City Communications Master Plan
September, 2019

Cottonwood Heights City

City communication

What we do vs. State Requirements

- Requirements:
  - Utah Public Notice Website; City Newsletter
- What we do:
  - Utah Public Notice Website; City Newsletter, Public Open Houses, Educational events, Social Media, Email lists, Media releases, Notices posted at City Hall, Events Calendars on multiple platforms.

Pillars of communication
Four areas of focus : What we do

City Social Media Channels –

- Timely Information – Wide reach and proven effective. Immediate reach to Salt Lake area media as well as other government accounts such as SLC Emergency Services.



Facebook and Twitter serve as a tremendous tool for changes and updates.



We led all four major newscasts with this footage from one tweet. In addition other state agencies retweeted and pushed to their followers. This clip had an Immediate reach to the entire Salt Lake Valley and beyond.

Pillars of communication
Four areas of focus : What we do

- **City Website (Email lists)** - For residents who desire a greater understanding of the city and how it runs. Here, residents can view calendars, and get events, documents, and city updates sent straight to their email.



The City website is continually monitored & updated with the latest

- Agendas and Minutes
- Job postings
- Arts Council and City Events
- Project Spotlights



Pillars of communication

Four areas of focus : What we do

- **Newsletter** - Focus to shift to central theme related to City business and Cottonwood Heights-centric content such as upcoming council agenda items and determinations from the previous month following council sessions.



City Website and Email lists

Where we are going

- **City website undergoing a rebuild and move to new server, which will result in a new look and interface;**
- **The aim is easier access to information across both desktop and mobile, while being user friendly;**



- **Community based focus group will be consulted on ease of use with new site;**
- **New site to go live October 1;**

Cottonwood Heights Video Series

Where we are going

- City-Centric video series focusing on city matters such as snow removal, or Butlerville Days – Released following City Council Meeting
- 3-5 minutes in length- shared on city platforms including website and in conjunction with newsletter
- City Employees to participate in storytelling and pushing issues - i.e. snow removal

Cottonwood Heights Newsletter

Where we are going

- Condense and combine some of the current content – school update and utilities. Emphasis on city updates and findings following City Council Meetings, and upcoming issues.
- Heavy focus on City News -
  - Weekly meetings with Department Heads to determine content and story ideas;
  - Updates on agenda items – things to watch for, and council actions;
  - Redesign and refresh of look.



Dedicated space on the front page every month for City Council Updates and upcoming issues.

City Council Recommendations

Comments and suggestions welcome: