



Shift in Communications

early focuses and successes

PRIDE & PROGRESS

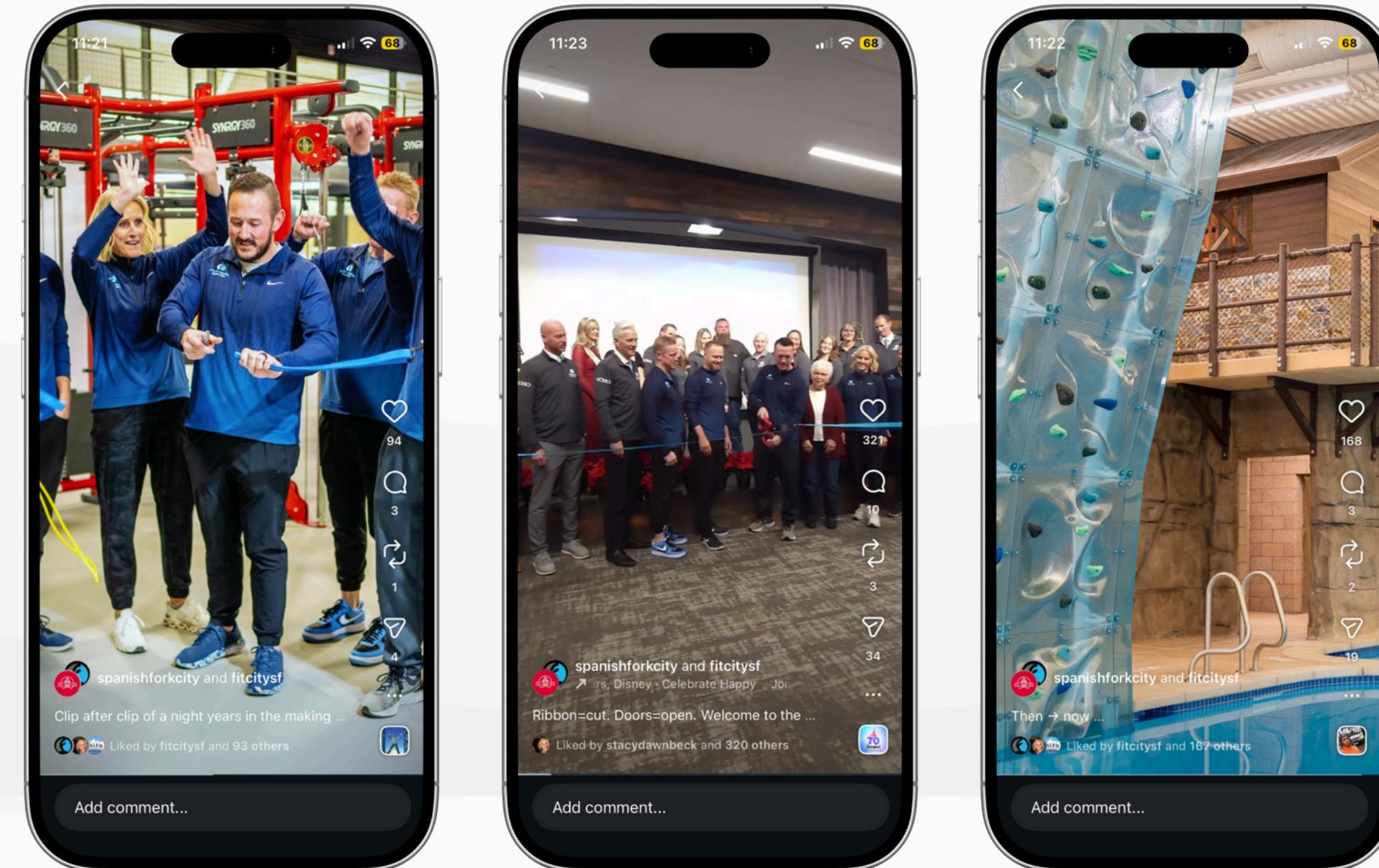
built for phones



PRIDE & PROGRESS

move while it matters

reduce friction and get work to the finish line



PRIDE & PROGRESS

make it make sense

resident education focus

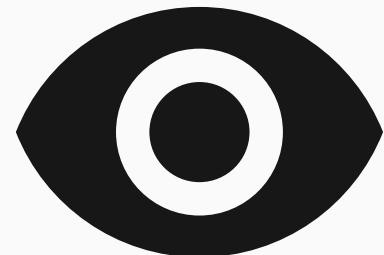
Does our recycling
actually get recycled?

Does the city choose
which businesses
come in?

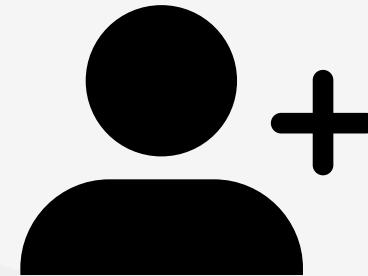
Where will the
next city park
be located?

