

# CITYWIDE COMMUNICATIONS

The City of Folsom Communication Office regularly and proactively provides timely and relevant news and information to residents, businesses, prospective job creators, community organizations and the media. Below you'll find the September - November 2018 quarterly communications report.

## ■ 2018 COMMUNITY SERVICE DAY



**3,300+** volunteers worked on **70+** projects, and donated **47,000** meals, enough to serve Twin Lakes Food Bank for six months.



## ■ FOLSOM FIRE STATION 39

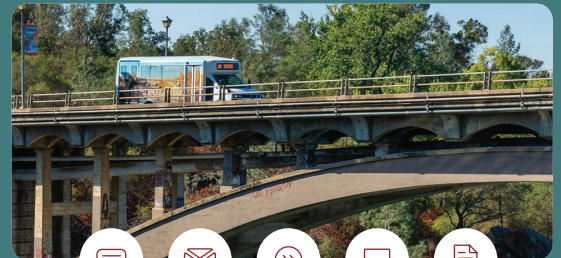


**450+** attended the grand opening of Fire Station 39 and the event was covered by **KCRA, CBS 13, Fox 40, Folsom TV, Sacramento Bee,** and the **Folsom Telegraph.**



## ■ PUBLIC INFORMATION CAMPAIGNS

- ➔ Sacramento Regional Transit Proposal to Transfer Folsom's Transit Services Into Regional Transit
- ➔ Historic District Parking Workshop



Newsletter \* E-Newsletter \* Website Homepage Graphics Flyers \* Direct Mail \* Outreach Meetings  
Social Media Campaign \* Posters at Public Counters \* Media Interviews \* Newspaper Ads



# AIR QUALITY PUBLIC INFORMATION NOTIFICATIONS

- ➔ Folsom Fire Department Red Flag Alert
- ➔ Cancellation of Veterans Day Parade
- ➔ Multiple Closures and Cancellations of Outdoor City Events, Programs, and Facilities

E-Newsletter \* Nixle Emergency Alerts  
 Website Homepage Graphics \* Social Media Posts  
 Media Interviews



**250,000+** Reached on Social Media  
**25,000+** Reached by Nixle Alerts



## PUBLIC INFORMATION INITIATIVES



- ➔ Folsom Homeless Information and Referrals Webpage and FAQs  
[www.folsom.ca.us/homeless](http://www.folsom.ca.us/homeless)



- ➔ Folsom Plan Area Web Pages, PowerPoint Presentation, Fact Sheet and FAQs  
[www.folsom.ca.us/folsomplanarea](http://www.folsom.ca.us/folsomplanarea)



- ➔ Updated and Reorganized Planning Services Pages, Including General Plan Web Page  
[www.folsom.ca.us/planning](http://www.folsom.ca.us/planning)



- ➔ New City Flag Presentation, Webpage Development, and Social Media Promotion  
[www.folsom.ca.us/flag](http://www.folsom.ca.us/flag)

## CITY LIAISONS TO:

- ➔ Folsom Historic District Association
- ➔ Rainbow Bridge 100 Anniversary Planning Committee
- ➔ Community Service Day Steering Committee
- ➔ Folsom Historic District Marketing Group

