

MARKETING MONTHLY REPORT **MAY 2018**

Submitted by
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Marketing Coordinators Report

During the Month of May, 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.

- Bike to Work Day 2018
- The Public Safety Open House
- Electronic Recycling Day
- Bladensburg Fireworks
- Bike Rodeo
- Sound the Alarm
- The Bladensburg Special Election
- The 2018 Summer Youth Internship Program
- Community Notification: Road Closure due to Gas Line Replacement
- Community Notification: Severe Thunderstorm Watch
- May 2018 Mayor & Council Meeting & Worksession

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.

Up Coming Events

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 FREE family fun event is being held to celebrate “Independence Day” and will include food trucks, a DJ to rock out to while enjoying a beautiful evening at the Bladensburg Waterfront Park, and a grand finale Fireworks display. Stay tuned for more information from the Town, as we get closer to the big day!

In case of inclement weather, the rain date is scheduled for Sunday, July 8th.

For the entire list of all the outdoor community events and meetings this Summer, pick up a copy of the Town spring 2018 newsletter at Town Hall or download the newsletter from our website at www.bladensburgmd.gov

Community Involvement & Meetings

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

- **Engaging Port Town youth in Local Government**

On Friday, May 11, 2018, Bladensburg’s Marketing Coordinator, met with Port Towns students between the ages of 16 to 20, in order to share information on the Towns eight week, summer intern entry-level, immersive and hands-on program. The intern program is designed to provide students with valuable work experience in the public and non-profit sector, and provide an opportunity to learn about their local government by working directly with Town Staff.

Also, the Marketing Coordinators was able to engage in an open dialogue about the importance of working with the Mayor and Council and other Town leaders to tackle important issues; and how their voice can have a powerful impact on matters in their very own community. With the assistance of Jeremy Wise, the Bladensburg Community Center Managing Director, we were able to get four students to fill out applications at the Community Center that evening!

The Marketing also presented the new internship opportunity to the Bladensburg Public Library, Bladensburg High School, Elizabeth Seton High School, Gateway Gardens Apartments and Bladensburg Community Center.

Additional meetings attended during the month of May:

- Port Towns MML Conference Booth planning meetings
- Public Safety Open House Committee meetings
- Crime Prevention Tips Meetings
- **Bladensburg 6th of July Fireworks committee meetings**

May Highlights, Trends & Graphs

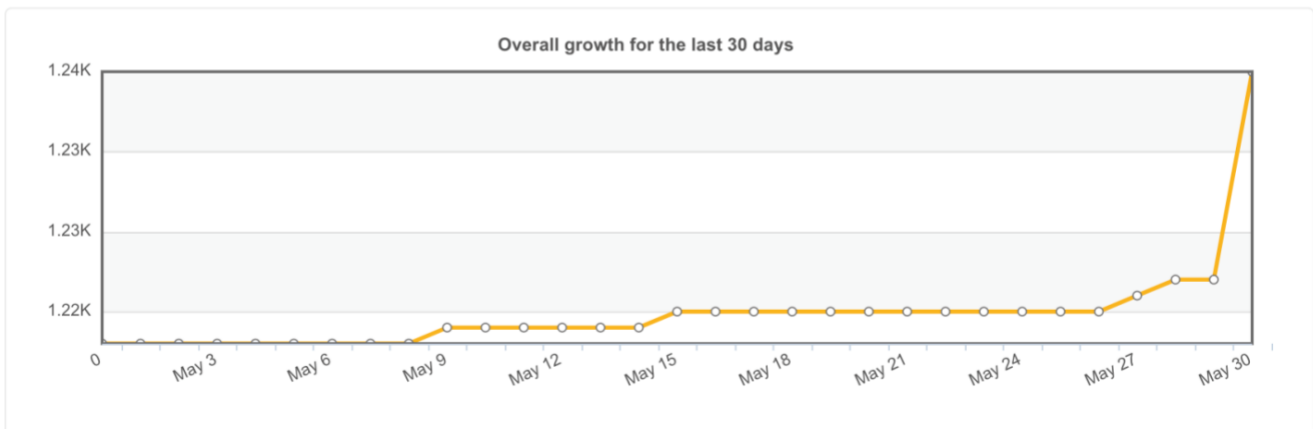
E-Blast Weekly Updates

During the month of May, 17 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. One (1) contact was added using the Text-to-Join campaign, two (2) contacts were added using the Town website and 14 were added manually by Town staff collecting e-mails at various events.

17
New Contacts
in the last 30 days

You have **1,235 total contacts**. [How to get more](#)

- 4 contacts unsubscribed in the last 30 days



- May 2018: **1,235 Total Contacts**
- Weekly User Opens by Device: **Mobile: 41%** **Desktop:59%**
- Number of Weekly New Job Postings: None (3)
- Number of Notices, Alerts: Five (2)
- Number of Contacts Added: Five (17)
- Number of Contacts Unsubscribed: (4)
- Most Engaged E-blast in May: **The 2018 Summer Youth Internship Program**

Social Media Update: Facebook

There were 351 Total Facebook Page likes in the month of May on the @BladensburgMD Facebook page.

The Facebook post on the Memorial Day Ceremony at Peace Cross was the most popular post for the month of May. The insights activity is from May 2018.

The information shared had 12 shares and reached 996 people. See image, pictured the right for more data on The Town's Facebook insights and online activity.

