

We're the New City Communications Division

Nice to Meet You

BEAUMONT
TEXAS



Mission Statement

To be the primary source of information about the City of Beaumont through the creation and distribution of effective messages and compelling stories which foster positive community engagement and interaction.

“The flow of communication must go both ways, and a mutually beneficial relationship should be established with our residents. The City should not rely on anyone else to communicate with citizens and tell its story."

-City of Beaumont, Communications Handbook, est. 2022

Who We Are

Lauren Monitz, Director of Communications

Came from the CVB, 200K Social Media Followers, Has Worked with 100+ Brands on Marketing/Comm Strategy, Master's in E-Business

Kevin McGee, Videographer + Multimedia Specialist

7 years of Video experience at Lamar, teaches Corporate Video + Advanced Editing, MBA specialized in Marketing + Leadership

Paige Reed, Content & Social Media Specialist

Previously Marketing @ Ford Park + Advertising at Beaumont Enterprise, LSU Alum, Published Author, Worked with Chambers + CVBs

Hallie Gates, Exec Liaison, Community Management

Assists with responding to comments/messages & filtering requests to the appropriate department in addition to other Exec Duties









Timeline

We're Building This From the Ground Up



Full Rollout Coming in 2022

Weekly & Monthly Content Production – Articles, Videos, Graphics

Our Goals Are Your Goals

- Better communicate to the public what we have done and what we are doing ("More than Ever Before").
- Increase transparency and build trust between the citizens and the City.
- Raise awareness of City departments, divisions, programs, and services.
- Improve public perception of Beaumont through positive interactions and proactive messaging.



Ultimately Become the #1 Source of Trusted Information About the City of Beaumont.

How We'll Achieve This

Social Media
- Manage, audit and offer recommendations for the 35 city + departmental social media accounts.
- Provide ongoing best practice training for employees + elected officials.

Content Creation – Articles, Blogs & Videos
- Regularly create and share assets that tell the story of Beaumont and promote city services.

PR + Media Relations
- Proactively provide press releases + facilitate interviews for programs and services.
- Oversee departmental releases and coordinate cross-promotional efforts.
- Coordinate media training for department heads.

Email
- Create Employee + opt-in Resident eNewsletters.

TV
- Update Channel 4 with graphics, videos and live-streams.

Website
- Keep the 11 public websites + an annual citywide calendar current and updated.
- Consider redesign options for improved useability.



Our goal is to reach as many residents as possible through digital + traditional media channels.

We want to be as inclusive as possible and are working with Telemundo to increase Spanish distribution.

Content You Can Expect

Educational - Did You Knows, Department Overviews,

The People Behind the Scenes, City Services/Programs

Informational - PSAS (311, Litter), Council Recaps, New Resident Tools, How Tos

Recruitment Tools & Videos (911, Police, Fire)

The messaging style we'll be using is "infotainment" which is what the New York Times recommends as most effective

-- to inform in an entertaining manner.





50 Free Programs & Services Offered by the City of Beaumont



New Resident Move-in Checklist



50+ Accomplishments by the City of Beaumont in 2021

Article Examples

Cross-departmental features on the website homepage
positively promoting what the city has done + offers.

