



Legislation Text

File #: PRE 16-046, **Version:** 1

Update on digital media communications activities.

Summary:

Three months ago, Richard Tew was hired on a part-time basis to assist Kristin Edwards as a digital media specialist. Kristin and Richard will give a brief presentation regarding how this position has impacted the City's communications/tourism promotional activities so far and the long-term goals for the position.

How Digital Media Specialist position is impacting the Communications/Tourism division so far:

- First day, June 6 - right at three-month mark
- Has produced five informational videos on the Battleground Golf Course greens, utility billing payment options, a public works update, the "heat week" video and a video promoting the Citizens Police Academy
- Assisted with coverage of Parks and Recreation's Fourth Fest - photos for Facebook, Twitter, Instagram and video content for State of the City
- Has attended after-hours events including the majority of the Concert in the Park/parks survey events, Coffee with a Cop, which cut down on division overtime
- Completed content for "Heat Week" package, which included information from Finance, Public Works (Animal Shelter) and Emergency Management
- Completed content for Hurricane Preparedness posts during month of July 2016
- Working with Economic Development to create content packaging around "Business News You Can Use" videos - these include Facebook Q&As and Twitter and Instagram cross-promos
- Has used previous connections to build media partner group - now sending weekly updates to Bay Area Observer in addition to Broadcaster, InsideDP, Around La Porte and others
- Completed necessary research to acquire camera/recording equipment, laptop and editing software for on-the-go content production, which he will discuss momentarily
- Established news-based Twitter review account to bolster uses of City Twitter page
- Contributed to the Battleground Golf Course #GreatGreens September social media campaign
- Attended DPPD Vacation Safety School programming to collect photo/video content
- Worked with Chamber of Commerce and hotelier subcommittee on hospitality training video - project included collecting tourism-related video footage and gauging possible sets for final shoot
- Composed text and photos for Facebook updates on new staff members, Animal Shelter success stories and more

Long-term goals

- Maintain video production with emphasis on 30-second to 1-minute content
- Assist with production of social media cross-promotion packages - post news to all outlets
- Check Twitter as often as possible to pass along posts which impact City residents
- Assist with 2017 State of the City production/content acquisition
- Continue to assist with after-hours events and instances of double-booking
- Assist in IT-led process of Web site redesign and content refresh

Fiscal/Budgetary Impact:

N/A.

Discussion only. No action to be taken.