

# CITY OF HIGH POINT

## AGENDA ITEM



<b>TITLE:</b> Marketing and Community Engagement Summary	
<b>FROM:</b> Jeron Hollis – Managing Director	<b>MEETING DATE:</b> May 15, 2024
<b>PUBLIC HEARING:</b> N/A	<b>ADVERTISED DATE/BY:</b> N/A
<b>ATTACHMENTS:</b> Community Engagement Presentation	

**PURPOSE:** To review the City's current community engagement and outreach strategies.

**BACKGROUND:** The TEC committee has requested a presentation regarding community engagement and outreach by the City of High Point. The Marketing Division of Communications and Public Engagement uses a combination of digital, experiential and print avenues to reach our diverse audience. Staff will present a summary of these approaches.

**BUDGET IMPACT:** N/A

**RECOMMENDATION /ACTION REQUESTED:** This is an information item for the City Council.





# COMMUNITY ENGAGEMENT

Communications & Public Engagement (CPE)



# CPE | MARKETING

- Current Marketing Outreach Tools
  - Website
  - Videos
  - Social Media Platforms
  - News Releases



# CPE | MARKETING

- Current Marketing Outreach Tools
  - Podcast
  - Printed Materials Flyers, Posters, Banners
  - Advertising/Digital Marketing: Geo Fencing, Billboards, Magazines
  - Event based (experiential) marketing



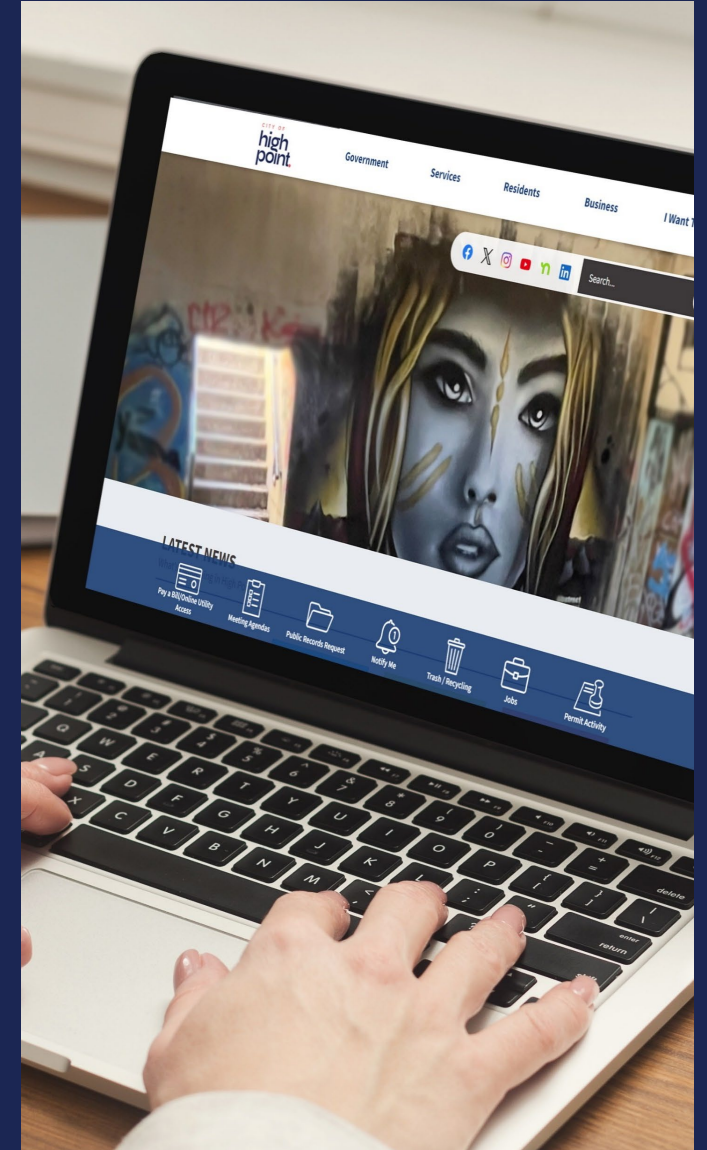


# WEBSITE

[www.HighPointNC.gov](http://www.HighPointNC.gov)