## FORMED EMPLOYEE NEWSLETTER TEAM



- ➔ Produce Quarterly Newsletters for **500+** City Employees





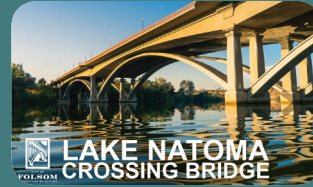


# EXPANDED PHOTO LIBRARY TO 3,850 PHOTOS

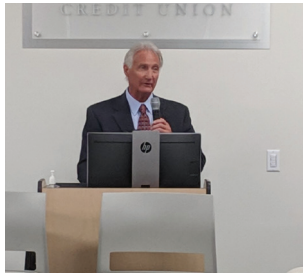


## NEW PHOTOS FEATURED WEEKLY IN “DISTINCTIVE BY NATURE” SOCIAL MEDIA

35,000+ Reached  
1,250+ Reactions



## THE SACRAMENTO ASIAN PACIFIC CHAMBER OF COMMERCE 10TH ANNUAL INTERNAL STUDY MISSION



The City of Folsom and Greater Folsom Partnership hosted the Sacramento Asian Pacific Chamber of Commerce 10th Annual Internal Study Mission Thursday, November 1 in Folsom. The Sacramento Asian Pacific Chamber of Commerce is the largest ethnic chamber in the region and represents the interests of the 6,000 Asian-owned businesses within the Sacramento region. More than 60 regional business leaders spent the day in Folsom touring the city’s unique amenities.

### CITY TOURS

➔ In partnership with the Folsom Police Department, developed new City Hall Tour program and mock city council meetings.

➔ Five city tours offered in Quarter 2:

- Empire Oaks Elementary School
- Theodore Judah Elementary School
- Sandra Gallardo Elementary School
- Local Ambassadors Adult Development Center
- Brighton School

# 500+ Students & Parents



## CITYWIDE PRINTED NEWSLETTER

➔ October/November 2018

➔ December 2018/January 2019

**29,000+** Residents and Businesses Each Edition



## E-NEWSLETTER

**11** Editions in Quarter 2

**79,140** Emails Sent



## WEBSITE

**481,321** PAGEVIEWS



**+4.54%**  
year over year

Most Popular Pages (including percentage of traffic):

- |                             |                                  |
|-----------------------------|----------------------------------|
| 1. Home - <b>9.83%</b>      | 6. Zoo Hours - <b>1.55%</b>      |
| 2. Library - <b>9.67%</b>   | 7. Human Resources - <b>1.3%</b> |
| 3. Search - <b>3.67%</b>    | 8. Police - <b>1.23%</b>         |
| 4. Finance - <b>2.28%</b>   | 9. Police Log - <b>1.19%</b>     |
| 5. Elections - <b>2.23%</b> | 10. Residents - <b>1.08%</b>     |

## SOCIAL MEDIA

TWITTER

**6,753**  
Followers



INSTAGRAM

**8,283**  
Followers



YOUTUBE

**4,500+**  
Views





CITY OF FOLSOM

# FACEBOOK

# 51,356 TOTAL FANS

## +2,653 FANS



## +4.3% over Q1

## 3,521,723 IMPRESSIONS

## 69,969 ENGAGEMENTS

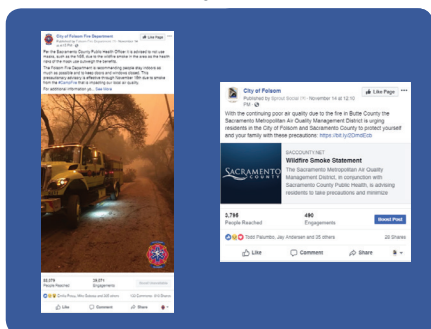
# 625 TOTAL POSTS

### Top 10 Facebook Posts This Quarter:

1. Grinch Folsom Police Tree Lighting – Folsom Police
2. N95 Mask Safety – Folsom Fire
3. Camp Fire Kitten Rescued – Folsom Fire
4. Rancho Cordova Shooting Response – Folsom Police
5. Camp Fire Deployment – Folsom Fire
6. Red Flag Warning – Citywide
7. Fire Department Fire Video – Folsom Fire
8. Fire Crew Birthday Party Crash – Folsom Fire
9. Evacuations/Animals Camp Fire – Folsom Police
10. New Firefighter Baby – Folsom Fire

### Notable Campaigns This Quarter:

#### Air Quality Response



**113,708**  
Impressions

**1,197**  
Engagements

**8**  
Posts

#### Veterans Day Parade Cancellation



**59,527**  
Impressions

**1,461**  
Engagements

**7**  
Posts

#### Impacts to City Facilities and Programs Due to Air Quality



**66,142**  
Impressions

**520**  
Engagements

**53**  
Posts