

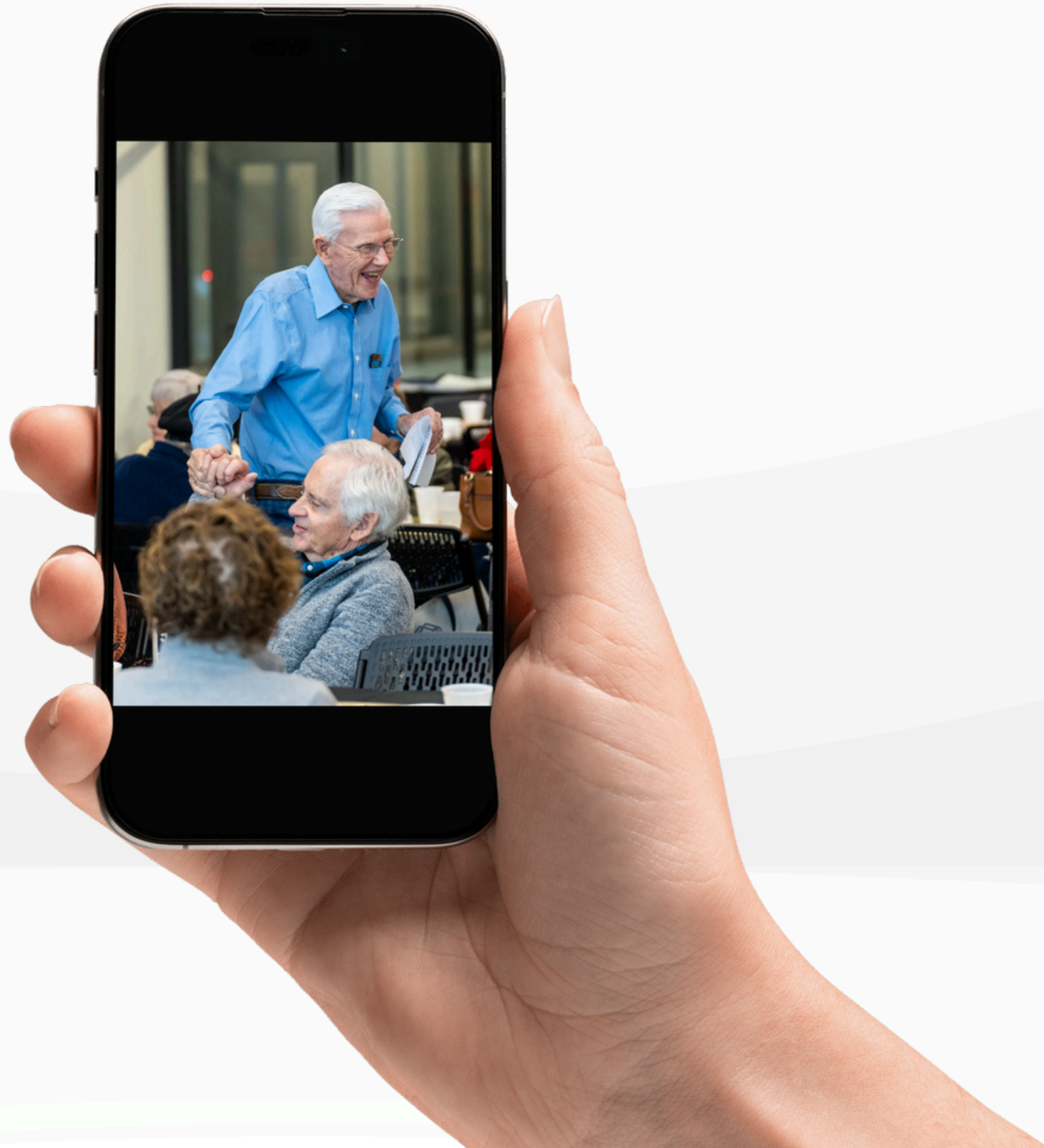


Shift in Communications

early focuses and successes

PRIDE & PROGRESS

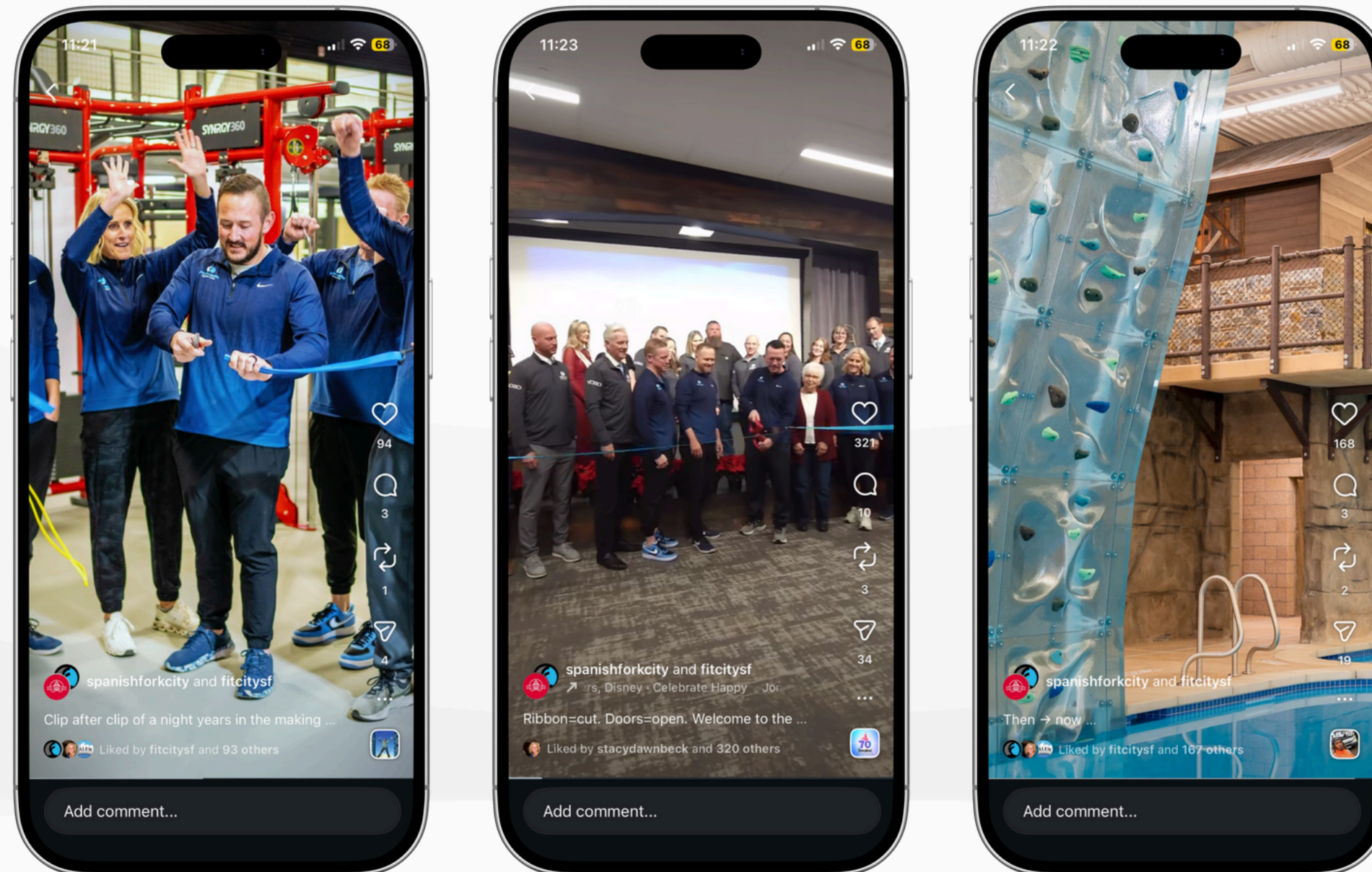
built for phones



PRIDE & PROGRESS

move while it matters

reduce friction and get work to the finish line



PRIDE & PROGRESS

make it make sense

resident education focus

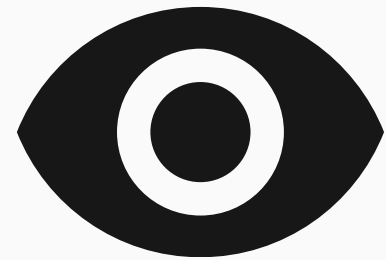
Does our recycling
actually get recycled?

Does the city choose
which businesses
come in?

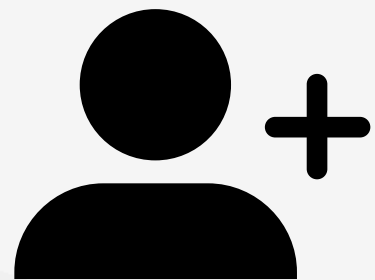
Where will the
next city park
be located?