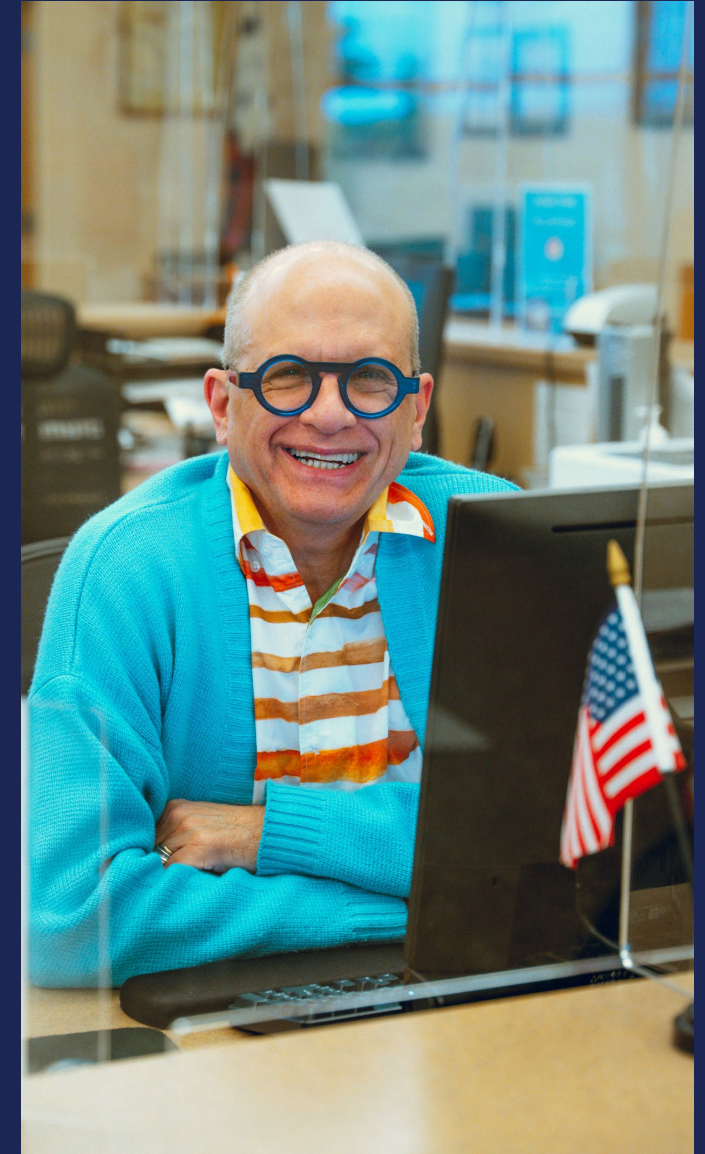
Past 30 days

- 100K users
- 300K views with those users
- Top visited pages:
  - Pay Your Bill
  - Vietnam War
  - Public Library
  - Oak Hollow Campground
  - High Point City Lake Park



# WEBSITE

- ITS Department holds contract and continues to host our site and is in control of our security.
- CPE acts as Webmaster for the site
  - Overall design, ADA Compliance, Analytics, training, SEO & Department Assistance
- Departments are responsible for their content, updates and links



# WEBSITE REDESIGN

- Working with CivicPlus to redesign the website, bring it in brand and maximize user experience
- Same functionality and reliability we have come to expect with vendor
- Estimated launch date around Sept/Oct





SOCIAL MEDIA

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# SOCIAL MEDIA

- 70% of Americans use social media
- Social Media provides a direct line of communication between our organization and the community
  - Assist customer service with daily questions direct to our social messages



# SOCIAL MEDIA

- 40,000 + followers across our platforms
- 146,000 reach (30 days)
- Facebook engagement rate of **12.67%**
  - Companies shoot for 5% engagement
- Best time to post
  - Extend reach – Monday at 8 p.m.
  - Increase engagement – Tuesday at 6 p.m.



