

BEST PRACTICES / COMMUNICATIONS AND MARKETING

Overview

The Communications & Marketing Department plans, implements and evaluates all comprehensive communications, marketing, public relations and advertising for the Park District. The department is responsible for the following:

Publications

Write, develop, design and coordinate all written publications.

Seasonal Program Guide – A quarterly 45-58 page publication that catalogs all program and facility offerings and events.

Park Perspectives – A twice annual newsletter featuring board and other park district-related information to residents. This publication is inserted/stapled into the Guide.

Summer Camp Planner – Annual publication that promotes summer camps, and is released with the Spring Guide.

Annual Report – Annual publication that is released with the Summer Guide.

Media Relations

News Releases (typically between 3-6 per month)

Media Contact

Social Media

Marketing/Promotion

Flyers

Postcards

Mailings

Advertisements

Program/facility brochures

Bi-monthly email newsletters

Promote/market special events

Strategic planning for facilities/programs

Development of special marketing/sales letters for facilities or programs

Digital signage

Sponsorship

Maintenance of sponsorship relationships

Website

Daily website maintenance

Healthy Kids blog

Best Practices in Marketing (C&M)

- Social Media Engagement Ratio
- Mobile App Users
- Email Open Rates

	Social Media used	# Fans/Likes/Followers	Facebook Engagement (30 day period)
Hoffman Estates PD	Facebook Twitter LinkedIn YouTube	FB – 1,510 likes Twitter – 393 followers LinkedIn – 179 followers YouTube – 7,438 views	535 ave daily reach
Schaumburg PD	Facebook Twitter Vimeo	FB – 2,251 likes Twitter – 1,076 followers Vimeo -	268 ave daily reach
Naperville PD	Facebook Twitter YouTube	FB – 3,757 likes Twitter – 3,043 followers YouTube – 17,472 views	781 ave daily reach
Fox Valley PD	Facebook Twitter YouTube	FB – 3,006 likes Twitter – 387 followers YouTube – 12,174 views	251 ave daily reach
Rockford PD	Facebook Twitter YouTube Instagram	FB – 2,881 likes Twitter – 509 followers YouTube – 114,206 views Instagram – 116 followers	285 ave daily reach

The district has fewer fans on our social media sites; however our Facebook Engagement is higher than the others.

Mobile App Users

	Have App?	# of Users	Web views using mobile device	Primary Use
Hoffman Estates PD	Yes (introduced April 25)	108 iOS users and 46 Android users in the first month	Desktop -55% Mobile- 32% Tablet -12%	General
Schaumburg PD	Yes	4,666 iOS users and 2,150 Android users from 4/20-5/20. 6,816 total	Desktop – 54% Mobile – 34% Tablet – 11%	Ball field conditions
Naperville PD	No	--	Desktop - 62% Mobile - 27% Tablet -10%	General

Fox Valley PD	No	--	Desktop-50% Mobile – 37% Tablet – 11%	General
Rockford PD	No	--	Desktop- 61% Mobile- 29% Tablet-10%	Closings/ Service interrupti ons “Rainout Line”

The district is ahead of the rest in that we have a mobile app. And, our mobile use is in line with the rest and we have not even seen yet the impact of the website conversion to responsive design or the mobile app.

Email Open Rates

	Last 3 Email blasts	Average
Hoffman Estates PD	17%, 22%, 24%	21%
Schaumburg PD	21% 19%, 22%	20%
Naperville PD	----	30%
Fox Valley PD	---	20%
Rockford PD	22%, 22%, 25%	23%

Our email open rates are right in the middle of the rest; there is room for improvement.