>> Click Each Image to Read <<









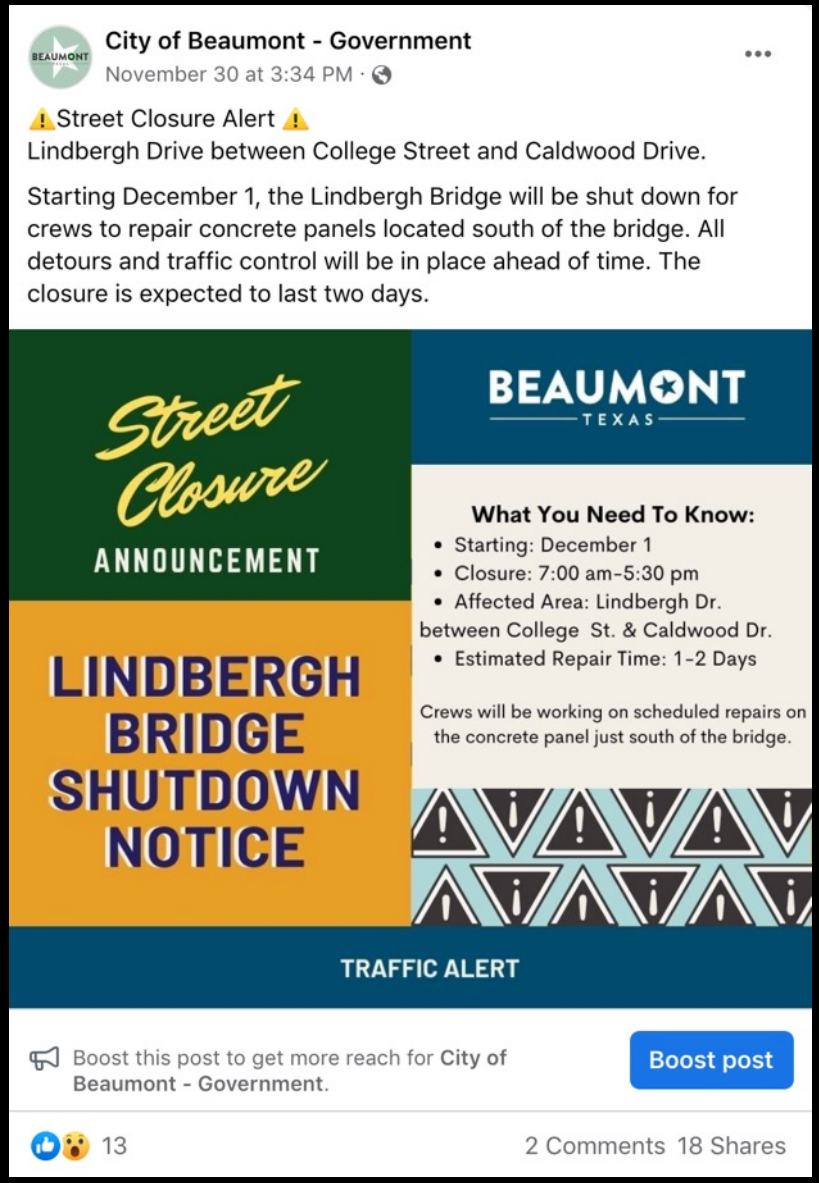
Example Videos

Social Media Strategy

Strike a Balance Between Engaging Content and Informational Posts

Posts with multimedia elements (videos, photo galleries) promoting events, services, and programs will always be more will always be more engaging than necessary updates, but both can be made visually appealing and used harmoniously.





6 Month Update

SOCIAL

- Facebook (largest channel) 300% improvement in reach, 250% improvement in engagement
- Instagram Revamped – Reels, Stories & New Features Being Utilized
- Youtube Channel Overhaul
- Launched a City Linkedin Page
- Held First Facebook Live with Interim City Manager
- Created Digital Ads for 311

CONTENT

- 20 New Articles Created (Did You Knows, Underrated Services & Programs)
- Started Quarterly Email Series
- Created a Partnership with Beaumont Camera Club for High Quality Images
- Created a Hand-Drawn City Map for HR with others planned

PRESS RELEASES/MEDIA

- Started Utilizing a Media Monitoring Service for keyword alerts when we're in the news
- Refreshed the Press Release & Media Alert Template
- Got a weekly announcement column in the Beaumont Enterprise
- Started new partnerships with major local businesses like Exxon + Baptist to include our news in their employee emails

6 Month Update Cont'd

TV/VIDEO

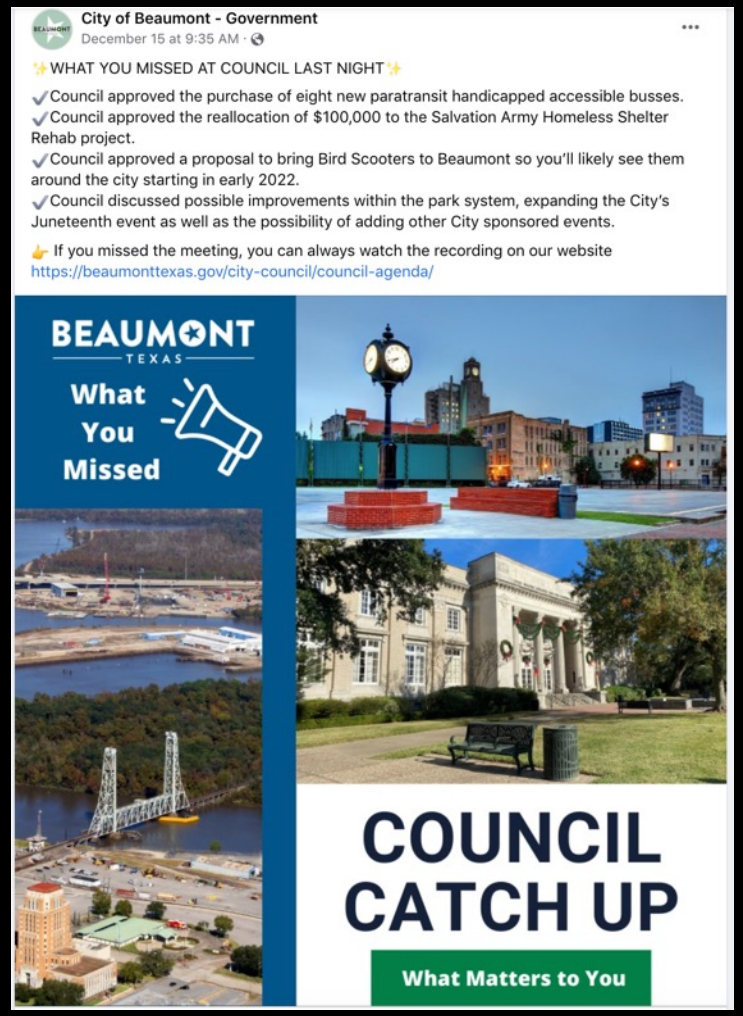
- 50 Videos Created (Interviews, Dept Overviews, Did You Knows)
- Got litter PSA on Channel 12 and Channel 6
- Revamped Channel 4 Slides