engagement required

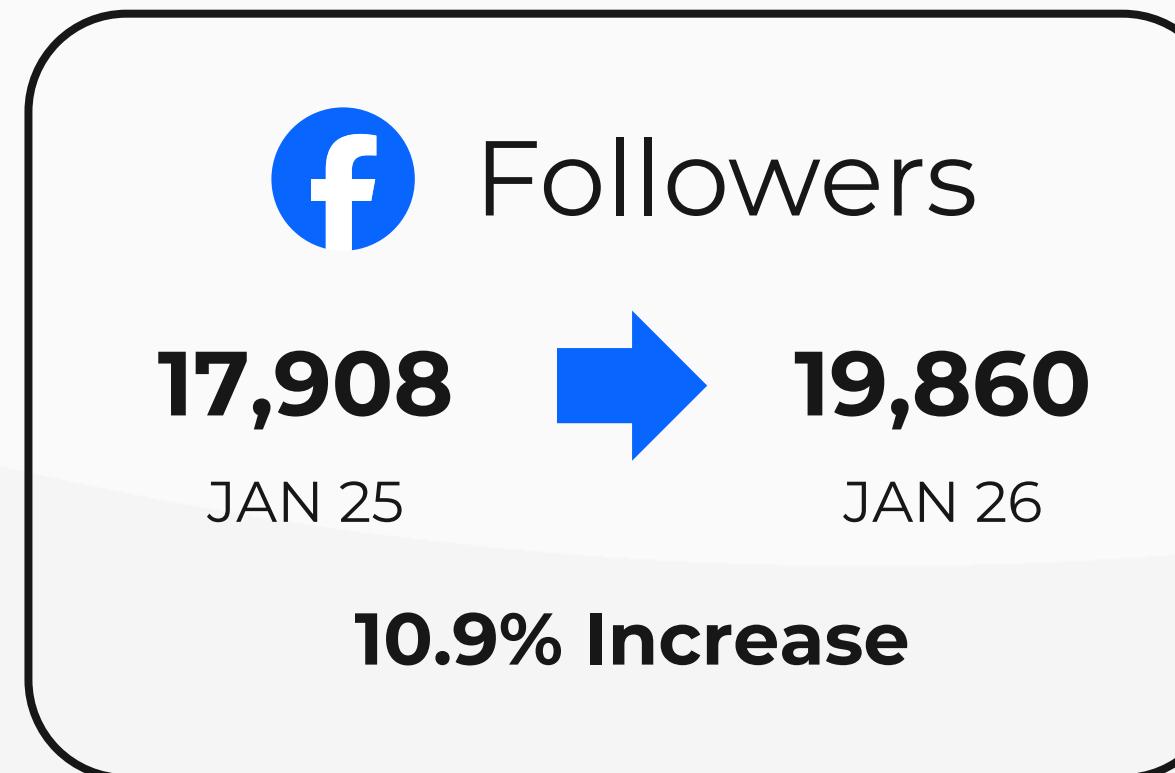
content