Mission Statement

Providing a centralized communications sharing strategy for our employees and the community. Creating and maintaining community engagement tools that foster two-way communication and build relationships. Maintaining a cohesive identity for the city.

We like to think it’s our job to tell Englewood’s story. It’s past, present and future.
We Wear a Lot of Hats!

Primary duties:
1. Marketing
2. Branding
3. Social Media
4. Graphic Design
5. Video Production
6. Web Services
7. Public Relations
8. Media Relations
9. Public Outreach
10. Event Planning
11. Printing
Primary Communication Channels

- Englewood Citizen
- Englewoodco.gov
- Social Media
Video is King

- 45% of people watch more than an hour of Facebook or YouTube videos a week. (Wordstream)

- Over 500 million (half a BILLION) people are watching video on Facebook every day. (Forbes)

- More video content is uploaded in 30 days than the major U.S. television networks have created in 30 years. (Wordstream)
Trivia question: How many people have watched one of our videos on Facebook since May?
Video is King

72,200!
• Increasing engagement on social media is a big part of our strategy

• Recent example is the Talk n’ Trash campaign

• We’re reaching an audience that is reluctant to participate in person

• Talk n’ Trash was viewed 6.5k times and resulted in 722 survey responses
Social Media Engagement

Top Fan

Susan Abruzzo Love the survey option!! Not everyone can attend the meetings so thank you Englewood for this alternative option to still have our voices heard!

Like · Reply · Message · 10w
2019
Accomplishments

- Launched *Moments in Englewood History* videos for #tbt
- Published 4 issues of the *Englewood Citizen* magazine
- Reorganized the department and identified efficiencies
- Block Party attendance was 7,500 attendees
- Created an improved Tree Lighting event – coming Nov. 30th!
2020 Major Initiatives

• Launch Asset Bank – new image library
• Website audit and restructure
• Launch Site Improve software
• Launch new news and events focused website
2020 Major Initiatives

- Improve existing events, explore adding new ones
- Produce a quarterly update video
- Write a communications and marketing plan