engagement required

content performance is critical



Views



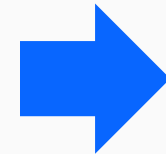
Net follows



Followers

17,908

JAN 25



19,860

JAN 26

10.9% Increase



Followers

6,904

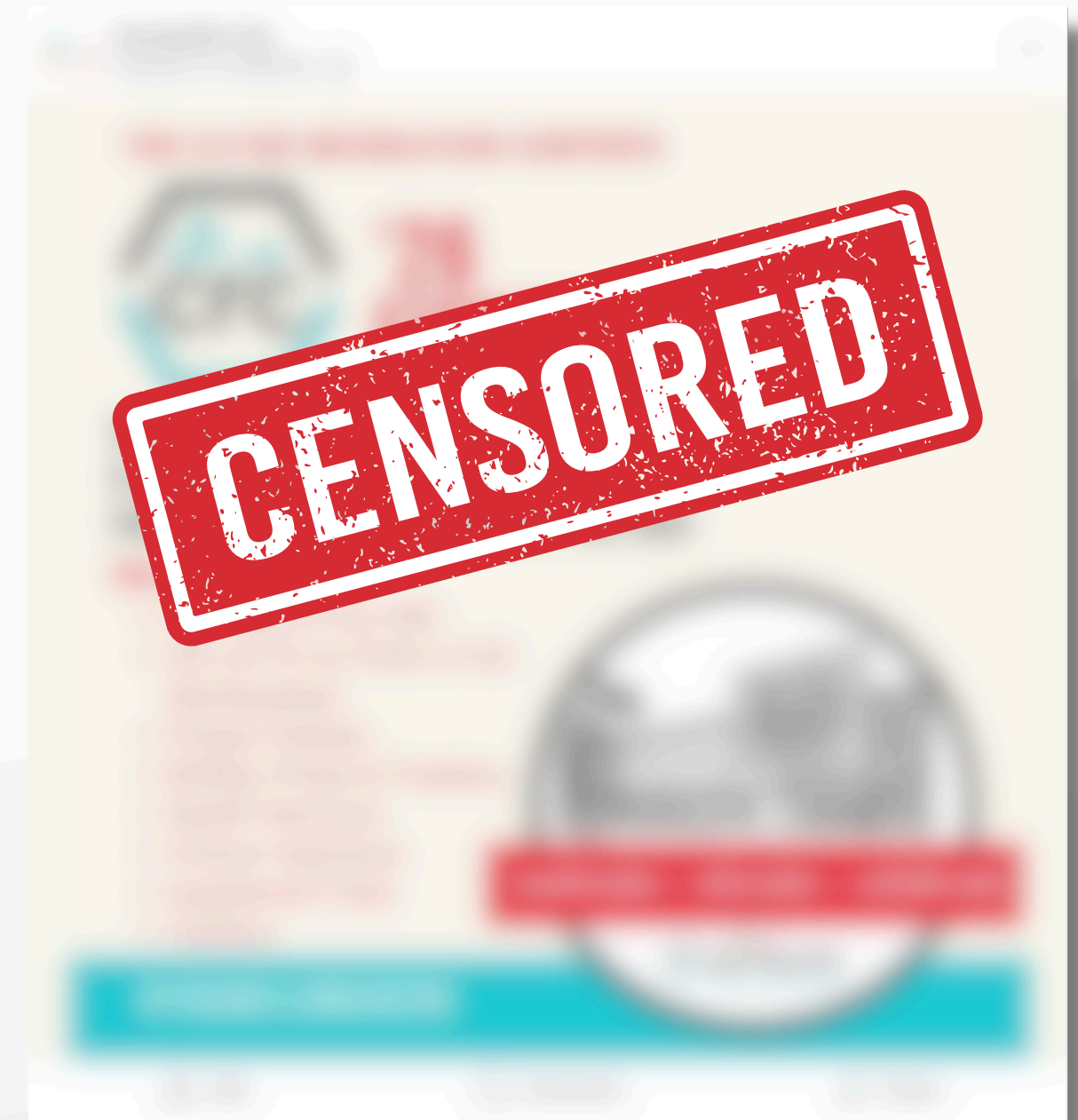
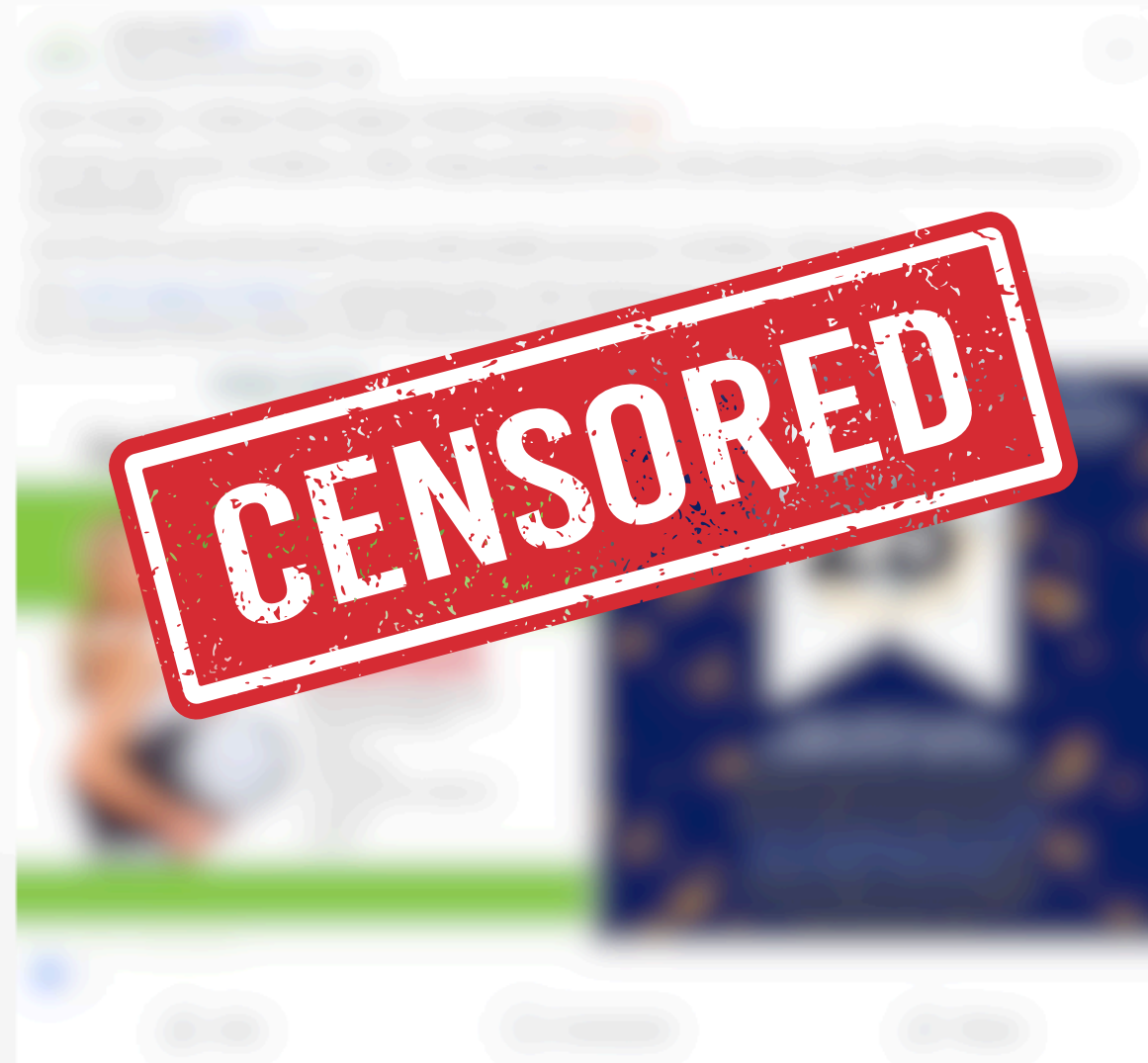
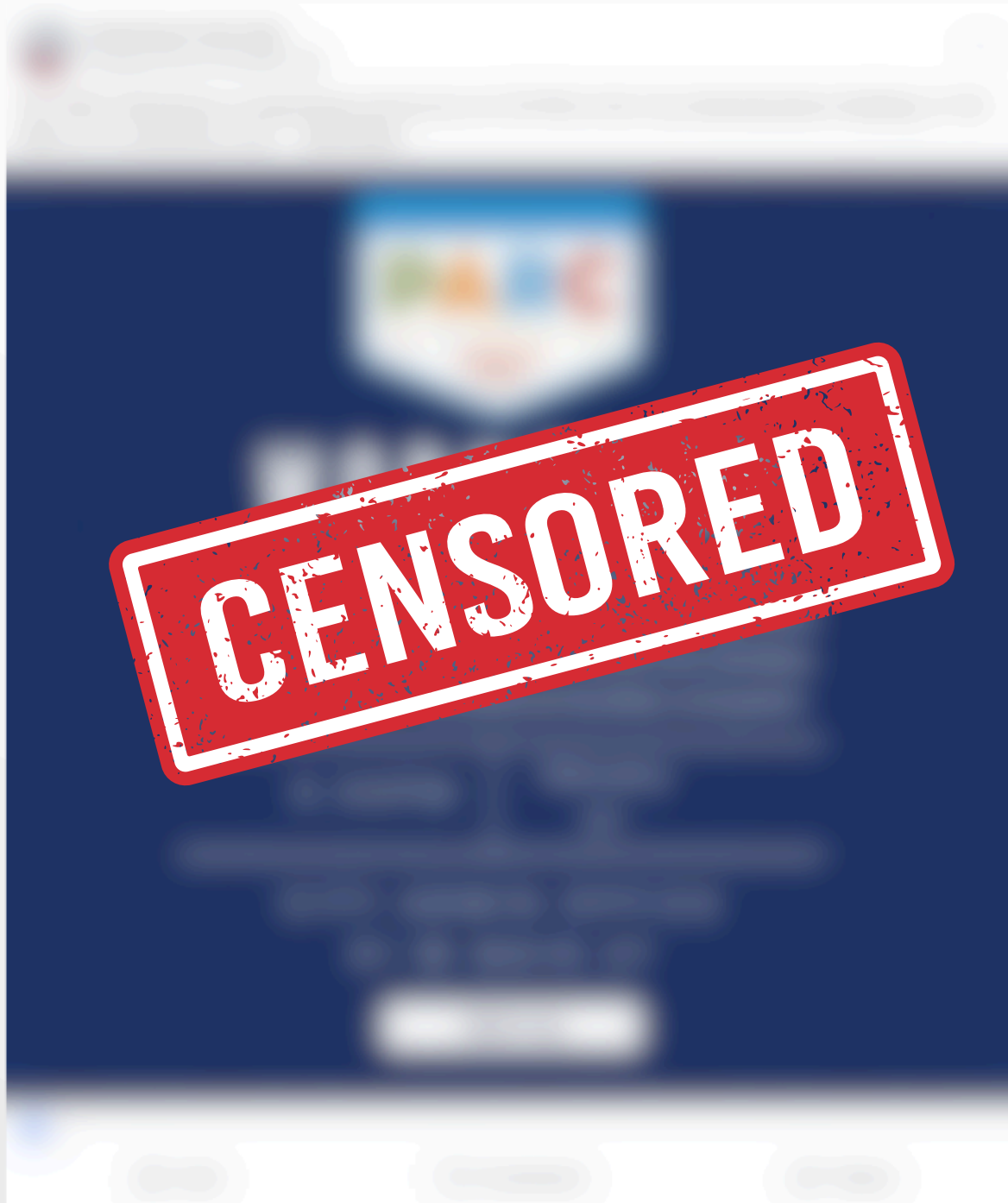
JAN 25



