



# MARKETING COORDINATOR MONTHLY REPORT

**JUNE 2018**

Submitted by  
Chidinma (Chi-Chi) Dureke

## Marketing Coordinators Report



During the Month of June, the following Town events, programs and activities were promoted by the Town Marketing Coordinator through the use of the Town's Weekly E-blast, Facebook, Twitter, Nextdoor and the Town website, [www.bladensburgmd.gov](http://www.bladensburgmd.gov).

- Public Safety Open House Cancelled
- Bike Rodeo
- Electronic Recycling Day
- Bladensburg July 6th Fireworks
- 2018 Primary Election Early Voting PGC
- What the American Flag Means to Me
- MEA Grant
- Community Notification: Bus Services for Voting
- June 2018 Mayor & Council Meeting & Worksession
- Town of Bladensburg Elects Ethel Dorsey

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

### Upcoming Events

#### Tuesday, August 7: National Night Out

Join us for the 34<sup>th</sup> annual **National Night Out** beginning at 5:00 PM on Tuesday, August 7<sup>th</sup>, at the David C. Harrington Community Park (next to the Bladensburg Police Department). Come out and meet our police officers and your neighbors. We'll have a DJ, games for the kids, refreshments, as well as crime fighting and other public safety information.

For more information, contact our Community COPS Officer, PFC Brown at [lbrown@bladensburgmd.gov](mailto:lbrown@bladensburgmd.gov) or call him at 301-927-8126.

#### Saturday, August 11: A Night at the Movies

Come out and join our Bladensburg officers at the David C. Harrington Community Park, for a fun and free night at the movies on August 11<sup>th</sup>! Showtime will begin at dusk. Please bring your picnic baskets, lawn chairs and blankets to enjoy a movie with the whole family under the stars.

### Community Involvement & Meetings

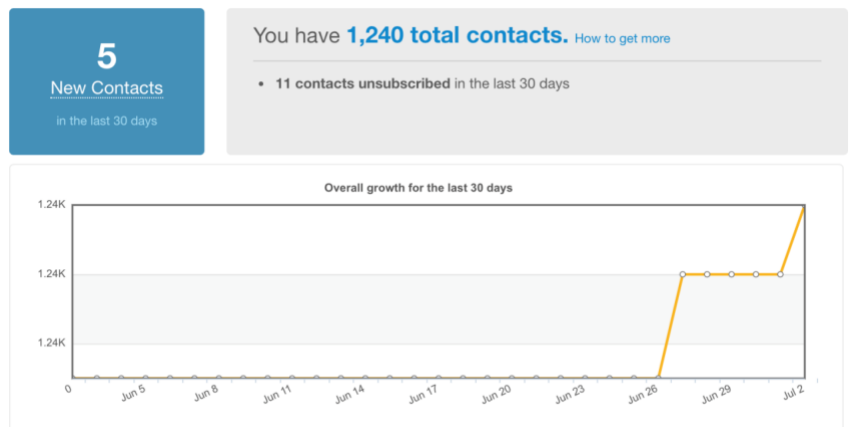
The Marketing Coordinator was involved in the following meetings and community events.

- **Bladensburg 6<sup>th</sup> of July Fireworks committee meetings.**
- Port Towns MML Conference Booth in Ocean City, MD.
- Meeting with the City of Hyattsville

### May Highlights, Trends & Graphs

#### E-Blast Weekly Updates

During the month of June, five (5) new contact 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. Two (2) contacts were added using the Text-to-Join campaign, three (3) contacts were added using the Town website and five



(5) were added manually by Town staff collecting e-mails at various events.

- June 2018: **1,240 Total Contacts**
- Weekly User Opens by Device: **Mobile: 40%**      **Desktop:60%**
- Number of Weekly New Job Postings: Three (3).
- Number of Notices, Alerts: One (1).
- Number of Contacts Added: Five (5).
- Number of Contacts Unsubscribed: Eleven (11).
- Most Engaged E-blast in May: **Town of Bladensburg Elects Ethel Dorsey.**

### Social Media Update: Facebook

There were 351 Total Facebook Page likes in the month of June the **@BladensburgMD** Facebook page, the insights activity is from June 2018.

The Marketing Coordinator and Summer Intern created a campaign titled #BladeFireworks, which counts down every day until the 6<sup>th</sup> of July Fireworks. The Facebook post on Bladensburg Fireworks was the most popular post for the month of June.

The information shared had 16 shares and reached 676 people. See image, pictured on the right for more data on The Town’s Facebook insights and online activity.

<b>676</b> People Reached		
<b>32</b> Reactions, Comments & Shares		
21 Like	5 On Post	16 On Shares
2 Love	0 On Post	2 On Shares
2 Comments	0 On Post	2 On Shares
7 Shares	7 On Post	0 On Shares
<b>40</b> Post Clicks		
7 Photo Views	0 Link Clicks	33 Other Clicks
<b>NEGATIVE FEEDBACK</b>		
0 Hide Post	0 Hide All Posts	
0 Report as Spam	0 Unlike Page	

