



FEBRUARY 2018



Marketing Monthly Report

BLADENSBURGM.D.GOV

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@BladensburgMd on Facebook, Twitter and Instagram

Marketing Coordinators FEBRUARY 2018 Monthly Report

On Friday, February 23, 2018, The Town Bladensburg hosted its annual Black History month celebration, which focused on celebrating African-American literature. The evening's festivities included readings from Officer Watkins from the Bladensburg Police Department, Bladensburg residents of all ages, youth, local Port Towns community leaders and special guest author, Lexi P. To see pictures for this year's event please visit the Town of Bladensburg's Facebook Page @ BladensburgMD.

The Marketing Coordinator successfully promoted the Town's Black History Month program with the help of the Town Administrator, Town Clerk, Town Receptionist and the Towns Public Works Department. With the help of the Town Code Enforcement Office, we successfully distributed the Winter 2018 Newsletter to all Town of Bladensburg residents and business.



In addition, we promoted the Bladensburg Police Departments events, such as, 2018 Citizens Police Academy, and Coffee with A Cop in the weekly E-Blast as well as on the Town Facebook page, Twitter, and the Town's brand new website, www.bladensburgmd.gov. Bladensburg is committed to identifying various ways to share information and will always strive to better communicate with all of

our stakeholders.

Please contact the Marketing Coordinator if you would like to be added to our mailing list at cdureke@bladensburg.net Also, we have created a link on the Town of Bladensburg Facebook page to make it easier for residents to Join our Mailing List. Link:

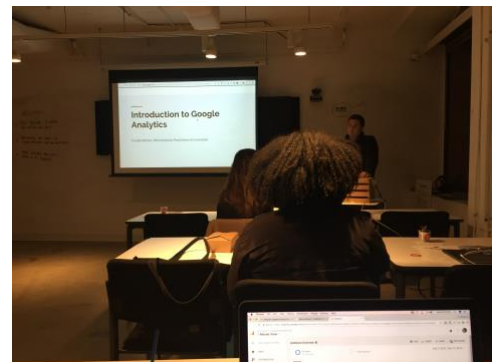
<https://www.facebook.com/Bladensburgmd/app/141428856257/>

INTRODUCTION TO GOOGLE ANALYTICS

On Wednesday, February 14, 2018, the Marketing Coordinator participated in a google analytics class in Washington D.C., **Important Questions to ask about Bladensburgmd.gov Analytics.**

The Topics we covered included:

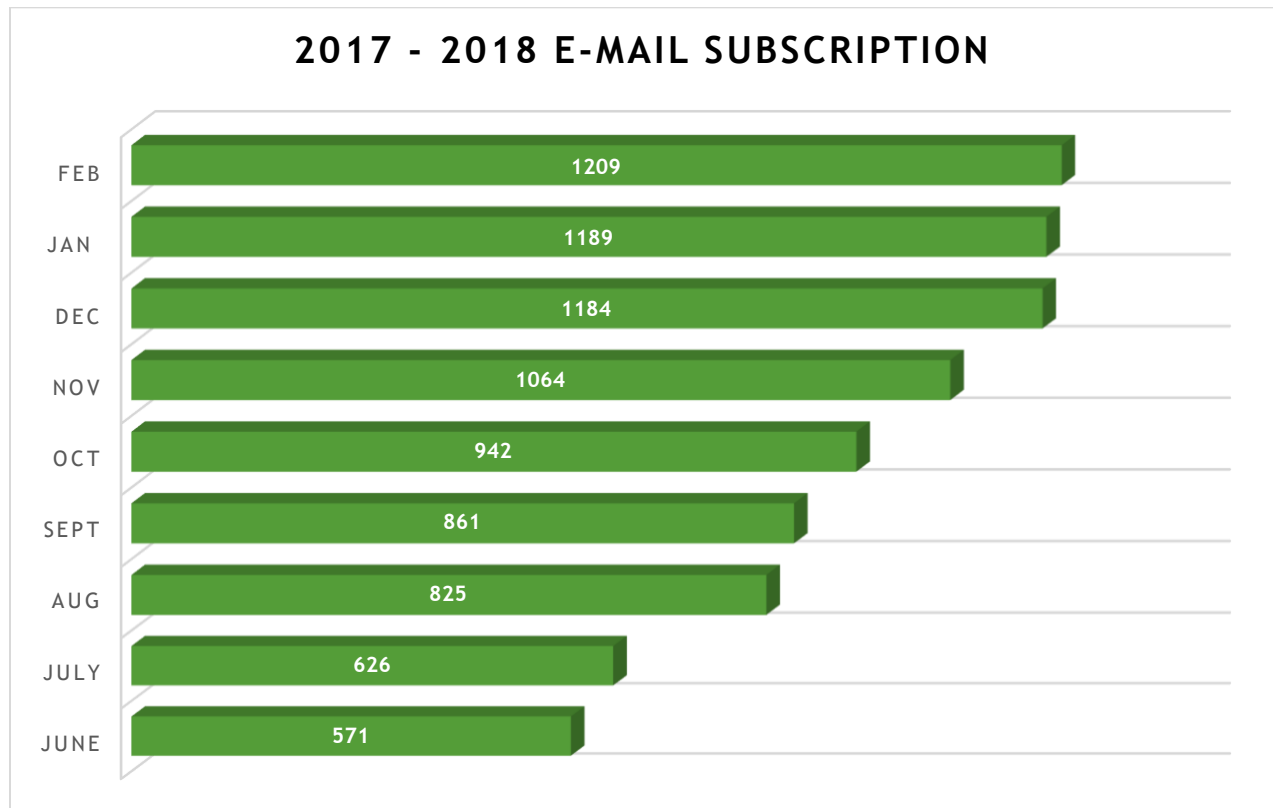
1. **Mission** – Why does our website exist?
2. **Goals** – What are we trying to get your users to do on our new website? Yes, the site exists but is our goal being met?
3. **Key Performance Indicators (KPIs)** – Metrics used to measure performance of our goals. The Town can track organic searches for Town documents or the number of event/pdf downloads.