8,374

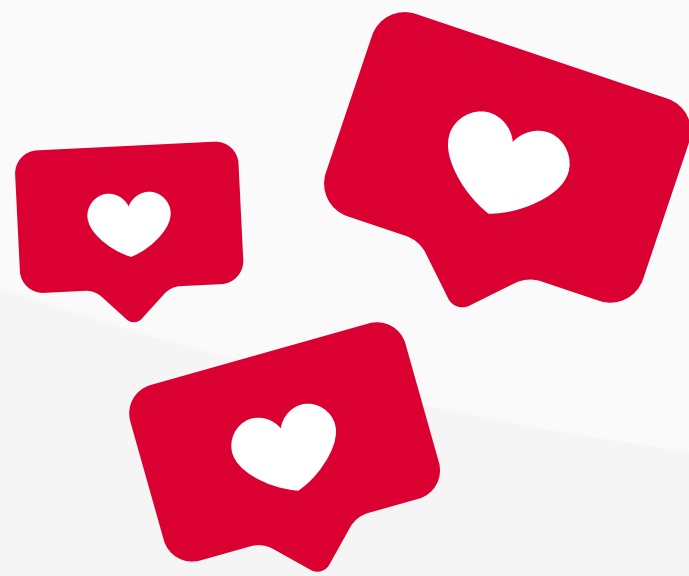
JAN 26

21.3% Increase



3 Posts, 3 Total Likes

PRIDE & PROGRESS

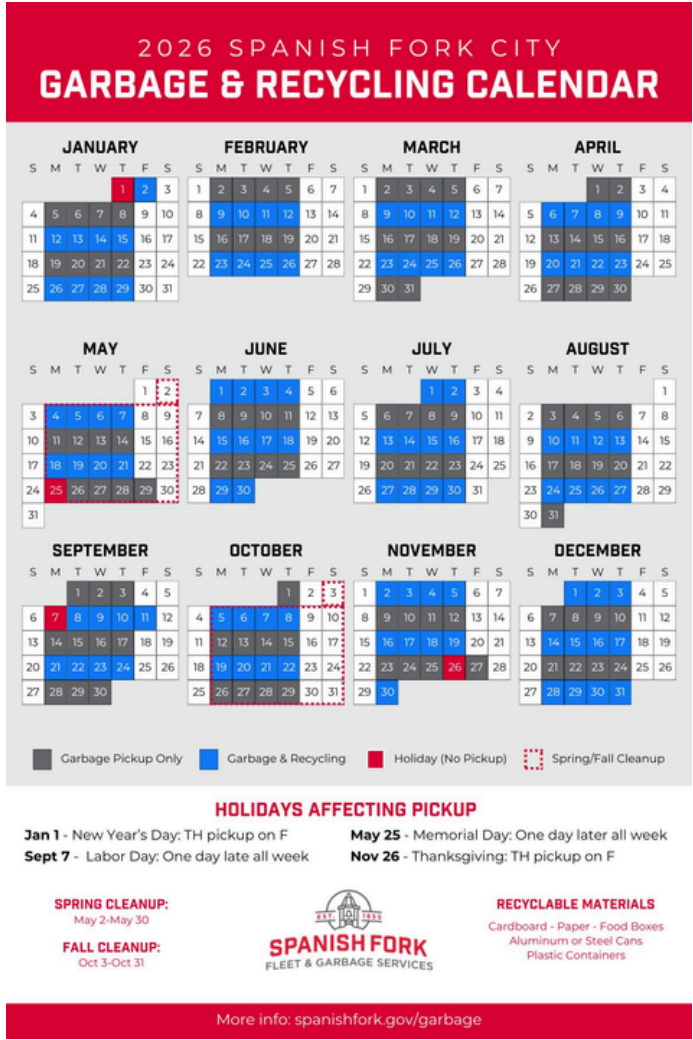


Five of 2025's Most-Viewed Posts

and what we can learn

PRIDE & PROGRESS

PRIDE & PROGRESS



2026 garbage pickup calendar



Bobby Kerr tribute



Harvest Moon Hurrah promo



Buc-ee's rumor quashed



Hay barn fire



**Buc-ee's rumor
quashed**

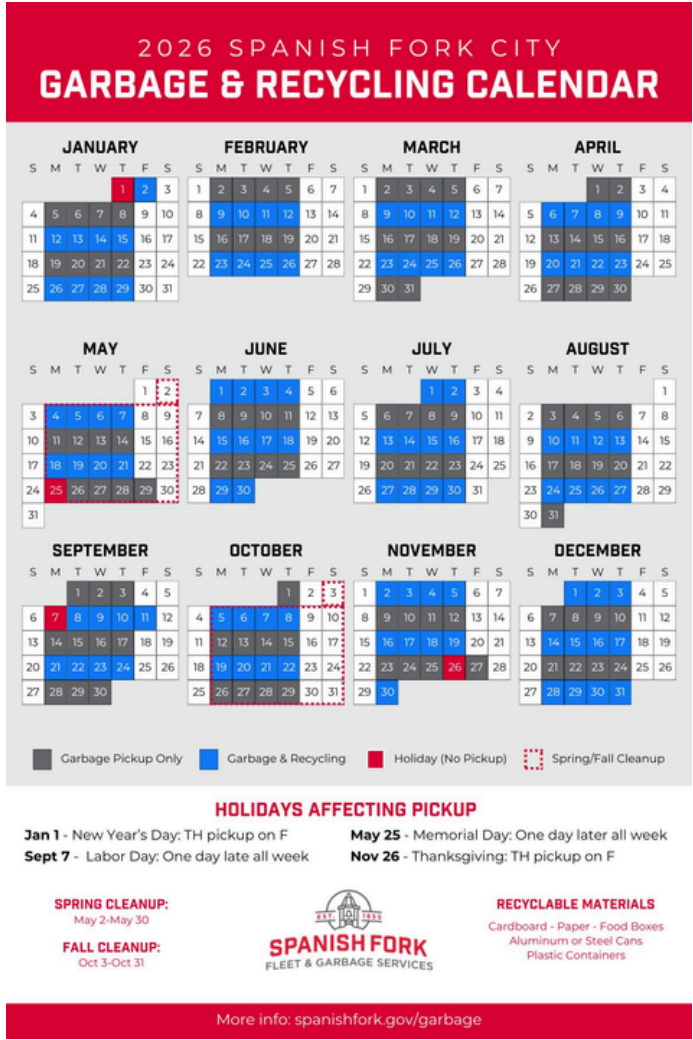
June 23

A humorous post that dispelled rumors about a Buc-ee's location coming to Spanish Fork. A lot had been said about the topic on Facebook, and we took an opportunity to clear up the confusion.

542,892 views

Why?

PRIDE & PROGRESS



2026 garbage pickup calendar



Bobby Kerr tribute



Harvest Moon Hurrah promo



Buc-ee's rumor quashed



Hay barn fire



**Bobby Kerr
tribute**

September 8

Rodeo legend Bobby Kerr passed away, so we paid tribute to his legacy and reflected on his participation in the Spanish Fork Fiesta Days Rodeo.