performance is critical

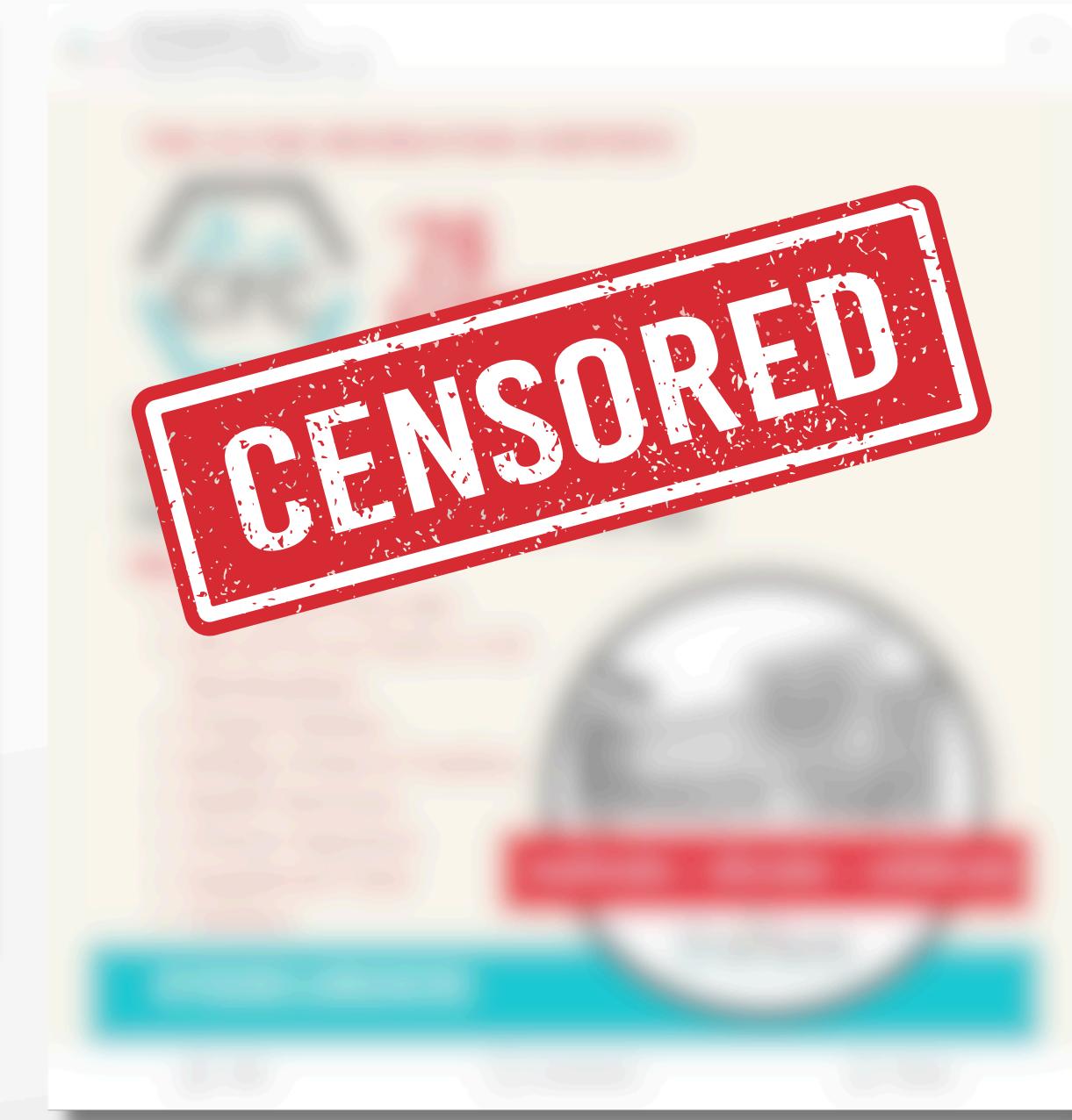
