



Communications Strategies

Lauren Karch

TROY

Make it yours.

Content Creation and Distribution Process

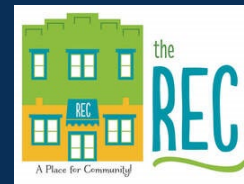
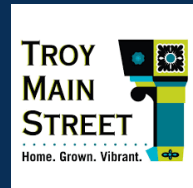


Outreach Channels



Partner Agencies

Local non-profits, organizations, and other agencies assist in sharing information through social media, print, school newsletters, online calendars, et cetera.



Website Statistics

70%

**of visitors come
from Ohio**

12k

monthly visits

45%

**of visitors come
from Troy**

In 2020, monthly visits from Troy users
ranged from 3,840 to 6,320.*

*Some mobile users appear as Dayton or Cincinnati users, based upon carrier.

Website Statistics Continued

Incoming Visitors September 2020

	Acquisition		
	Users ↓	New Users ↓	Sessions ↓
	12,417	10,275	17,837
1 google	7,002		
2 (direct)	2,925		
3 m.facebook.com	1,083		
4 bing	406		
5 mymiamicounty.com	282		
6 yahoo	239		
7 l.facebook.com	95		
8 account.civicplus.com	93		
9 float-troy.com	79		
10 duckduckgo	61		


On average:

- 54 percent of visitors come from Google
- 25 percent of visitors go directly to the site
- 10 percent of visitors come from social media
- 11 percent come from other sources

Top-visited Pages 9/21/2020 to 10/21/2020

1.	/ (Homepage)		5,880
2.	/542/Downtown-Live-Webcam		2,536
3.	/233/Utility-Billing-Collection		2,365
4.	/445/Payment-Options		1,084
5.	/CivicAlerts.aspx?AID=473		1,048
6.	/223/Dye-Mill-Road-Compost-Facility		1,036
7.	/Jobs.aspx		852
8.	/152/Police		804
9.	/101/Departments		482
10.	/calendar.aspx		440
11.	/358/Forms-and-Documents		394
12.	/Jobs.aspx?UniquelId=98&From=All&CommunityJobs=False&JobID=Laborer-Notice-of-Open-Civil-Service-Exa-43		356
13.	/bids.aspx		330
14.	/187/Income-Tax		321
15.	/agendacenter		316

Social Media Accounts

 Facebook (8,772 followers)

 NextDoor (4,925 community members)

 Instagram (3,367 followers)

 Twitter (1,429 followers)

 YouTube (127 subscribers)

Social Media Policy

Key points:

1. Social media use is subject to the City of Troy Social Media Policy located at <https://www.troyohio.gov/social-media-policy>.
2. Social media content is subject to approval by the City Director and Mayor, and must be posted and maintained by a designated City employee.
3. A designated staff representative from the City monitors content on the social media sites.
4. All City social media accounts are subject to applicable laws, and to the Ohio Public Records Act.
5. Social media content may be removed if it is deemed in violation of the Social Media Policy.
6. All social media platforms are used for information-sharing only and do not allow comments.



Facebook Statistics

www.facebook.com/cityoftroy

8,772

Users follow the Troy City
Facebook page

4,465

Troy-area users follow the
City Facebook page
(51% of total followers)

30k

Users saw at least one of
our Facebook posts in
September 2020

7,755

Troy-area users saw at least one
of our Facebook posts in
September 2020
(26% of total reached users)

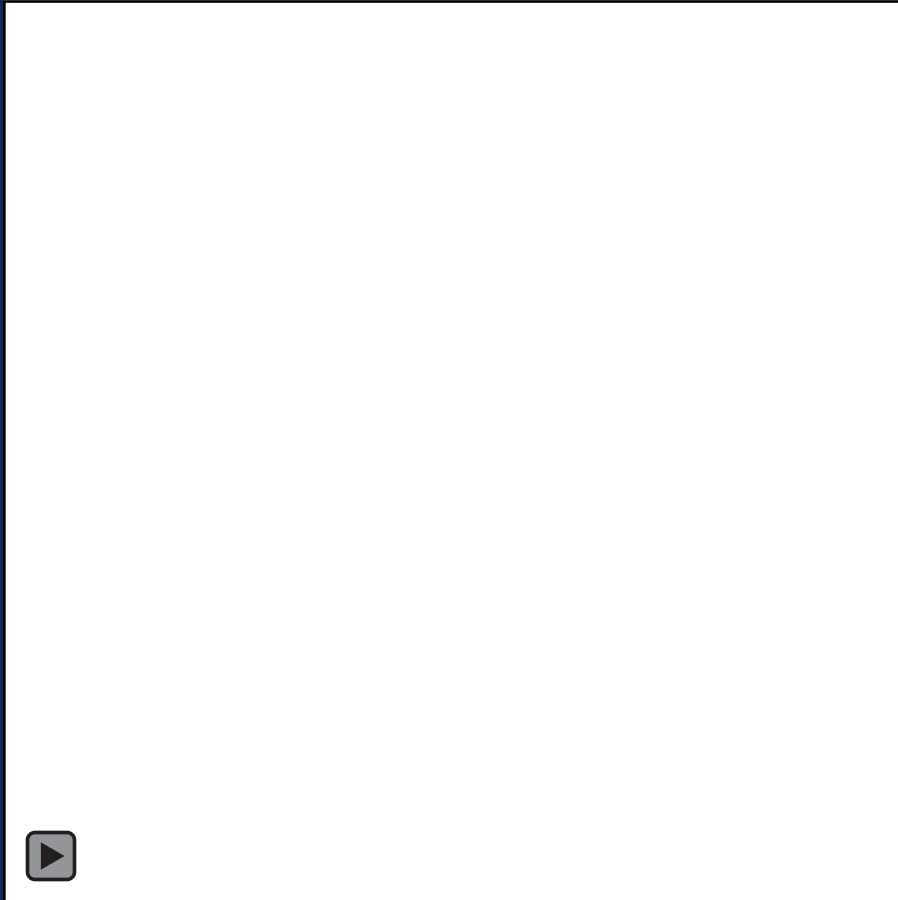
How can the HRC use City communications resources?

Some ideas:

1. Advertising meetings and promoting events
2. Publishing periodic "did you know" information on social media sites
3. Sharing links to outside resources, studies, et cetera
4. Publishing information on utility bills
5. Analyzing outreach effectiveness
6. Exploring new outreach channels
7. Create videos, brochures, and other marketing materials

Example Videos

Social Media: Video on Snow Removal



www.float-troy.com: Tent Info Video



Questions and Discussion

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