182,276 views

Why?

PRIDE & PROGRESS

2026 SPANISH FORK CITY
GARBAGE & RECYCLING CALENDAR

JANUARY

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FEBRUARY

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MARCH

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MAY

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JUNE

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JULY

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AUGUST

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SEPTEMBER

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OCTOBER

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NOVEMBER

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DECEMBER

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Legend

Garbage Pickup Only

Garbage & Recycling

Holiday (No Pickup)

Spring/Fall Cleanup

HOLIDAYS AFFECTING PICKUP

Jan 1 - New Year's Day: TH pickup on F

May 25 - Memorial Day: One day later all week

Sept 7 - Labor Day: One day late all week

Nov 26 - Thanksgiving: TH pickup on F

SPRING CLEANUP:

May 2-May 30

FALL CLEANUP:

Oct 3-Oct 31

SPANISH FORK

FLEET & GARBAGE SERVICES

RECYCLABLE MATERIALS

Cardboard - Paper - Food Boxes

Aluminum or Steel Cans

Plastic Containers

More info: spanishfork.gov/garbage

Bobby Kerr
tribute

Harvest Moon
Hurrah promo

Buc-ee's rumor
quashed

Hay barn fire



Hay barn fire

August 1

A hay barn fire at 2235 E 2200 S burned high and hot near the Spanish Fork River Bottoms. We posted and updated our post to let residents know the status of the fire and our efforts.

157,082 views

Why?

PRIDE & PROGRESS

2026 SPANISH FORK CITY
GARBAGE & RECYCLING CALENDAR

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Hurrah promo

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**Harvest Moon
Hurrah Promo**

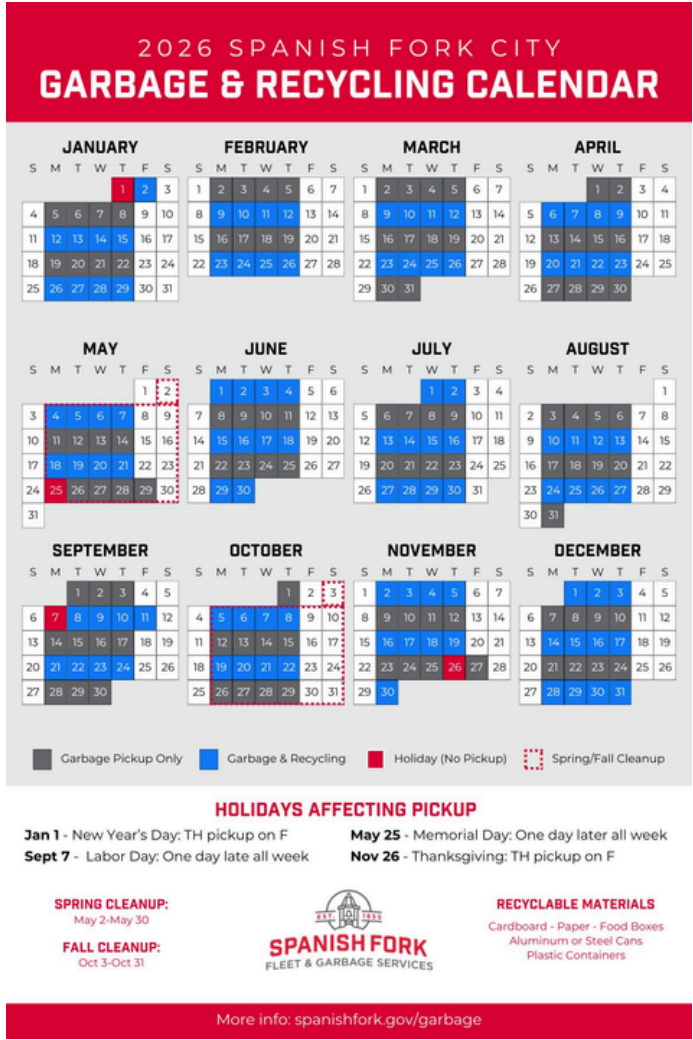
August 27

We were promoting Harvest Moon Hurrah. Taylor Swift had just gotten engaged. There was a viral uproar over the Cracker Barrel branding. We took advantage of both trends.

80,137 views

Why?

