

## ***Communications & Media Relations***

*Presented to:*

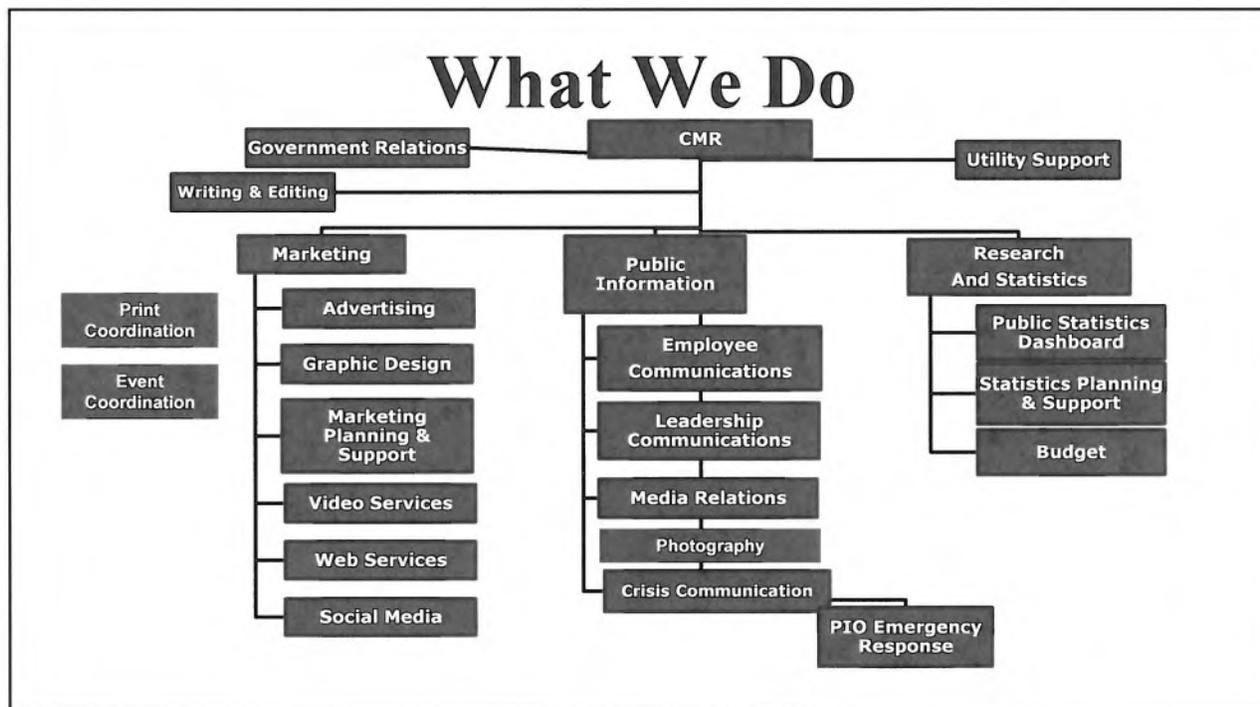
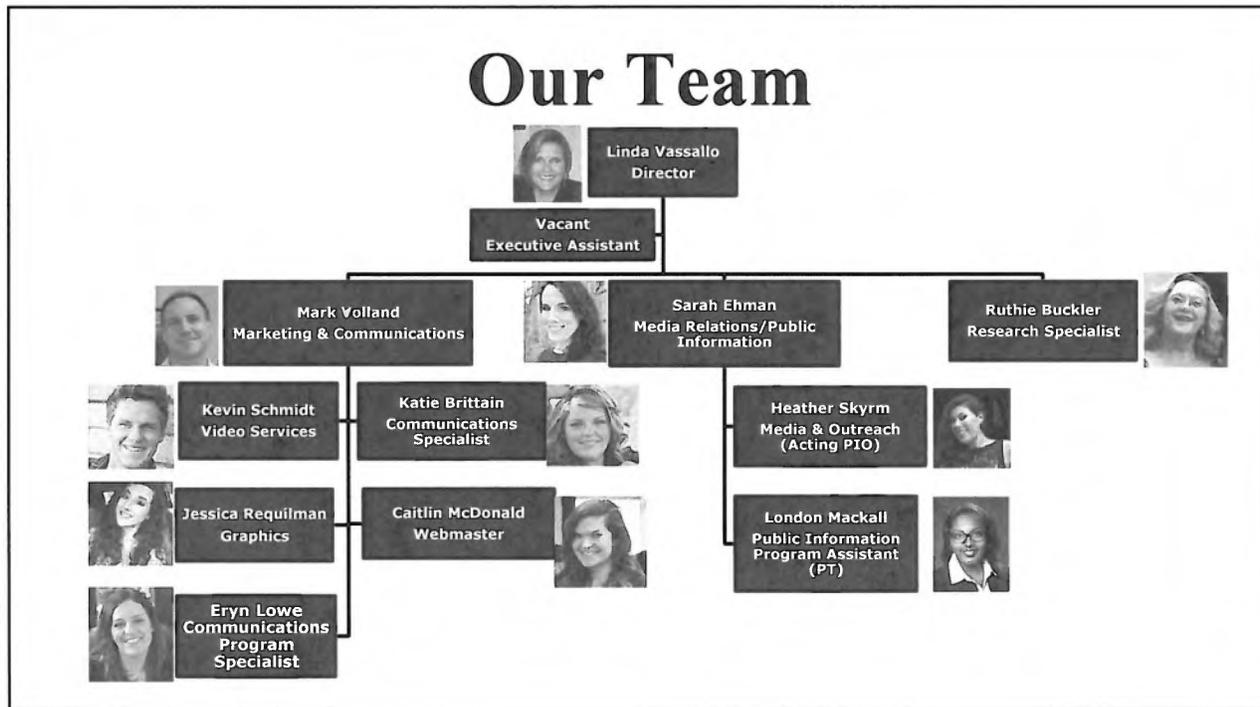
***Calvert County Environmental Commission***

