



Communications Year End Report

2016 Year End Report

Prepared by: Amanda Dorman, Director of Communications & Community Relations

As part of the staff since August, I have been able make great progress in the communication efforts and tools of the Town.

In regard to media relations, I have signed up with My Media Directory so I can continue to find the most current contacts at local media outlets. During my first week on the job, I established a media contacts document to track media from various outlets. I also began meeting with local media outlets (Times Sentinel, Current, IBJ) to understand how we can better work together.

On the website, I overhauled many pages and sections so that they are more user friendly and informative. We now have a press release archive center so all press releases can easily be viewed there. I have kept the calendar functionality updated with Town meetings and events. I added a bid posting page so that the Street Department can post new bids and those can be viewed by the public. I added pictures of our parks so that on our facilities page, all the Zionsville parks now have images. I added a special events page with the special events policy and application. I also regularly post job openings from various departments as needed.

In regard to community events, I attended major Town events, ribbon cuttings and groundbreakings and helped plan the groundbreaking for Town Hall. I also helped plan the Kenny's retirement celebration and the holiday staff luncheon.

In terms of the Town's social media, I took over as the lead on our Facebook page, Twitter handle and Instagram account. Since I began in August, I have grown our Twitter followers by 517 and I have grown our Facebook followers by 682. Perhaps the most significant increase has been with our Instagram account. I had a push goal of 1,000 followers and by December 31, we had 1,110 followers.

Another change has been an overhaul of the Town e-newsletter. That is now done completely in-house and sent through Constant Contact. I created a template and update the content on a monthly basis with important news and happenings around Zionsville. In addition to being sent to 2,000 subscribers, the content is posted on our social media channels.

Other highlights

-Attended Community Foundation of Boone County Impact Breakfast.



- Attended inaugural State of the Schools Address.
- Attended Chamber of Commerce marketing meetings.
- Attended Union Elementary National Blue Ribbon Award celebration.
- Attended “We The People” mock congressional hearings at Zionsville West Middle School with Mayor Haak and acted as a judge.
- Attended ZWIN monthly meeting/introduced myself and role with Town.
- Took over mobile app so Town can edit and add content (in collaboration with the Chamber) and added our events calendar and Parks to the app.
- Interviewed with Zionsville Magazine for October article.
- Interviewed with WITT about my role.
- Ordered retractable banners for groundbreakings and events (tent and tablecloth to come).
- With Amy Lacy and Sue Jones, organized Kenny Caldwell’s retirement celebration at Town Hall.
- With Sue Jones, updated the special events policy and special events application form.
- Pitched media for ZFD ice water rescue training with Mayor and almost every local news outlet came: WTHR, WISH, RTV6, Times Sentinel and Current (and Fox59 emailed for photos).
- I was accepted into the 2017 Boone County Leadership program.

**Website analytics
(Aug. 21 – Dec. 31, 2016)**

Sessions	Users	Pageviews
42,776	28,479	104,276

- Demographics:
 - *28% ages 35-44



*25% ages 25-34

*19% ages 45-54

-Pages viewed

*Most visited pages – Police Department, Jobs, Agenda Center, Planning & Economic Development