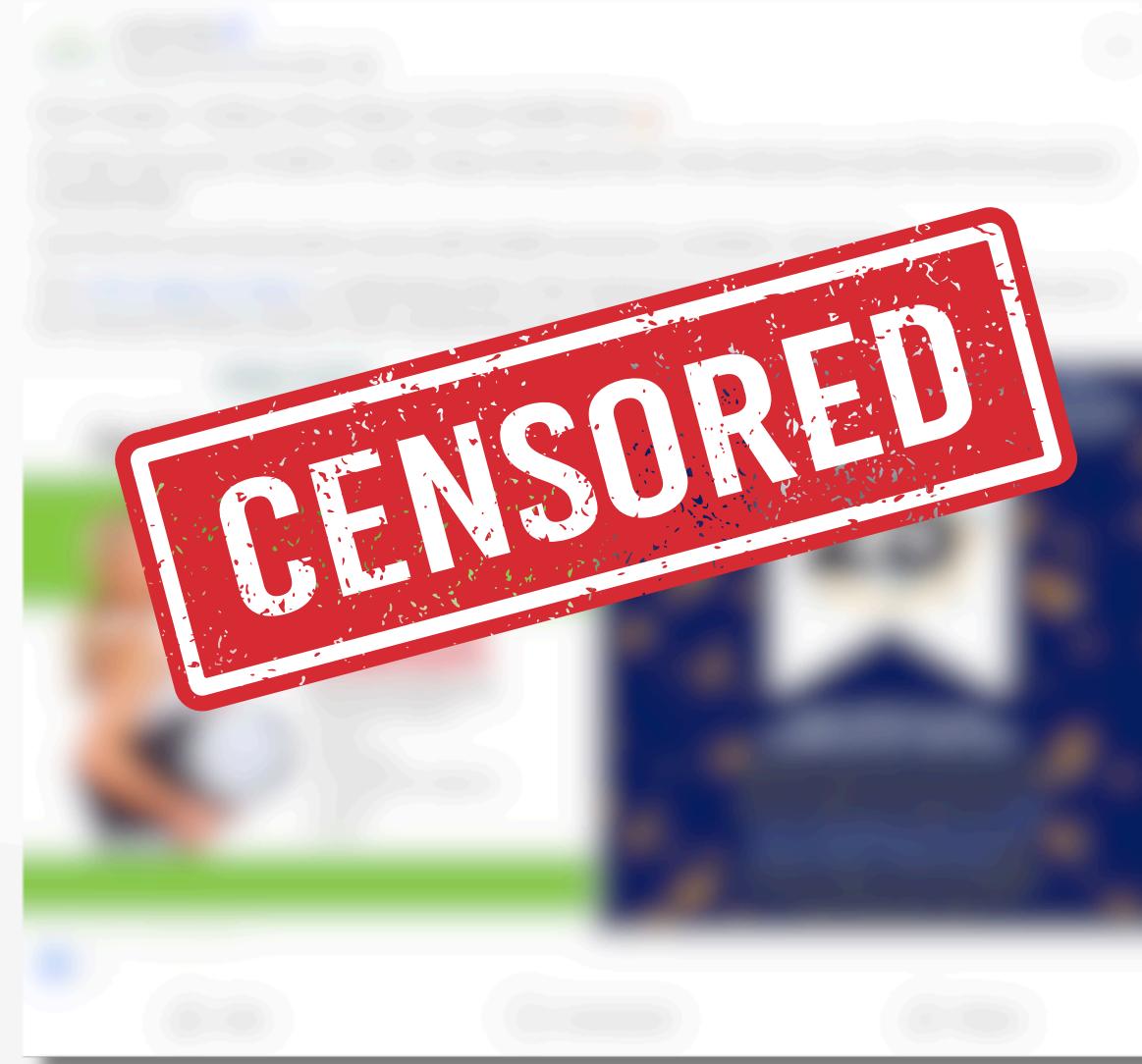
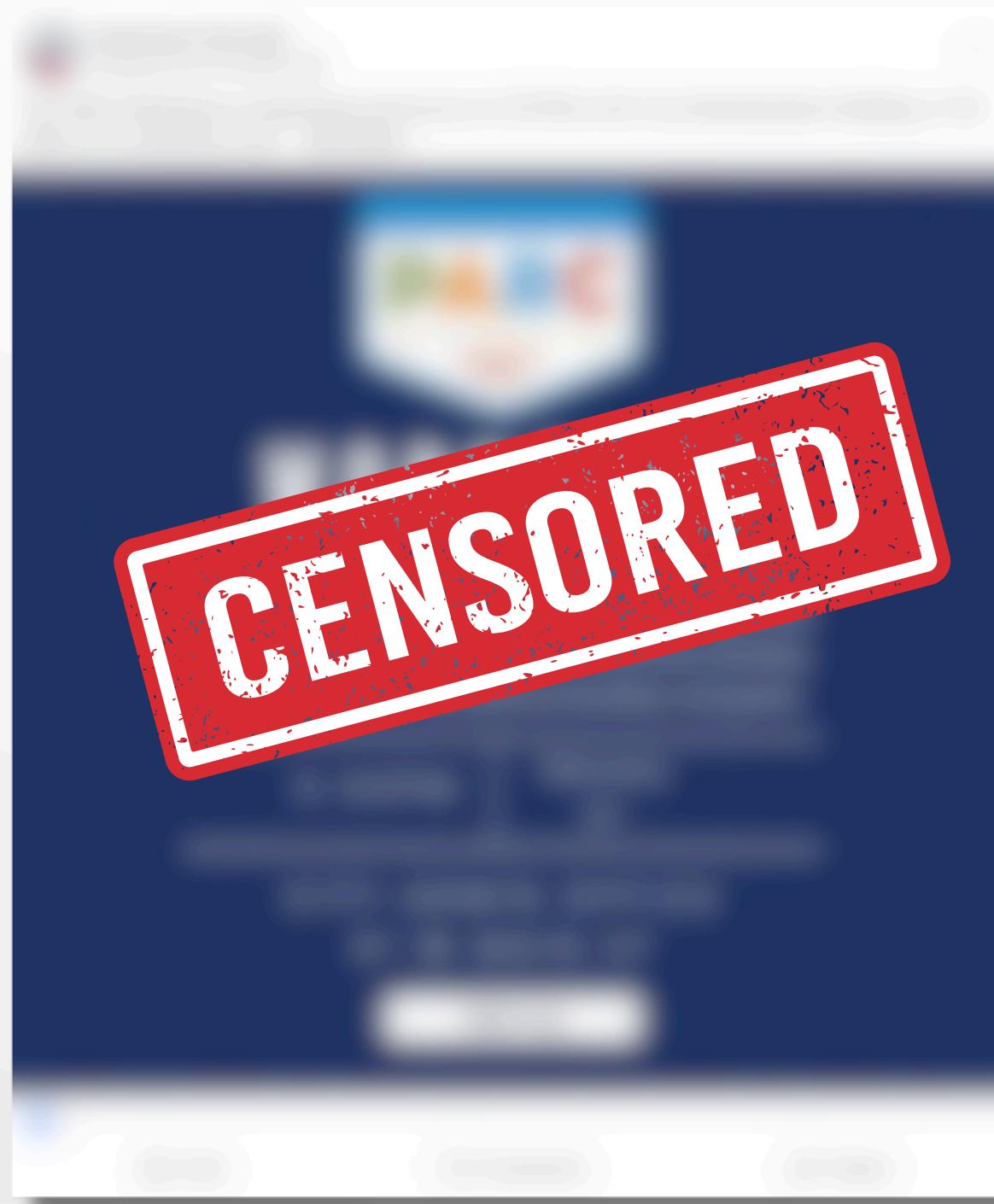