# NEWS RELEASES

- Direct line of information sharing to our news outlets
  - Highlighting the organization's major stories, events and news
  - Allows news teams to pick our story to be highlighted





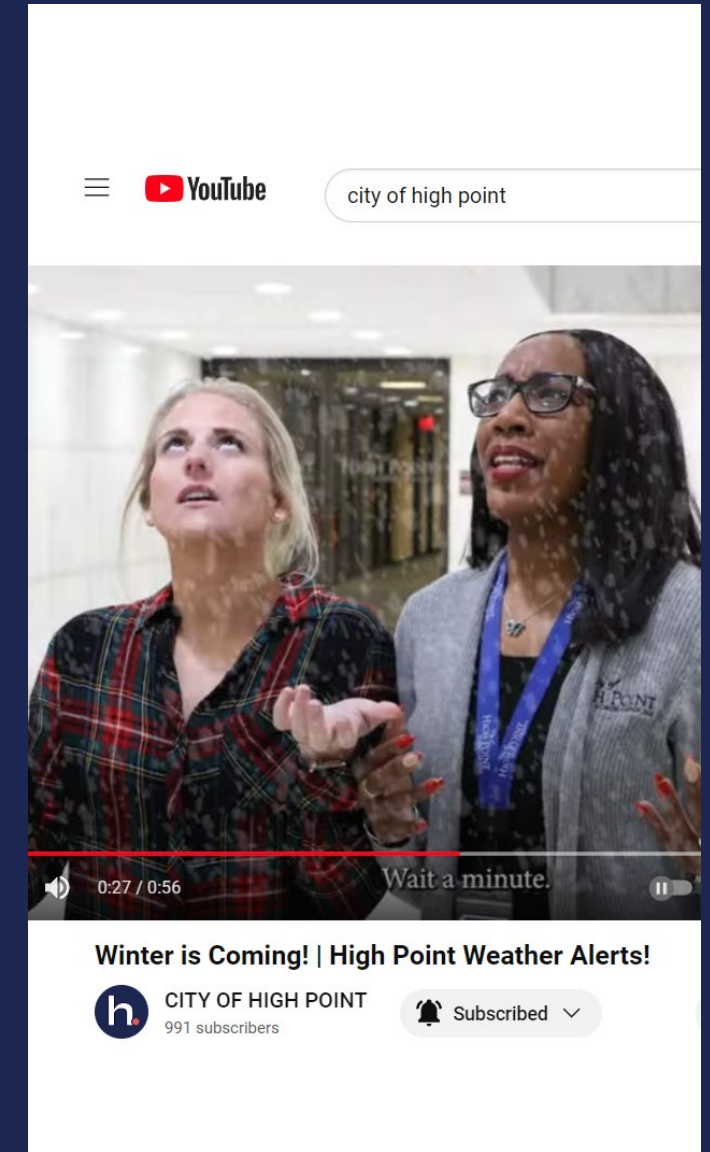
# VIDEO PRODUCTION

- Streaming to our social platforms
- Send real time direct signal to Spectrum Channel 8
- Direct streaming to our CoHP Application that can utilized by Amazon Fire stick, Roku, Apple TV, Android and Apple devices.
- Create short form and long form videos for public awareness of events, ground breakings, department behind the scenes (Public Services Dirty Jobs, 911 etc.),



# VIDEO PRODUCTION

- Video production of our Council Meetings
- Public Service Announcements
- Entertaining and Creative skits to engage the community and employees to put a fun and positive spin on government
- Collaboration with local partners to spread message, (HPMKT, OIAM, HPU, etc.)
- Create social media content for global social media presence.



# PRINT SHOP

- Allows quick communication to be printed and distributed throughout the community
- Banners, Decals, Pole Banners, Signs can all be printed and showcased throughout the city.
- Signs, car wraps to help spread the word throughout our fleet.





# THAT'S MY POINT

- Production on 2<sup>nd</sup> Season, six episodes, to begin in June
- Video podcast to talk about High Point
- Relevant topics beyond government
- Will have guests throughout the community



# EXPERIENTIAL MARKETING

- Get out into the community
- Foster relationships and trust with residents
- One on one brand messaging and conversations
- Speaking at partner events to be an ambassador of our city and new brand







CPE | MARKETING DIVISION

QUESTIONS