***May 20, 2019***

## **Communications & Media Relations**

### **Mission**

- The Department of Communications & Media Relations (CMR) advances the mission of Calvert County Government by developing and implementing clear, consistent and engaging multi-faceted communication strategies, messages and products.
- CMR provides comprehensive marketing services to promote the county and its initiatives. The department also serves as liaison between county departments, government entities, utilities and the public, including media.



## **What We Don't Do**

- Sheriff's Office (Nixle alerts, etc.)
- Volunteer fire/rescue/EMS
- Public schools
- National Weather Service alerts
- Political advocacy

## **Government Relations**

- Serve as single-point liaison for county government interactions
  - Federal/state/local government
  - Public hearings/meetings/events
  - Patuxent Partnership
  - CalvertHealth
  - Tri-County Council

# Utility Liaison

- Serve as single-point liaison for county government interactions

- Comcast
- Dominion
- Exelon
- PEPCO
- SMECO
- Verizon
- Washington Gas
- BGE



# Marketing & Communications

- Serve as in-house service marketing/communications bureau for all county departments and is a fundamental part of the county's marketing efforts. Includes:

- Advertising
- Web
- Graphics
- Photography
- Event Coordination
- Video
- Social Media
- Outreach Planning
- Marketing Plans for Internal Customers

# Marketing Planning and Support

## *Comprehensive Branded Program Example:*



Logo



Web



Social Media



Collateral

# Advertising

- Serve as in-house ad agency for county government
  - Manage advertising for the county including consolidated budget and ad buys for cost efficiency
  - Promote county government programs and initiatives
  - Design in-house for considerable cost savings
  - Showcase the county's assets to visitors and potential businesses



# Graphic Design

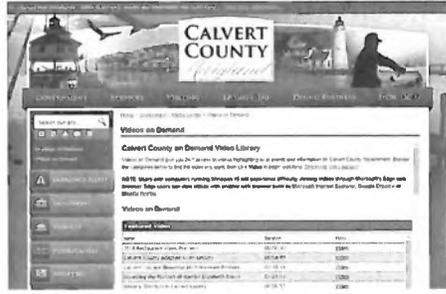
- Serve as in-house ad agency for county government graphic design services
  - Guides creative direction for projects large and small
  - Designs most external and internal facing documents
  - Assists in “branding”
  - Considerable cost efficiencies



# Video Services



YouTube Channel



Website Videos on Demand

## Research & Statistics

- **County Government ‘Dashboard’**
  - To track county government performance measures
  - Provides detailed and transparent and accountable information to the public
  - Central data point for county agencies and the public
  - Over 360 data points tracked
    - 25 data points for bond rating
      - Commercial floor area
      - Assessable tax base
      - Unemployment rate
      - Commercial capital investment



## Social Media

- **County Social Media**
  - Pages
  - Analytics
  - More pages to come
  - Monitoring (Meltwater)
  - Hootsuite



