

COMMUNICATIONS PROGRAM STAFF REPORT
February 2019 Activities Reported in March 2019
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PROJECTS AND HIGHLIGHTS

- Multiple snow updates to media and public via news release, social media, website, and ALERT King County (a.k.a., Reverse 911); worked with Waste Management regarding pick up schedule; worked with King County Emergency Communications Center on two ALERT King County messages to the public.
- Response to additional questions from Laura Schrieder for her civic engagement report.
- SMART'ing of goals related to communications; will be submitted shortly.
- Retreat minutes; cross-checking facilitator's notes with staff minutes; will be published shortly.
- Additional projects completed in February will be highlighted in the next Communications staff report.

MEDIA

- Three interviews for snow storm: Kiro TV, Kiro Radio, Komo Radio

CITY WEEKLY E-NEWS

Five editions including special editions on snow storm and "A Look Ahead to 2019"

	Industry Average	January 31	February 28
Subscribers	--	852	840
Open Rate	23.1%	40.2%	40.6%
Click Rate	3.4%	5.1%	4.8%

Highest open rates: Snow Storm (50.7%) and A Look Ahead (43.8%)

NEWS RELEASES

Multiple snow updates to media; Annual Snoqualmie City Council Retreat; Celebrate the 100th Birthday of Public Servant and Community Member Gloria McNeely

SOCIAL MEDIA

Instagram

	January 31	February 28
Page Followers	956	1,061

Facebook

	January 31	February 28
Page Followers	3,161	3,823
Post Engagement <i>Number of post clicks, likes, shares, and comments</i>	4,953	50,295
Total Reach (Organic, not paid) <i>Number of people who had any content from the page or about the page appear on their screen.</i>	8,823	83,292

Twitter

	January 31	February 28
Followers	2,274	2,420
Profile Visits <i>Clicks on @snoqualmiegov.</i>	999	5,728
Impressions <i>Appearances in users' Twitter feeds (City tweets, retweets, and tweets that mention us the City).</i>	24.8 K	94.7K

Top Tweet (15.7K impressions): Snoqualmie Snowbound

Top Media Tweet (2,572 impressions): Video of Phoebe playing in the snow

PRINT NEWSLETTERS AND PROMOTIONS

Wildlife Forum flyer inserted in February utility bills. Unfortunately, due to the snow, the meeting was cancelled and will be rescheduled for April.

WEBSITE

- Implemented "Civic Alert" feature for news releases. We're already using it for meeting agendas.
- Considering implementing the website "Blog" feature.
- Considering changes to the home page.
- Building "Visit Snoqualmie" and "Events" pages/sections .
- Website ongoing maintenance: City News, Spotlight, Calendar, Document Center, Forms Center