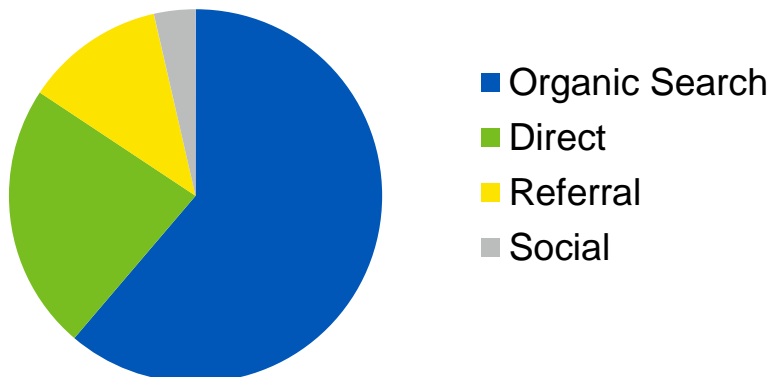
## MONTHLY PERFORMANCE

### 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 the Schaumburg.

- Total unique visitors: 49,799
- Total page views: 135,786
- Most popular pages visited/searches:
  - Home Page
  - Summer Breeze
  - Septemberfest
  - Overnight Parking Request
  - Water Billing
  - Human Resources
  - Metra Train Service
  - Farmers Market
  - Police
  - Prairie Center for the Arts

### 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 Twitter

Staff participated in a website upgrade kickoff meeting in which various teams will be working together to identify improvements that can be made to the website from an organizational and content perspective as well as identifying ways in which the new brand can be further implemented into the new design. Staff will be working with IT and others as this project gets underway this year.

## Press Releases

- “Schaumburg Police Department Promotes Deputy Chief”

## Media Relations

- Staff provided information related to the Roselle Road Bike Path construction project to the Daily Herald for a story.
- Staff provided information to the Daily Herald about the new sculpture to be added to the Sculpture Park for a story.

## Weekly Progress Report E-Newsletter

- Total E-Newsletters in July: 4
- Total Subscribers: 5,497
- Gained Subscribers: 22
- Average Open Rate: 45.7% (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 172 times** on social media during the month of July to **interact with 24,029 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

## Facebook

- Posts: 34
- Post Engagements: 14,524
- Gained Followers: 157
- Post Reach: 137,741
- Page Visits: 2,762

Top post for the month of July:

**Village of Schaumburg, Illinois Government**  
Published by Village of Schaumburg [?] · July 20 at 8:00 AM · 🌐

With dangerous heat indices remaining in Cook County, the Schaumburg Fire Department encourages you to know the symptoms of heat stroke and heat exhaustion and seek emergency help by dialing 911 immediately if needed. Stay cool, hydrated, and safe this weekend!

HEAT EXHAUSTION	OR	HEAT STROKE
Faint or dizzy		Throbbing headache
Excessive sweating		No sweating
Cool, pale, clammy skin		Body temperature above 103° Red, hot, dry skin
Nausea or vomiting		Nausea or vomiting
Rapid, weak pulse		Rapid, strong pulse
Muscle cramps		May lose consciousness

- Get to a cooler, air conditioned place
- Drink water if fully conscious
- Take a cool shower or use cold compresses

**CALL 9-1-1**

- Take immediate action to cool the person until help arrives

### Performance for Your Post

**11,335** People Reached

**288** Reactions, Comments & Shares

<b>137</b> Like	<b>61</b> On Post	<b>76</b> On Shares
<b>1</b> Love	<b>0</b> On Post	<b>1</b> On Shares
<b>12</b> Wow	<b>6</b> On Post	<b>6</b> On Shares
<b>2</b> Sad	<b>2</b> On Post	<b>0</b> On Shares
<b>13</b> Comments	<b>1</b> On Post	<b>12</b> On Shares
<b>123</b> Shares	<b>110</b> On Post	<b>13</b> On Shares

**388** Post Clicks

<b>174</b> Photo Views	<b>1</b> Link Clicks	<b>213</b> Other Clicks
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**NEGATIVE FEEDBACK**

<b>8</b> Hide Post	<b>1</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

Reported stats may be delayed from what appears on posts

👍 **11,335** People Reached

👍 **676** Engagements

[Boost Post](#)



## Twitter

- Tweets: 121
- Gained Followers: 37
- Page Visits: 1,604
- Mentions: 155
- Impressions: 126,000

Top posts for the month of July:

### Top Tweet earned 5,363 impressions

Take precaution with inclement weather moving through the @SchaumburgIL area this afternoon and evening. Don't forget to turn on your headlights if your windshield wipers are on while driving.  
[twitter.com/NWSChicago/sta...](https://twitter.com/NWSChicago/sta...)

🔄 3 ❤️ 1

### Top mention earned 351 engagements



Thank you to the Schaumburg Fire Department for visiting with us today and reviewing our Emergency Action Plan. This relationship helps us to ensure that our athletes are in safe hands when emergency situations arise. @SchaumburgIL @Siegie\_Saxon @schaumburgsaxon [pic.twitter.com/z0xMdU1gAj](https://pic.twitter.com/z0xMdU1gAj)



🔄 1 🗨️ 6 ❤️ 26

## Instagram

- Posts: 6
- Gained Followers: 76
- Impressions: 16,077
- Interactions: 438

Top post for the month of July:



 **thevillageofschaumburg**  
Schaumburg, Illinois

 **thevillageofschaumburg** Are you someone who enjoys helping other people? Would you thrive if given an opportunity to serve your community? If so, please consider a career in law enforcement with the Schaumburg Police Department! Applications for the 2019 Police Officer Eligibility List are due Sunday, Aug. 4. The application and details are available on the village's website at [\[link\]](#)

❤️ 🗨️ 📌

Liked by [schaumlilb](#) and 150 others

JULY 25

Add a comment... [Post](#)

## Nextdoor

- Posts: 10
- New Residents: 227
- Verified Residents: 7,120 in 47 neighborhoods
- Impressions: 13,756\*\*
- Reach: 16% of households

Top post for the month of July:

 Communications Specialist Becky Wyskochil, Village of Schaumburg A... ▼

### Schaumburg Accepting Applications for Police Officer Eligibility List

Want to serve and protect this great community of Schaumburg? The Schaumburg Board of Fire and Police Commissioners will be accepting applications for the 2019 Police Officer Eligibility List now through August 4, 2019. The Police Officer exam will be held at 9 a.m. on Saturday, August 10, 2019, at Harper College in Palatine. Application See more...



10 Jul · Subscribers of Village of Schaumburg

 Thank  Reply ▼

 1 · 1728 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.**

