

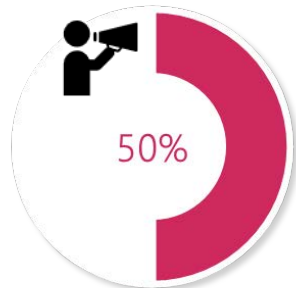


Township of
RADNOR
PENNSYLVANIA

Public Information Office
Budget Presentation
2023

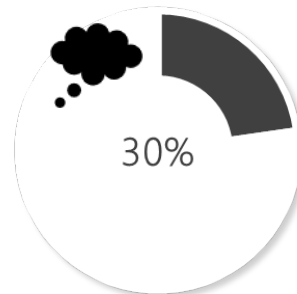
PUBLIC INFORMATION OFFICE

VISION STATEMENT: To create and maintain an effective communication system that serves the people of Radnor Township, enhances economic prosperity, and preserves the quality of our community.



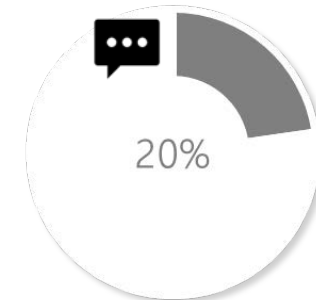
Communications

The daily communication function between PIO and the various Township Departments informs messaging to our key constituents. This includes providing the public with accurate, timely, and consistent information in emergencies and non-emergencies alike.



Awareness Campaigns

A focused effort to remind citizens **"Who We Are"** in addition to our services. Our goal is to actively reach, inform, and engage Radnor citizens for a better civic experience. We highlight our Radnor Township motto **"The Best Place to Live, Work, Visit and Do Business on the Main Line"**.



Branding and Website

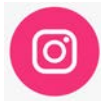
Our site is now a mobile-first, accessible platform customized to help citizens complete tasks and find what they need quickly. We have modernized Township online services, web presence, and communication strategies. We practice consistent brand-usage across all mediums.



PUBLIC INFORMATION OFFICE

- With the support of Ian Myers, the Cable, Web and Communications Coordinator, we strive to provide clear, timely and accurate information about the Township policies, programs and activities to stakeholders including residents, businesses and academic institutions.
 - **Media Relations:** Established a press office with formalized media lists, media alerts, and press conferences including the American Red Cross Battle of the Badges, South Wayne Stormwater Project Groundbreaking, Chief for a Day in addition to regular press engagement for newsworthy happenings.
 - **Social Media:** The Township now has a presence on Instagram, Facebook, Twitter, LinkedIn, and YouTube and we generate social media campaigns to cross promote the Township services and offerings.
 - **Apps:** Radnor Connect, the 411 reporting platform; Launched Code Red, the urgent communication platform.
 - **Branding:** Township rebranding completed Winter 2022 with a “Let’s Be Friends” campaign designed to increase brand awareness and subscriptions to the Township communication platforms.
 - **Website:** Redesign Completed Winter 2022
 - **Video Engagement:** Increased stakeholder communication with #aroundtownthursday campaign, department spotlights, and round table discussions with community partners and Township leadership. We also have a working relationship with MLTV Studio 21 whereby we share our PIO produced segments for incorporation into their programming schedule.