# Social Media

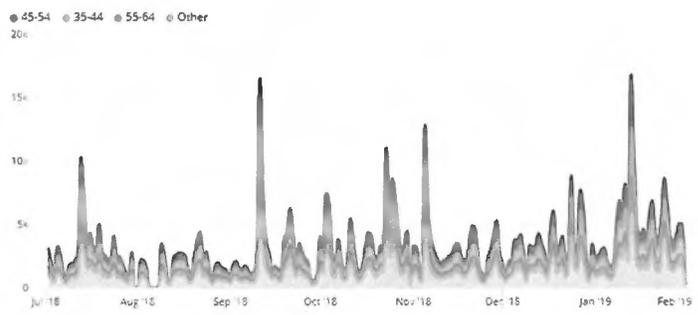
- **Facebook**
  - County Government
  - Animal Shelter
  - Parks & Rec
  - Aquatic Center
- **Instagram**
  - Tourism
  - Animal Shelter
- **Twitter**
  - Government emergency use only at this time



# Social Media

## Facebook Government Site

Total Reach by Age



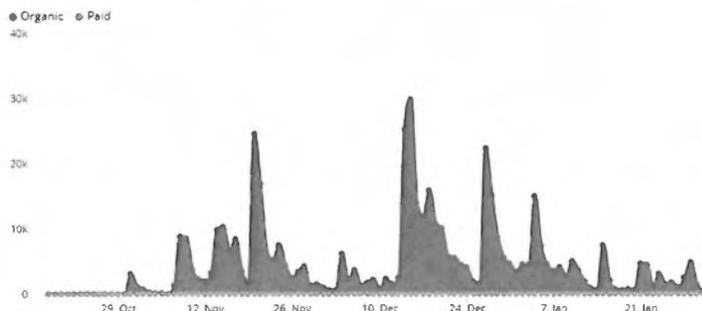
- **FY2019**
  - 1.5 million impressions
  - 515 Posts
  - Highest reach on 1/3/19, 17,000 people, “Meet the Employee” campaign

Highest reach ever on 5/26/18, 51,000 people, “Condolences regarding line of duty death for Capt. Patricia Osborne”

# Social Media

## Facebook Animal Shelter Site

### Page Impressions by Type



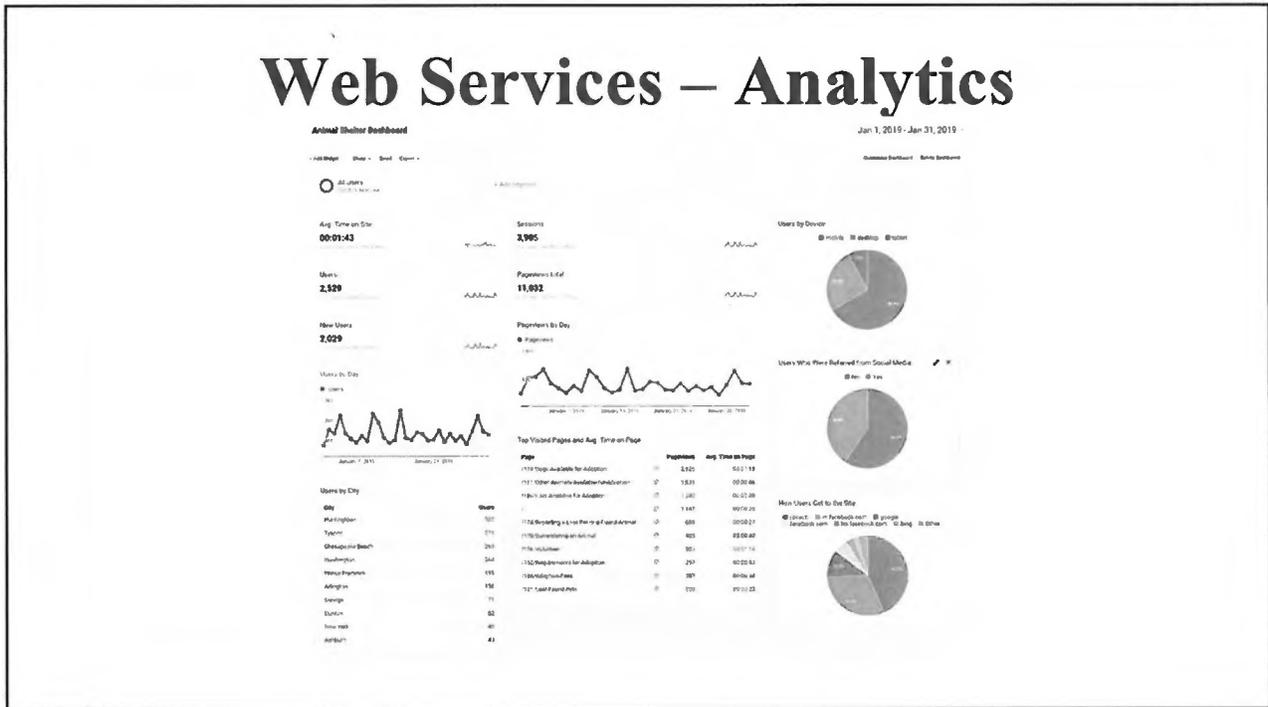
- Launched 10/19/18
- 483,000 impressions
- Highest reach on 12/15/18, “12 Days of Christmas Campaign” – Peter Rabbit