An example of measuring KPI's for BladensburgMD.gov:

The Marketing Coordinator created a Facebook campaign, that was used to track how people attend the **Town events, or community meetings**, click on the campaign to visit the new website. Was this a successful campaign or not?

FEBRUARY Highlights, Trends & Graphs



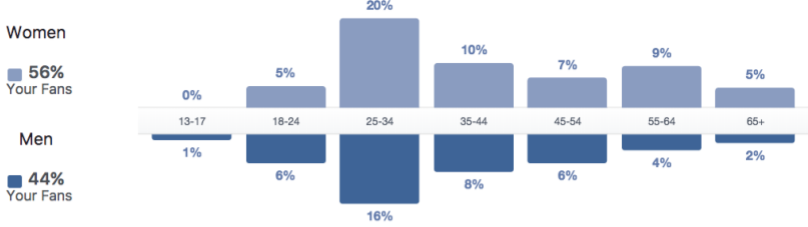
TOB Weekly Update/ Community Notifications Mailing List

- February 2018: **1,209 Contacts**
- New Contacts: **20**
- Weekly User Opens by Device: **42% Mobile** **58% Desktop**
- E-mail Campaigns Sent: **6**
- Popular Clicks: **Town Events, Town Facebook Page**
- Popular Downloads: **Job Announcement Documents**
- Most Engaged 2018 E-Mail Campaign: **Celebrating African-American Literature, 2018 Black History Month Event Promotion.**

FACEBOOK

The Town Facebook has become a really strong tool in getting information out to the community. The Facebook page currently has 321 Facebook followers and 308 likes.

The @BladensburgMD Facebook page, is used to share the latest news on upcoming events, announcements, pictures or video from past events reminders and road closings. The graph to the right breaks down the demographics of who uses the Town's Facebook page as a medium for finding information.



Country	Your Fans	City	Your Fans	Language	Your Fans
United States of Am...	305	Washington, DC	67	English (US)	213
Egypt	1	Bladensburg, MD	61	Spanish	73
Ghana	1	Hyattsville, MD	16	Spanish (Spain)	17
Tanzania	1	Riverdale, MD	14	English (UK)	4
		Baltimore, MD	8	Arabic	1
		Bowie, MD	7		
		Brentwood, MD	7		
		Edmonston, MD	7		
		Silver Spring, MD	5		
		Laurel, MD	5		

Town of Bladensburg added 2 new photos.
 February 15 at 11:20am · Bladensburg · 🌐

Coffee with a Cop this morning, with The Bladensburg Police Department. The coffee, light refreshments, and conversations were outstanding!

Bladensburg Police Department

👍 Get More Likes, Comments and Shares
 Boost this post for \$18 to reach up to 2,000 people.

👤 814 people reached Boost Post

👍❤️ 8 5 Shares

👍 Like 💬 Comment ➦ Share

Performance for Your Post

814 People Reached

37 Reactions, Comments & Shares

28 Like	6 On Post	22 On Shares
4 Love	2 On Post	2 On Shares
0 Comments	0 On Post	0 On Shares
5 Shares	5 On Post	0 On Shares

191 Post Clicks

142 Photo Views	0 Link Clicks	49 Other Clicks
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NEGATIVE FEEDBACK

1 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Coffee with a Cop, by Bladensburg Police Department, posted on February 15, 2018 was the popular Facebook post for the month of February, this post reached 814 People reached and had 28 likes.

Sharing the entire Town of Bladensburg Weekly Update on our Facebook page is another marketing initiative the Town has successfully implemented this year.

CURRENT & UPCOMING PROJECTS/EVENTS

- **3/15 – Citizen’s Police Academy: Session 3 | 7:00 PM TO 9:00 PM**
- **3/22 – Citizen’s Police Academy: Session 4 | 7:00 PM TO 9:00 PM**
- **3/29 – Citizen’s Police Academy: Session 5 | 7:00 PM TO 9:00 PM**
- **3/31 – Egg Eggstravaganza | 12:00 PM TO 2:00 PM**

Come and enjoy a day of activities including an Egg Hunt with the Easter Bunny, sponsored by, the Bladensburg Police Department and in partnership, with the Bladensburg Community Center, the Women Offering Wealth, Make My Existence Count and Ports Towns Church. Come out and enjoy a host of fun activities and light refreshments. Shuttle service will be provided and will depart from the Bladensburg Community Center, please contact the Community Center for details.

For More Contact: 301-927-8126 or e-mail
Lbrown@bladensburgmd.gov

Location: David C. Harrington Community Park 4229 Edmonston Road Bladensburg, MD 20710



- **4/5 – Citizen’s Police Academy: Session 6 | 7:00 PM TO 9:00 PM**
- **4/9 - MAYOR & COUNCIL WORKSESSION AT 5:30 PM**
- **4/9 - MAYOR & COUNCIL MEETING AT 7:00 PM**
- **5/1 – BUDGET PUBLIC COMMENT #1**
- **5/12 – BUDGET PUBLIC COMMENT #1**
- **5/19 – PUBLIC SAFETY OPNE HOUSE | 1:00 PM – 4:00 PM**

The Town of Bladensburg’s Marketing Department will continue to share information on upcoming meetings an events on BladensburgMd.gov, Weekly E-Mail News Blast, Print Quarterly Newsletters, Facebook, Twitter and Nextdoor. **Stay Connected! @BladensburgMD**