

# CITYWIDE COMMUNICATIONS

April - June 2019 Quarterly Communications Report

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.



## RAINBOW BRIDGE CENTENNIAL CELEBRATION RECAP

May 5, 2019

EVENT ATTENDANCE

**5,000+**  
Attendees

**7**  
Events

**1**  
World Record!



MEDIA  
Television, Radio, Print

**93**  
Stories

**\$602,964**  
Publicity Value

**1,496,583**  
Audience Size



SOCIAL MEDIA & WEB



**FACEBOOK**  
**110,039**  
Impressions



**5,088**  
Engagement



**16**  
Posts

**INSTAGRAM**  
**10,167**  
Impressions

**568**  
Engagement

**4** Posts | **18** Stories

**TWITTER**  
**6,273**  
Impressions

**84**  
Engagement

**9** Posts

**WEBSITE**  
FOLSOMRAINBOWBRIDGE.COM

**6,247**  
Pageviews



# PUBLIC INFORMATION INITIATIVES

## #ItStartsHere Social Media Campaign

National Public Works Week celebrates the commitment of public works professionals who provide and maintain the infrastructure and services known as public works, including traffic management, capital improvements, hazardous materials, recycling, solid waste, stormwater management, and street maintenance. The #ItStartsHere campaign highlighted City of Folsom Public Works Department programs and services.

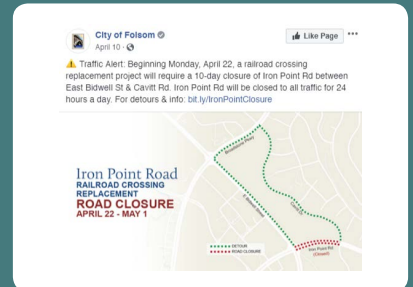


## Iron Point Road Closure Campaign

A railroad crossing replacement project required a 10-day closure of Iron Point Road between East Bidwell Street and Cavitt Road to replace the existing deteriorated railroad tracks and drain pipes.

**87,320** Impressions on social media

**23,000+** reached via e-newsletter



## Recycle Right

Promoted the dos and don'ts of recycling in Folsom through the newsletter, mailers, and social media

**28,000+** Impressions

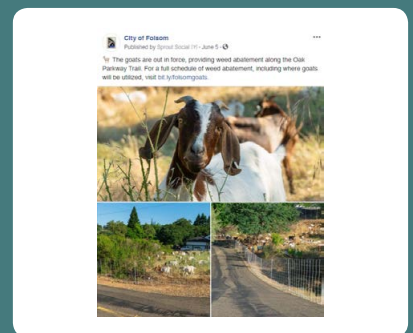
**200+** Clicks



## Weed Abatement

Dry vegetation can create fire hazards during the hot summer months. Vegetation management is completed during the declared fire season, typically from May to October. The city utilizes multiple ways to accomplish weed abatement work, including city maintenance staff, contractors, and managed grazing. Staff informed the community about weed abatement work through social media and the e-newsletter.

**14,828** Impressions on social media



## Aerojet Area 40

Clean up activities are planned at the Aerojet Area 40 site, located east of and adjacent to Prairie City Road. Partnered with the U.S. Environmental Protection Agency to inform the community about an informational community workshop.

Citywide newsletter: **29,000+** households reached

E-newsletter: **7,800+** emails reached





# EXPANDED PHOTO LIBRARY TO 4,100 PHOTOS



## Folsom COMMUNITY Service DAY



Planning is underway for the 6th annual Community Service Day on Saturday, September 21. More than **3,000 volunteers** are expected to complete **70+ projects** on Folsom's largest day of volunteerism.

- ➔ New volunteer management system introduced to signup, communicate with, and manage over 3,000 volunteers.
- ➔ Production began on new citywide food drive marketing video.
- ➔ Three steering committee meetings held.
- ➔ Showcased Community Service Day at the Folsom Leading Young Professionals Cares Nonprofit Showcase Mixer.

### CITY LIAISONS TO:

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

### EMPLOYEE NEWSLETTER

Produced Spring Quarterly Newsletter for **500+ City Employees.**



### CITY MANAGER'S MONTHLY COMMENTARY FEATURED IN THE FOLSOM TELEGRAPH



- ➔ **April:** Zoning Code Update
- ➔ **May:** City Works Day
- ➔ **June:** Top Ways to Have Fun in Folsom this Summer



## ■ AQUATIC CENTER MARKETING PLAN

Launched a new marketing plan focused on developing long-term strategies and media assets to utilize on social media.

- ➔ New swim lesson mascots and name.
- ➔ Instructional video produced for the first day of swim lessons.
- ➔ Began design of style guide and templates.
- ➔ Training and oversight on social media posts and strategy.



## ■ CBS 13/GOOD DAY SACRAMENTO TOUR

- ➔ City of Folsom communications staff hosted and joined **30+ regional communicators** to learn about news industry trends and station operations, and meet news editors and staff from CBS 13 and Good Day Sacramento.



## ■ CITY WORKS DAY

The City of Folsom opened up for exploration on Wednesday, May 15 to educate the community about the City's many programs and services.

- ➔ Attendees: **1,300+**
- ➔ Staff involved: **65+**
- ➔ **14,000+** impressions on Social Media
- ➔ **4** News stories, reaching **62,000+** viewers



## ■ WELCOMED TWO NEW INTERNS TO THE CITY MANAGER'S OFFICE/ COMMUNICATIONS DIVISION







CITY OF FOLSOM

COMMUNICATIONS  
QUARTERLY REPORT

## CITYWIDE PRINTED NEWSLETTER

➔ April/May 2019

➔ June/July 2019

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



## E-NEWSLETTER

**11** Editions in Quarter 4

**85,800+** Emails Sent



## WEBSITE

**558,965** PAGEVIEWS



Most Popular Pages (including percentage of traffic):

1. Home - **7.46%**
2. Library - **6.36%**
3. Aquatics - **3.97%**
4. Search - **3.43%**
5. Finance - **2.60%**
6. Zoo - **2.42%**
7. Swim Lessons - **2.15%**
8. Police Log - **1.70%**
9. Police - **1.21%**
10. Rec Guide - **1.09%**





CITY OF  
FOLSOM

## ■ SOCIAL MEDIA

### FACEBOOK

# 55,438 TOTAL FANS

**+2,847 FANS**



**+5.3%**  
over Q3

**4,774,284 IMPRESSIONS**

**133,402 ENGAGEMENTS**

# 533 TOTAL POSTS

#### Top 10 Facebook Posts This Quarter:

1. Solid Waste Recovers Ring – City of Folsom
2. DUI Arrest – Folsom Police
3. May the 4th Be With You – Folsom Police
4. Found Dog – Animal Services
5. 14 Ducklings Saved – Animal Services
6. American Flag on Truss Bridge – City of Folsom
7. Lake Natoma Water Rescue – Folsom Fire Department
8. Resident 4th Birthday Celebration – Folsom Police
9. New World Record Ryan Robinson – City of Folsom
10. Black Bear Henry's Birthday – Folsom Zoo Sanctuary

### TWITTER

**7,254**  
Followers

**+3.1%**  
over Q2



### INSTAGRAM

**9,558**  
Followers

**+8.9%**  
over Q2



### YOUTUBE

**900+**  
Views

