Richfield communication efforts
Presentation overview

• Past communication efforts
• Current communication efforts
  – Communication goals
  – Recent successes
• Future communication efforts
• Questions
Past communication efforts

• Social media
• Videos
• Annual report
• Website
  – News
  – Events
  – Calendar
  – Spotlight

• Civic engagement tools
• Community events
• Channel 16
• Local media
Communication goals

• Expand city’s communication reach
• Research new communication avenues
• Connect more effectively with our diverse populations
• Tell our stories
Recent successes

• Facebook long form stories
• Short and sweet videos
• More promotion of “Richfield life”
• Expansion of the internal city newsletter
• More pictures from city events
• More content in the local media
• Stronger relationships with schools
Future communication efforts

- Develop city’s brand
- Expand social media presence
- Create external newsletter
- Reorganize city website
- Create citizens academy
- Leverage communication partnership with Richfield schools
- Edit and expand style guide
Develop city’s brand

• Brand importance
  – Increases recognition
  – Creates/reinforces trust
  – Inspires staff
  – Creates resident pride
  – Expands professionalism
Develop city’s brand

• Brand elements
  – Colors
  – Fonts
  – Imagery
  – Iconography
  – Tone
  – Style
  – Logo usage

• Receive feedback from
  – Residents
  – Staff
  – Business owners
  – Elected officials
Develop city’s brand

• Not throwing the baby out with the bath water
  – Not creating a new logo
  – Utilizing many visual elements currently in use
  – Officially recognizing practices that are already in use
• Incorporating brand across communication channels
• Target date: Summer 2018
Expand social media presence

• Importance
  – Eighty percent of U.S. citizens own a Facebook account
  – Unfiltered in our telling of stories
• How more and more residents are communicating and interacting with organizations
• Conducting research into peer city successes
• More content, more content, more content…
Expand social media presence

• Recent growth

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Expand social media presence

• Recent growth (continued)

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Establish electronic newsletter

- Provides another touchpoint for residents
- Very popular tool used by other cities
- Already have more than 6,000 people signed up for e-notifications
- Recruit residents to sign up at summer farmers market and other events
- Target date: Fall 2018
Reorganizing city website

- Website has more than 1,000 pages
- Make the website easier to navigate
- In some cases, information can be found in multiple places
- Opportunities to combine and delete
- Target date: End of 2018
Create city citizens academy

- Citizen academies are nothing new
- Very successful at giving residents a closer look at the inner workings of city operations
- Provides residents with an opportunity to ask questions about vital services
- Target date: Spring 2019
Leverage partnership with Richfield schools

• Met with administration and communication staff to discuss strategies
• Cross promoted events and initiatives
• Held job fair for summer employment
• Worked to recruit youth commissioners
• Target date: In process
Edit and expand city style guide

• Last substantive city style guide update was prior to the introduction of the new city logo in 2015
• Provides staff a resource to create similar content across communication channels
• Aids in the development of a singular city voice
• Target date: Summer 2018
Questions?