Views



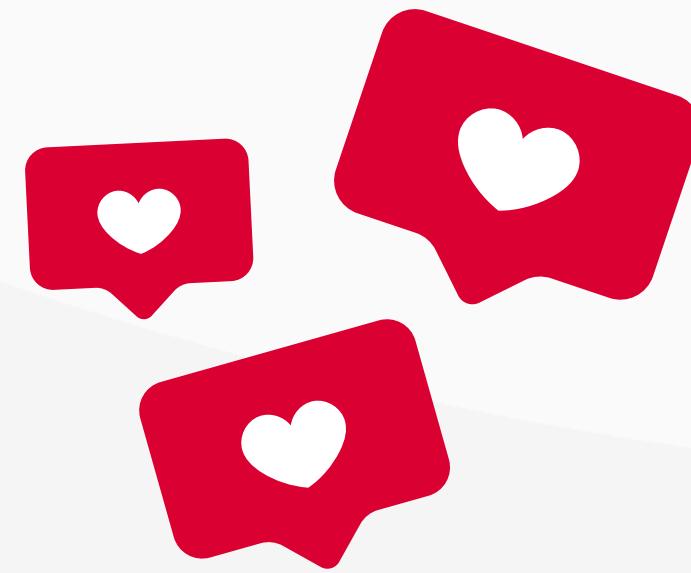
Net follows





3 Posts, 3 Total Likes

PRIDE & PROGRESS

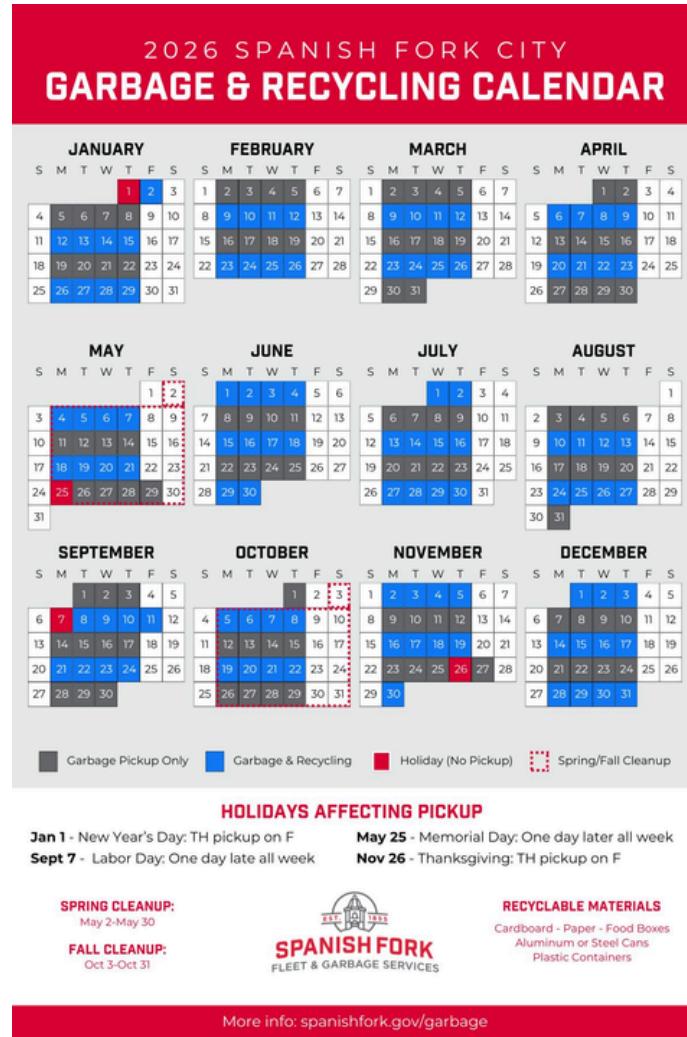


Five of 2025's Most-Viewed Posts

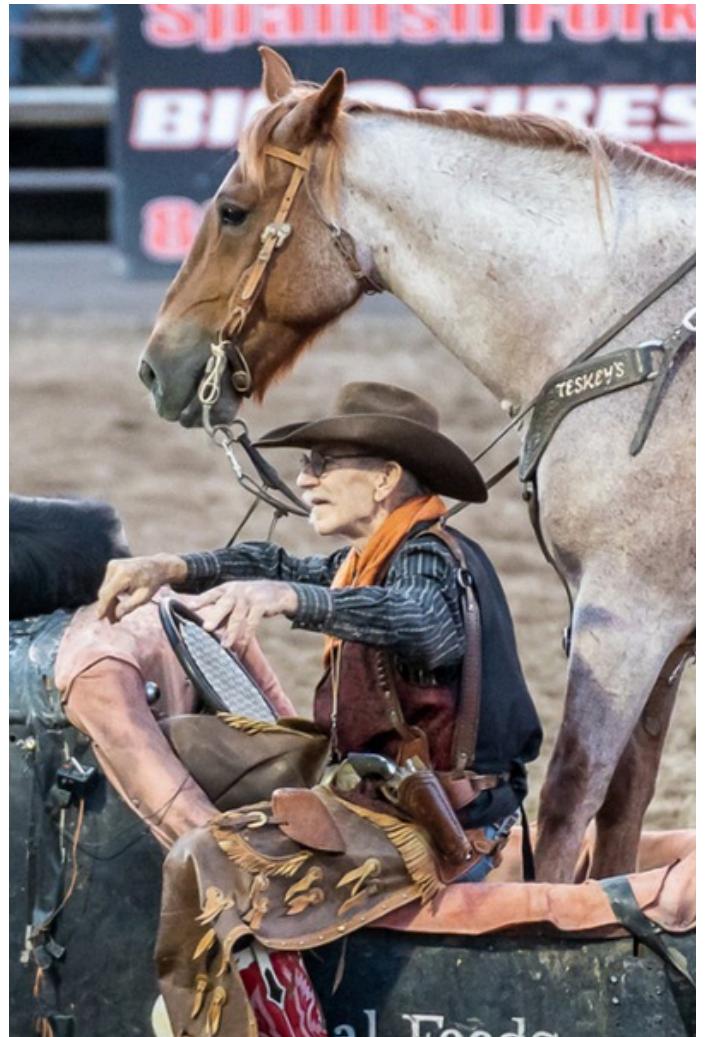
and what we can learn

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2026 garbage pickup calendar