PRIDE & PROGRESS



2026 garbage pickup calendar



Bobby Kerr tribute



Harvest Moon Hurrah promo

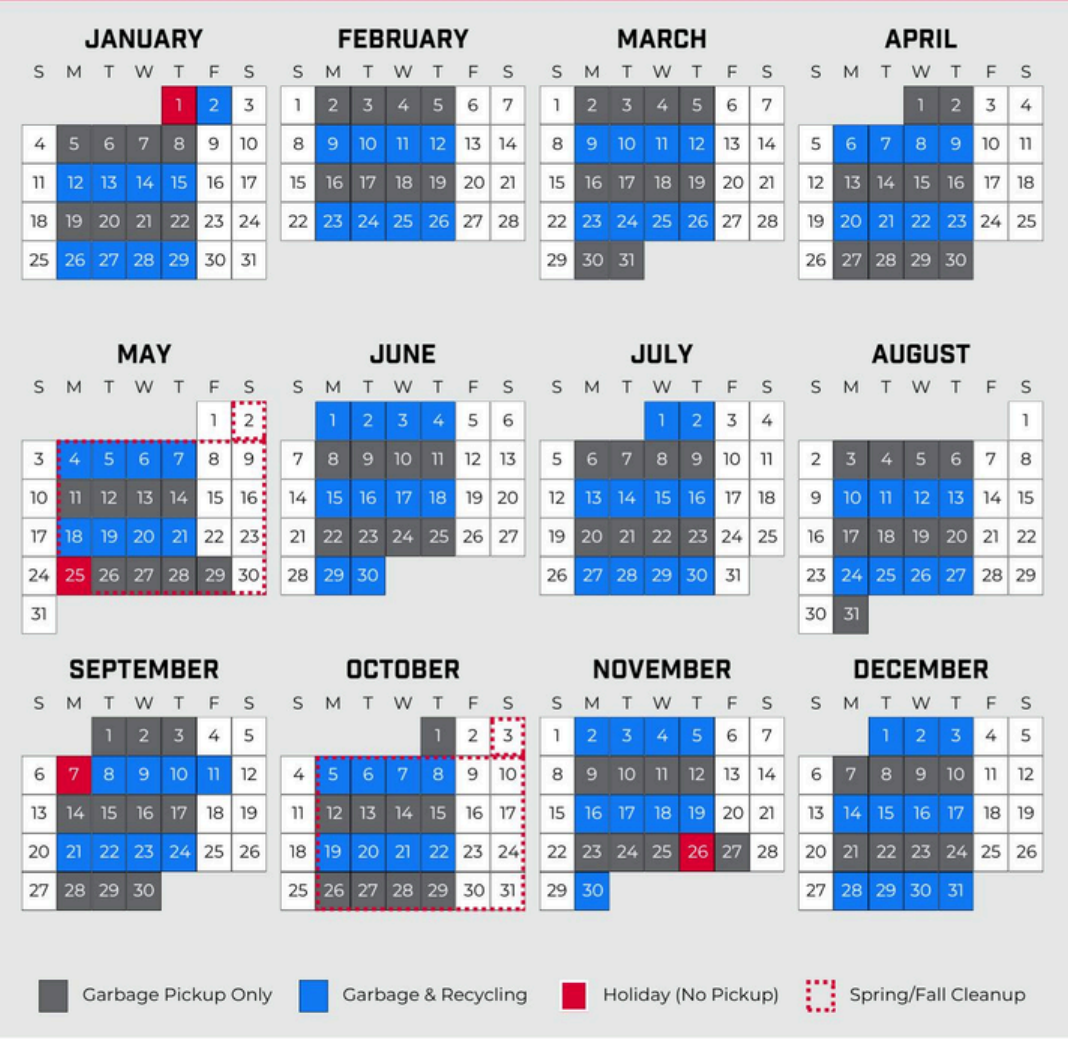


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Hay barn fire

2026 SPANISH FORK CITY
GARBAGE & RECYCLING CALENDAR



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FLEET & GARBAGE SERVICES

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Plastic Containers

More info: spanishfork.gov/garbage

2026 garbage
pickup calendar

January 2

We posted an image showing residents the
garbage and recycling calendar for 2026.