## Web Services

- Website Creation/Design
- Search Engine Optimization
- Maintenance
- Analytics
- Training
- Current websites:
  - County government: [www.calvertcountymd.gov](http://www.calvertcountymd.gov)
  - County agriculture: [www.calvertag.com](http://www.calvertag.com)
  - Animal shelter: [www.calvertcountyanimalshelter.com](http://www.calvertcountyanimalshelter.com)
  - Tourism: [www.choosecalvert.com](http://www.choosecalvert.com)
  - Economic Development: [www.ecalvert.com](http://www.ecalvert.com)

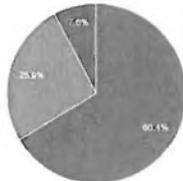




# Web Services - Analytics

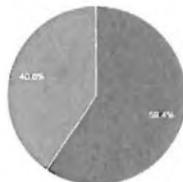
Users by Device

■ mobile ■ desktop ■ tablet



Users Who Were Referred from Social Media

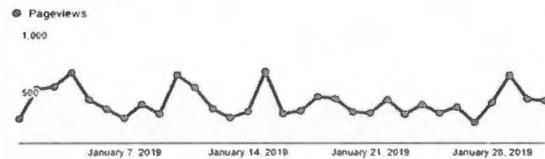
■ No ■ Yes



Top Visited Pages and Avg. Time on Page

Page	Pageviews	Avg. Time on Page
/179/Dogs-Available-for-Adoption	2,626	00:01:15
/181/Other-Animals-Available-for-Adoption	1,631	00:00:46
/180/Cats-Available-for-Adoption	1,280	00:02:00
/	1,147	00:00:26
/174/Reporting-a-Lost-Pet-or-a-Found-Animal	688	00:00:27
/170/Surrendering-an-Animal	405	00:00:40
/156/Volunteer	303	00:01:18
/152/Requirements-for-Adoption	297	00:00:53
/186/Adoption-Fees	287	00:00:34
/101/Lost-Found-Pets	200	00:00:23

Pageviews by Day



# Media Relations & Public Information

- Media Relations
- Crisis Communications
- Leadership Communications
- Employee Communications



## Media Relations

- Press releases, articles, interviews, media events, ribbon cuttings
- Major and local media outlets and travel writers
- Issue monitoring/tracking
- Media monitoring
- Media training
- Story pitches



## Crisis Communications

### We Are Unique

- CALVEX – Nuclear readiness drills
- LNG readiness drills
- Routine training and drills for readiness:
  - Media relations (24-hour news cycle)
  - Resource coordination
  - Social media monitoring and response
  - PIO coordination (local, state, federal)
  - Preparatory materials
- Our primary function is to relay information meant to ensure public safety



## Leadership Communications

- E-newsletters
- Support weekly commissioners' meetings
- Editing services
- Respond to citizens requests
- Briefing sheets
- Speeches



## Employee Communications

- Management Messages
- Employee Newsletter
- Employee Public Promotion



# Performance Measures

## Task Tracking - Zendesk

- Intake and tracking of all work done in support of county departments
- Benchmarking and accountability
- Strong customer service focus

Program Area	Project No.		% Increase
	FY18	FY19	
<u>Project Tasking Total</u>	<u>815</u>	<u>2085</u>	<u>1270</u>
Design (ads, fliers, logos, etc)	211	452	241
Press Releases	222	322	100
Facebook Posts (government)	678	825	147
Facebook Posts (animal shelter)	0	110	110
Facebook Posts (P&R)	0	425	425
Facebook Posts (Farmer's Market)	0	86	86
Outreach Plans (varied agencies)	0	91	91
Video - BOCC/PC Video support	62	66	4
Video - Creation/Production*	27	31	4
Large Reports (P&R Guide, Large Reports, Visitor Guide, etc)	3	7	4
Writing	0	58	58

Through 5/10/19



## Contact Information

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