Bobby Kerr tribute



Harvest Moon Hurrah promo



Buc-ee's rumor quashed



Hay barn fire



Buc-ee's rumor quashed

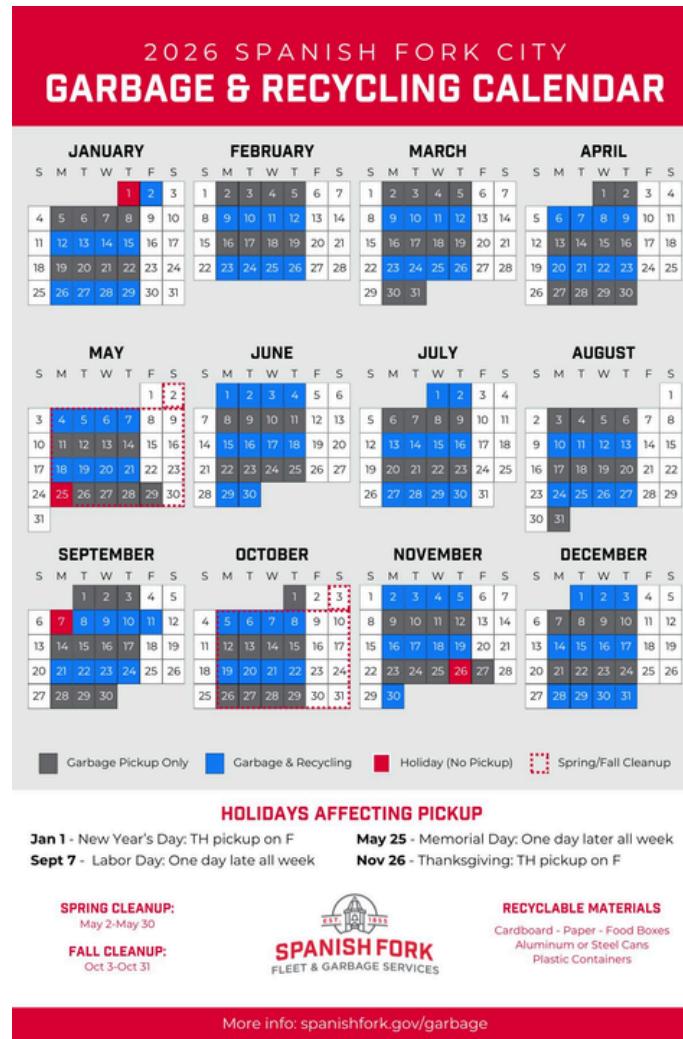
June 23

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



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tribute



Harvest Moon
Hurrah promo



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quashed



Hay barn fire



Bobby Kerr tribute

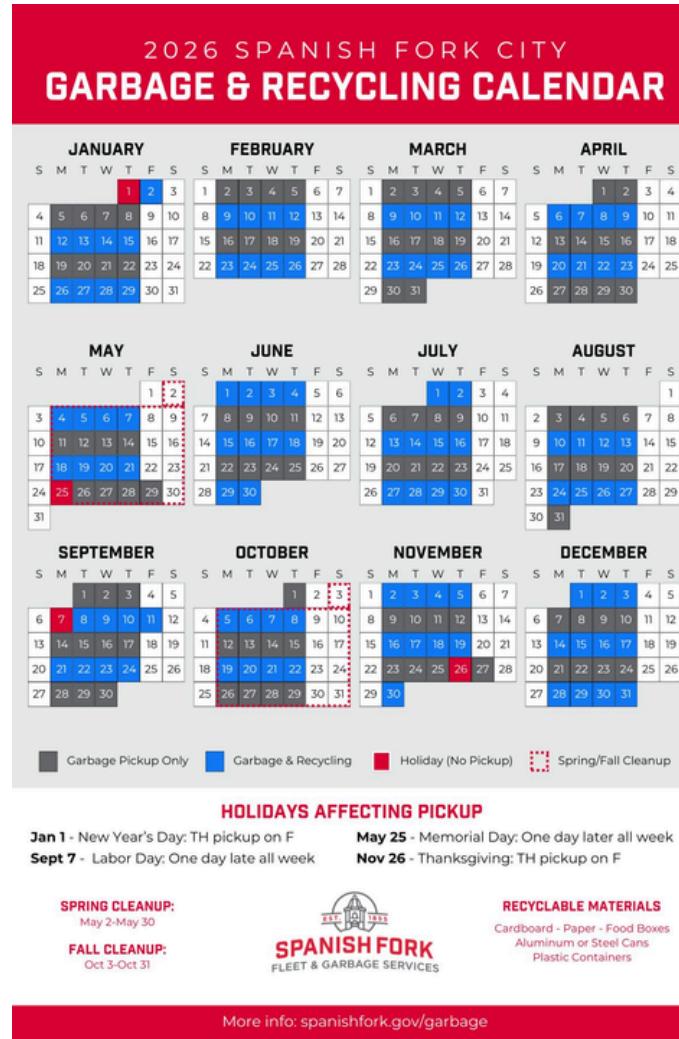
September 8

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



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Harvest Moon Hurrah promo

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Hay barn fire

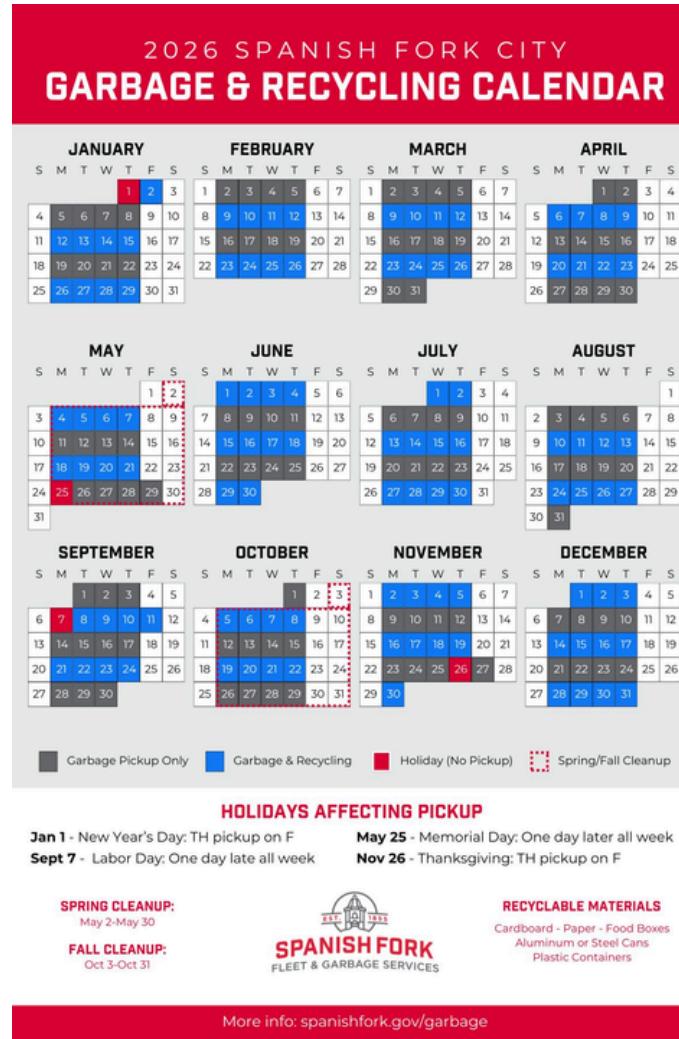
August 1

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 garbage
pickup calendar

Bobby Kerr
tribute

Harvest Moon
Hurrah promo

Buc-ee's rumor
quashed



Harvest Moon Hurrah Promo

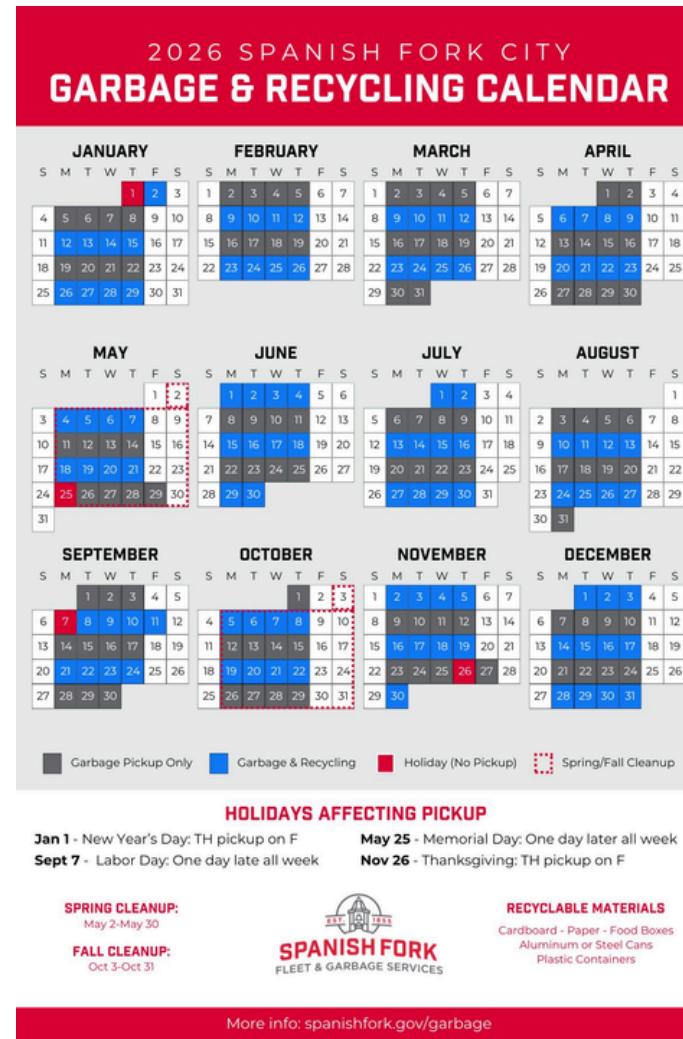
August 27

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

Buc-ee's rumor quashed

Hay barn fire

2026 SPANISH FORK CITY
GARBAGE & RECYCLING CALENDAR

JANUARY		FEBRUARY		MARCH		APRIL																
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S		
				1	2	3	1	2	3	4	5	6	7	1	2	3	4	5	6	7		
4	5	6	7	8	9	10	8	9	10	11	12	13	14	8	9	10	11	12	13	14		
11	12	13	14	15	16	17	15	16	17	18	19	20	21	15	16	17	18	19	20	21		