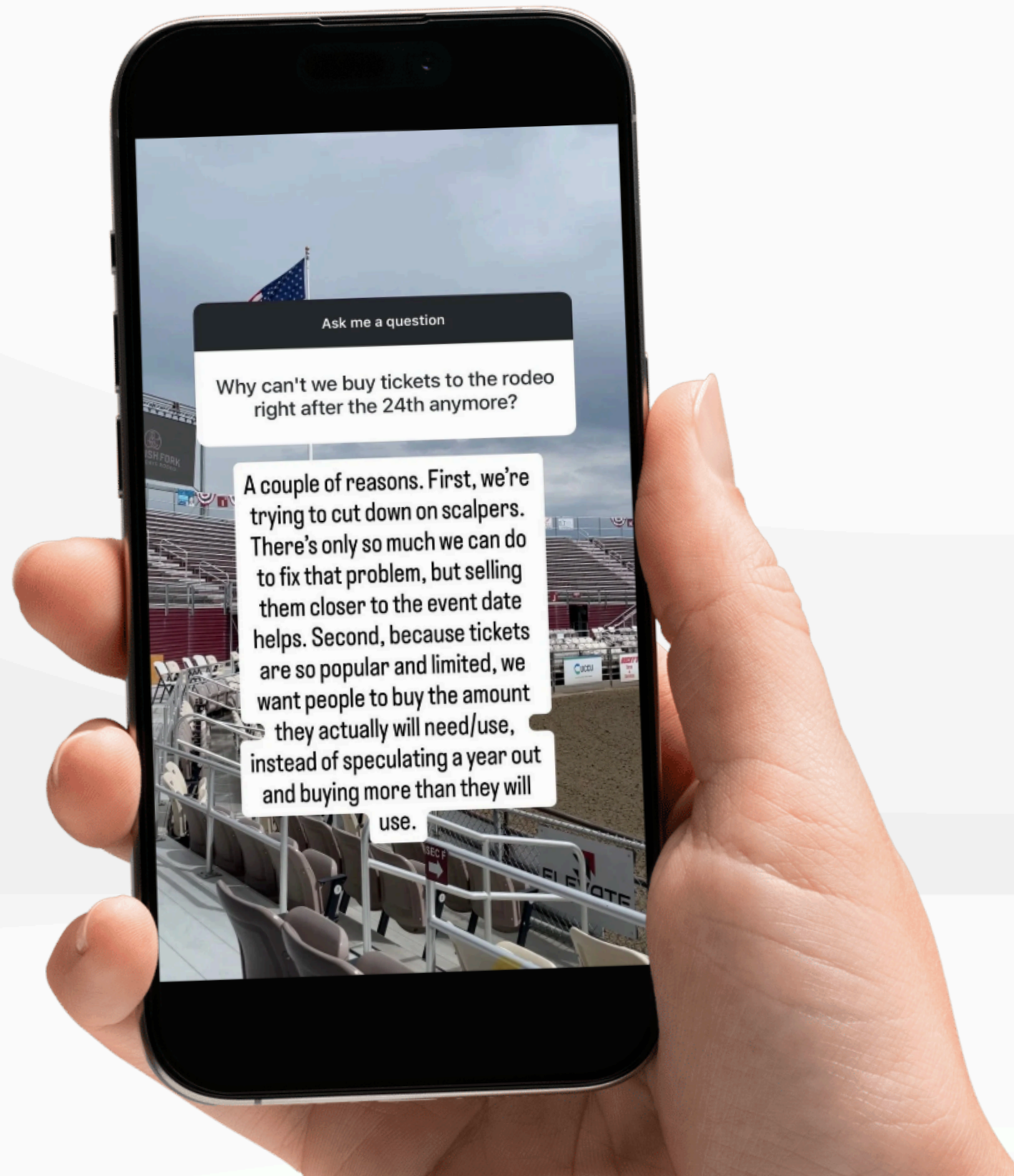
64,829 views

Why?

Focus Forward

- ❓ What are people worried/asking about?
- ❓ What info would help someone?
- ❓ How do we model transparency?
- ❓ What communication would show what a wonderful city we live in?
- ❓ Which posts will encourage residents to follow us?

Ask Me Anything!



- Quarterly
- 4 Hours of answering questions
- An opportunity to show transparency, immediate response, listening

PRIDE & PROGRESS

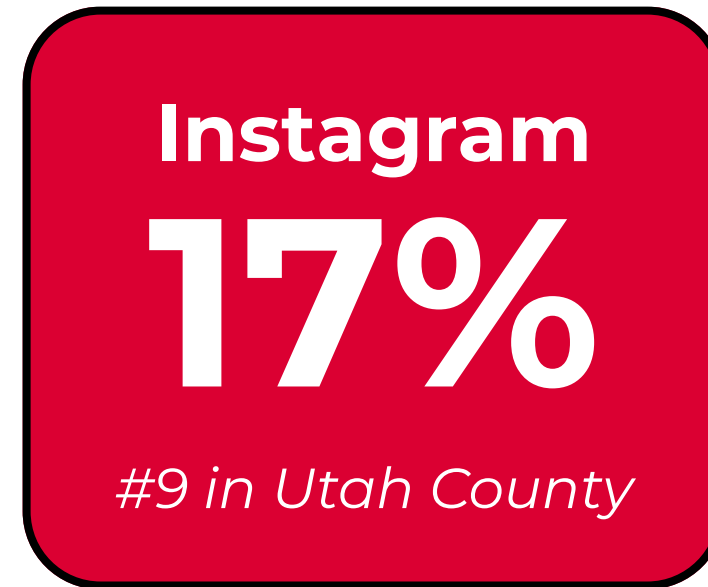
How Do We Compare?*

Community Reach Ratio (CRR):
Digital audience relative to our population



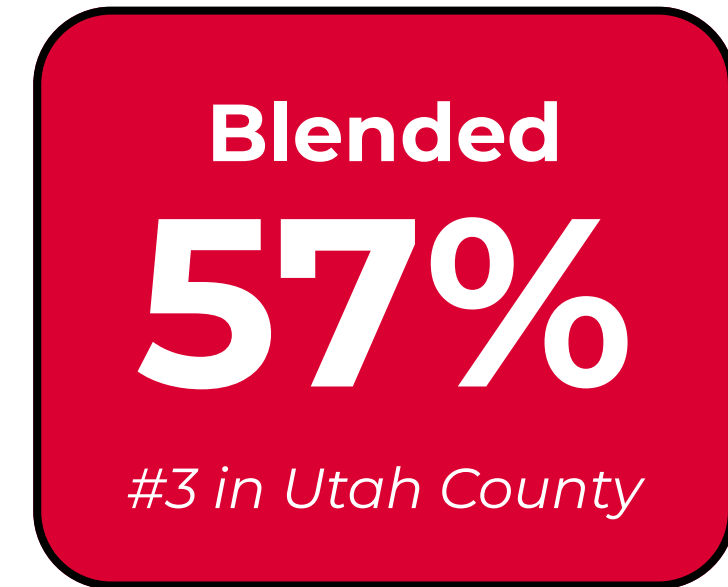
Notables:

- 1 Lindon (49%)
- 3 Springville (38%)
- 4 Vineyard (31%)
- 5 Salem (31%)
- 6 Eagle Mountain (30%)
- 9 Orem (28%)
- 10 Provo (27%)
- 14 Lehi (20%)
- 19 American Fork (15%)



Notables:

- 1 Vineyard (33%)
- 2 Orem (24%)
- 3 Provo (24%)
- 4 Pleasant Grove (21%)
- 5 Mapleton (19%)
- 6 Lindon (18%)
- 7 Springville (18%)
- 8 Draper (17%)
- 19 Payson (7%)



Notables:

- 1 Lindon (68%)
- 2 Vineyard (65%)
- 4 Springville (56%)
- 5 Orem (52%)
- 6 Provo (51%)
- 8 Salem (46%)
- 13 Mapleton (37%)
- 16 Lehi (29%)
- 18 Payson (27%)

**Data represents the top 20 cities in terms of population, from Provo (117K) to Cedar Hills (10K)*

Other Comms Notes



New website coming in the summer



Exploration of digital newsletter to supplement physical one



Spanish Fork University reunion



Video City Council recaps in development

What questions or thoughts
do you have?

PRIDE & PROGRESS