

MARKETING MONTHLY REPORT APRIL 2018

Submitted by
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Marketing Coordinators Report



During the Month of April, the following Town events, programs and activities were promoted through the use of the Town's Weekly E-blast, Facebook, Twitter, Nextdoor and the Town website, www.bladensburgmd.gov.

- The County's Visualize 2045 Public Forum
- Feral Cat Education & Assistance
- Bike to Work Day 2018
- The Public Safety Open House
- Change in the Recycling/trash pick-up day
- The Bladensburg Special Election
- The 2018 Summer Youth Internship Program

The Marketing Coordinator will continue to use these platforms as a way to increase our outreach to Town residents and to keep the community informed about upcoming meetings, events and matters impacting the community.

Bladensburg is excited to announce an eight week, summer intern entry-level, immersive and hands-on opportunity; designed to provide students with valuable work experience in the public and non-profit sector, and learn about their local government by working directly with Town Staff. In addition, the students will be making a significant contribution our local Port Towns community.

The Town is seeking two interns (between ages of 16 and 20 years). The new interns will assist Town staff in enhancing and improving the communication and outreach efforts to engage our diverse, non-English speaking residents and businesses. Priority will go to students living in Bladensburg, but we are accepting applications from students living in the Port Towns.

The Town is now accepting applications for a Social media/Marketing Assistant intern and an Administrative Offices intern in our newly adopted summer program. To begin the application process, students must complete the attached internship application packet by May 18, 2018. Bilingual is a plus!

For more information, please contact 301-927-7048 or e-mail cdureke@bladensburgmd.gov

Up Coming Events

Saturday, May 19: Bladensburg Public Safety Open House

Please join the Bladensburg Police Department and the Town of Bladensburg for our very first “Public Safety Open House”. The Bladensburg Volunteer Fire Department will be on hand to give demonstrations and provide residents an up and close look at a Fire Truck; and the Hyattsville K9 Unit will give a live K9 demonstration. The purpose of the event is to learn more about the services and programs provided by the different Town departments and to foster a positive relationship between our Police and the community.

Friday, July 6: Bladensburg July Fireworks

The Town has created a signature event to celebrate Independence Day. The Town of Bladensburg will host an “Independence Day Fireworks Celebration” from 6:00 PM to 9:30 PM at the Bladensburg Waterfront Park. This event will be celebrated in recognition of July 4th and will feature a 15-minute firework presentation, food trucks, and a DJ to rock out to while enjoying an evening at the beautiful Bladensburg Waterfront Park. Stay tuned for more information from the Town, as we get closer to the big day!

For the entire list of all the outdoor community events, meetings this Summer, pick up a copy of the Town spring 2018 newsletter.

Community Involvement & Meetings

The marketing Coordinator was involved in the following meetings and community events.

- **2nd Prince George’s County Pet Waste Management Summit**

The Bladensburg’s Marketing Coordinator, illustrated the variety of ways the Town communicates to residents the importance of managing pet waste, including promoting the program through our weekly e-blasts, Facebook, our quarterly newsletter, and “Scoop That Poop” banners and magnets.

The Marketing Coordinator reported on the first year of promoting the new pet waste stations and gave a presentation on the Towns Public Works experience in maintaining the pet waste stations and monitoring their usage.

Additional meetings attended during the month of April:

- Port Towns MML Conference Booth planning meetings

- Public Safety Open House Committee meetings
- **Youth Summer Program Opportunity committee meetings**

The Marketing Coordinator presented the new internship opportunity to the Bladensburg Public Library, Bladensburg High School and Bladensburg Community Center.

April Highlights, Trends & Graphs

E-Blast Weekly Updates

During the month of April, 5 new e-mail addresses were generated. This report shows the total growth in number of new contacts that have been added to the Town’s e-mail list over the last 30 days. These contacts have been added through the Text-to-Join campaign and Town staff collecting e-mails at various events and meetings.



April 2018: **1,218 Total Contacts**

Weekly Update E-blast User Opens by Device: **Mobile: 41%**

Desktop:59%

Number of Weekly New Job Postings: None (0)

Number of Notices, Alerts: Five (5)

Number of Contacts Added: Five (5)

Number of Contacts Unsubscribed: (7)

Most Popular E-blast in April: **Bladensburg Mourns the Loss of Council Member Hall**

The screenshot shows a Facebook post from the Town of Bladensburg, dated April 16 at 2:34pm. The post promotes a 'Town of Bladensburg Public Safety Open House' on Saturday, May 19, 2018, from 1PM to 4PM at David Harrington Court. The post includes a bilingual flyer with English and Spanish text. The performance metrics for the post are: 367 People Reached, 11 Likes, Comments & Shares, 8 Likes, 5 On Post, 3 On Shares, 0 Comments, 0 On Post, 0 On Shares, 3 Shares, 3 On Post, 0 On Shares, 27 Post Clicks, 21 Photo Views, 0 Link Clicks, 6 Other Clicks. There is also a 'Boost Post' button and a 'Get More Likes, Comments and Shares' prompt.

Social Media Update: Facebook

338 Total Facebook Page likes in the month of April on the @BladensburgMD Facebook page, the insights activity is from April 2018.

The Community Notification, on the Public Safety Open House event was the most popular Facebook post for the month of April. The Marketing Coordinator shares a copy of the Towns weekly e-blast on to the Towns Facebook page.