18	19	20	21	22	23	24	22	23	24	25	26	27	28	22	23	24	25	26	27	28		
25	26	27	28	29	30	31	29	30	31					26	27	28	29	30				
MAY	JUNE	JULY	AUGUST	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	F	S
3	4	5	6	7	8	9	7	8	9	10	11	12	13	5	6	7	8	9	10	11	1	
10	11	12	13	14	15	16	14	15	16	17	18	19	20	12	13	14	15	16	17	18	2	
17	18	19	20	21	22	23	21	22	23	24	25	26	27	19	20	21	22	23	24	25	3	
24	25	26	27	28	29	30	28	29	30					26	27	28	29	30	31		1	
31														30	31							
SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	F	S
6	7	8	9	10	11	12	4	5	6	7	8	9	10	8	9	10	11	12	13	14	1	
13	14	15	16	17	18	19	11	12	13	14	15	16	17	15	16	17	18	19	20	21	2	
20	21	22	23	24	25	26	18	19	20	21	22	23	24	22	23	24	25	26	27	28	3	
27	28	29	30				25	26	27	28	29	30	31	29	30							1

Garbage Pickup Only
 Garbage & Recycling
 Holiday (No Pickup)
 Spring/Fall Cleanup

HOLIDAYS AFFECTING PICKUP

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

Sept 7 - Labor Day: One day late all week

May 25 - Memorial Day: One day later all week

Nov 26 - Thanksgiving: TH pickup on F

SPRING CLEANUP:
May 2-May 30



RECYCLABLE MATERIALS

Cardboard - Paper - Food Boxes
Aluminum or Steel Cans
Plastic Containers

FALL CLEANUP:
Oct 3-Oct 31

More info: spanishfork.gov/garbage

**2026 garbage
pickup calendar**

January 2

We posted an [image](#) showing residents the garbage and recycling calendar for 2026.