RADNOR TOWNSHIP SOCIAL MEDIA ANALYTICS YTD



Instagram

- 2500+ Followers
- 4000 Page Visitors
- Reach is up 53%



Facebook

- 500 Facebook Followers
- 4000 Page Visitors
- Reach is up 510%



Twitter

- 1500+ Followers



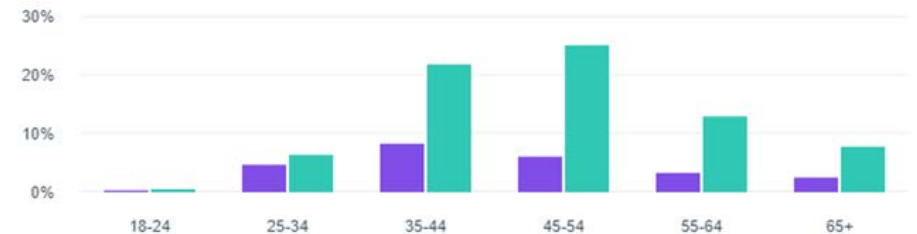
LinkedIn

- 1600+ Unique Visitors

Audience

Age and Gender

Men 25.10%
Women 74.90%



Location

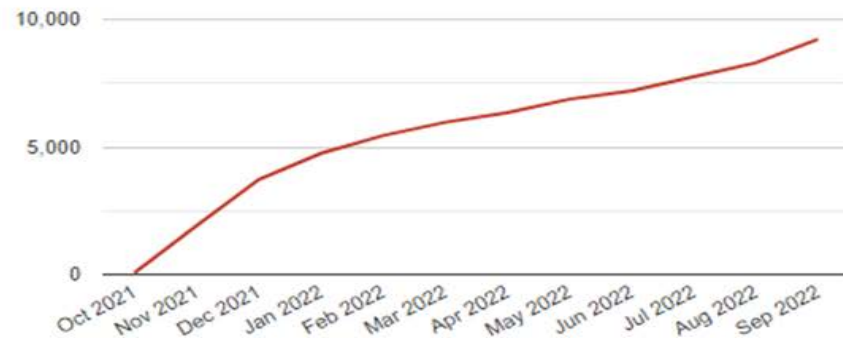
Cities

Countries

Radnor, PA	150
Wayne, PA	58
Philadelphia, PA	22
Bryn Mawr, PA	19
Berwyn, PA	6

GOVDELIVERY MESSAGING SYSTEM ANALYTICS YTD

Total Subscribers



Subscribers (Net Change)

9.14K

Topic Subscriptions (Net Change)

98.1K

Subscriptions Per Subscriber









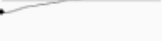
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Impressions

704K

Engagement Rate

68.1%

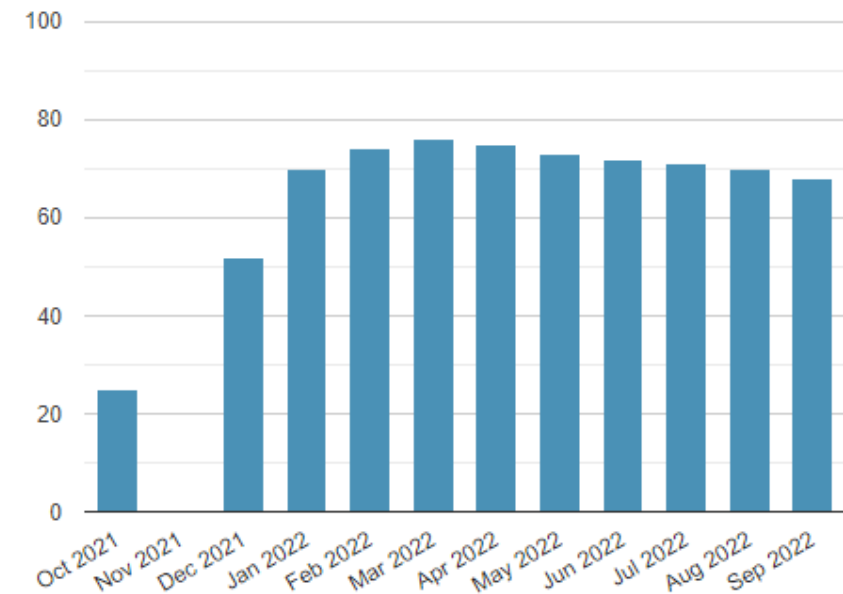
Direct		152
Overlay		1,842
Signup Builder		0
Network		5,448
Upload		85
TMS Integration		0
Deleted		- 1,646
Change in Total Subscribers		+ 5,881
Total as of 10/16/2022		9,606

GOVDELIVERY MESSAGING SYSTEM ANALYTICS YTD

Popular Topics among Subscribers

Topic Name	Net Change in Subscriptions
Parks & Recreation News	6,846
Community News	4,614
News Flash - Administration	4,317
Township Events Calendar	4,284
Board of Commissioners	4,124
Weekly E-newsletter	3,014
Police Alerts	2,592

Engagement Rate Percentage



PUBLIC INFORMATION OFFICE 2023

- Increase video engagement on social media.
- Expand promotion of Department specific projects, events, services and offerings.
- Grow relationships with community partners to offer cross promotion opportunities when appropriate. Example: Willows Park Preserve programming, Radnor Conservancy, Shade Tree Commission and Environmental Advisory Committee.
- Spotlight staff members professional accomplishments and efforts to continually enhance the relationship between staff and stakeholders.

Thank you to the Board of Commissioners, Township Manager, and Township Staff for collaborating with the Public Information Office to spread the good news about Radnor Township!