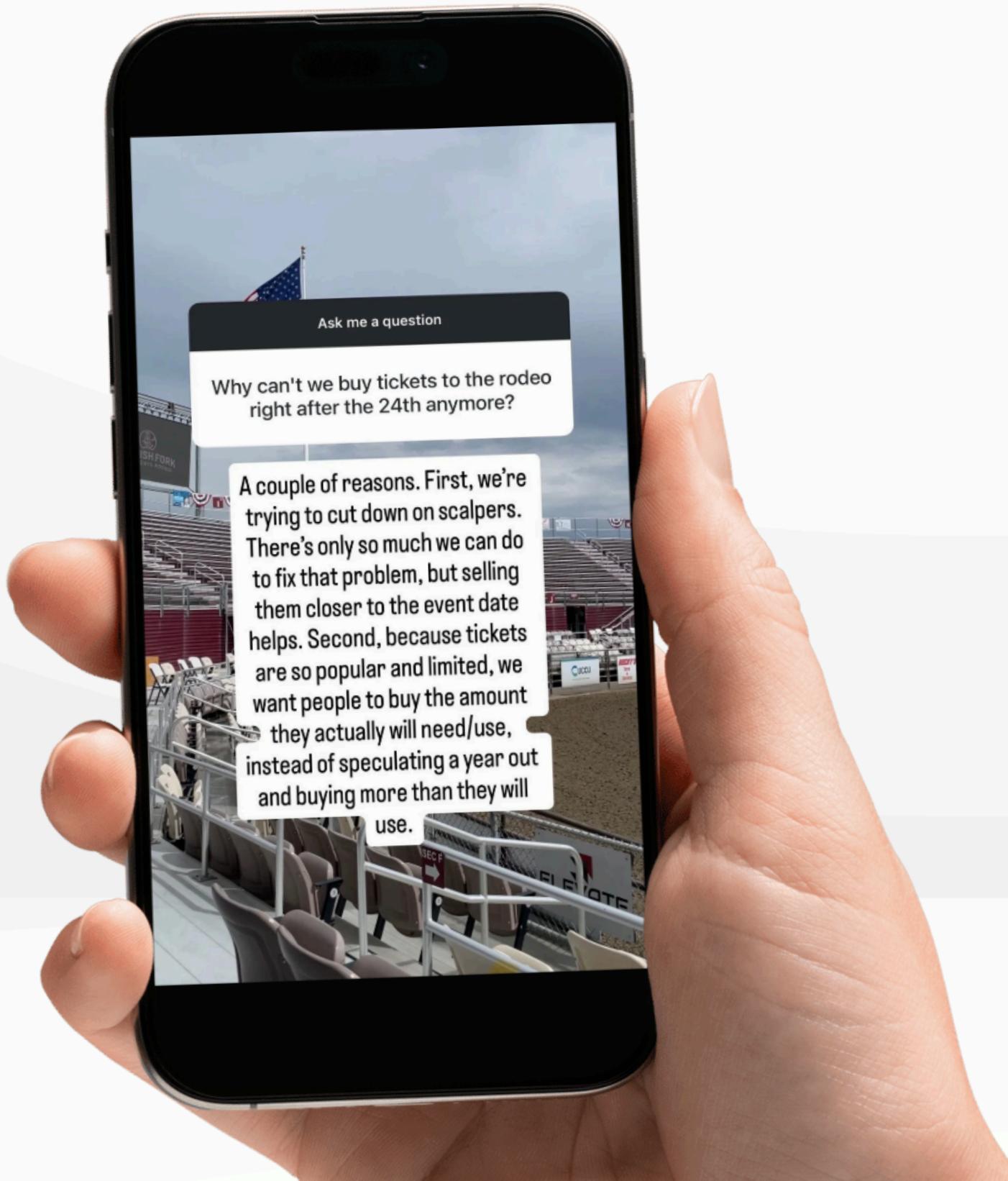
64,829 views

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!

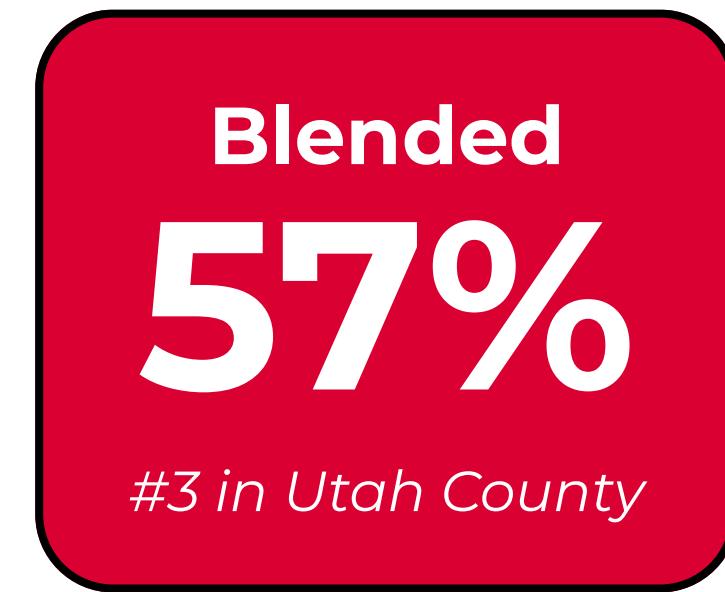
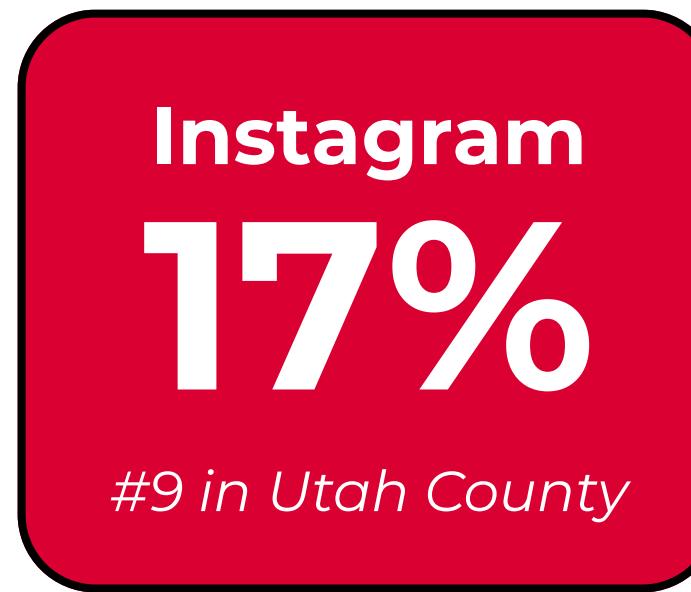


- Quarterly
- 4 Hours of answering questions
- An opportunity to show transparency, immediate response, listening

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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?

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