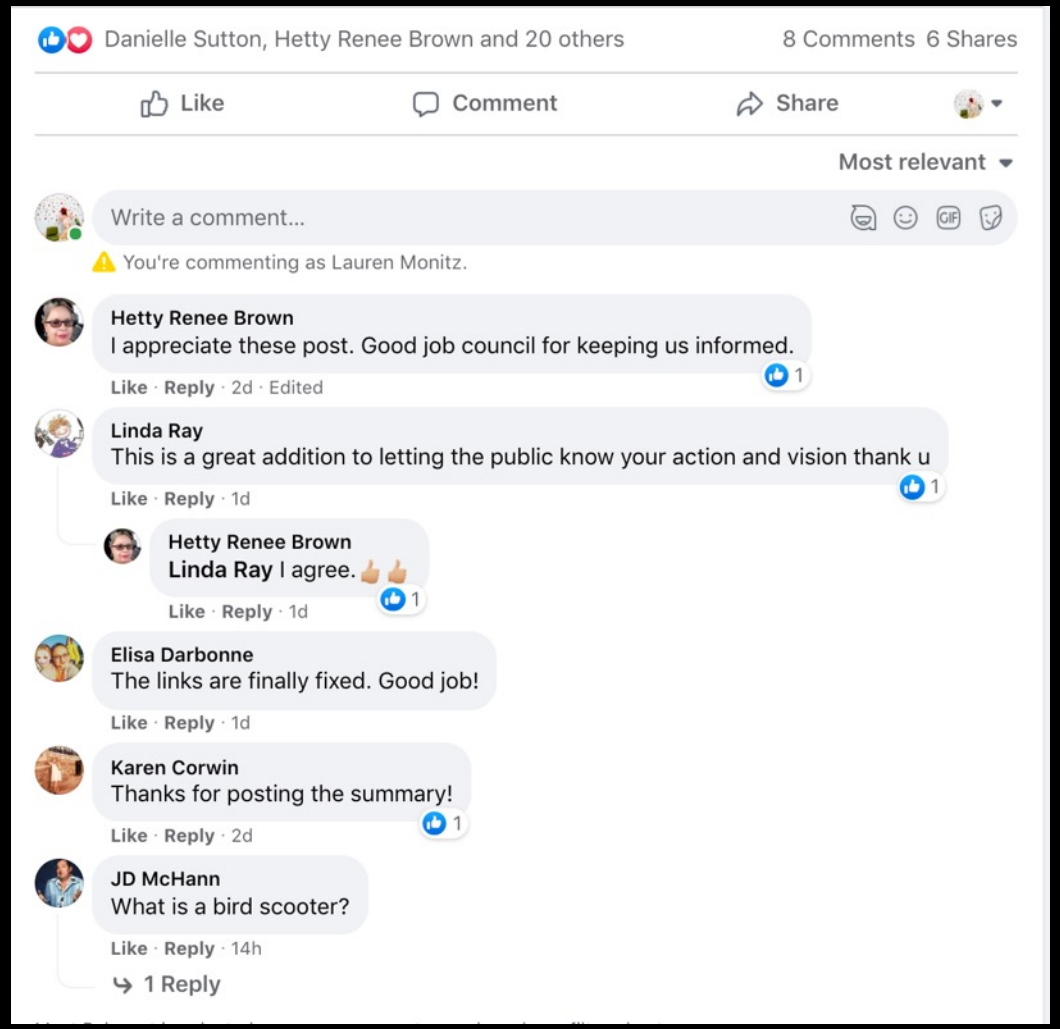
WEBSITE

- Started Utilizing Fillable Forms / Making the Website More User-friendly
- Redesigned and Relaunched the Transit Website BeaumontZip.com
- Created BeaumontTXDevelopment.com – Over 5K visitors in the first week

Social Media Examples

The Most Loved Posts Were the Council Catch-Up's: Summarizing Long Meetings Into a Few Key Takeaways





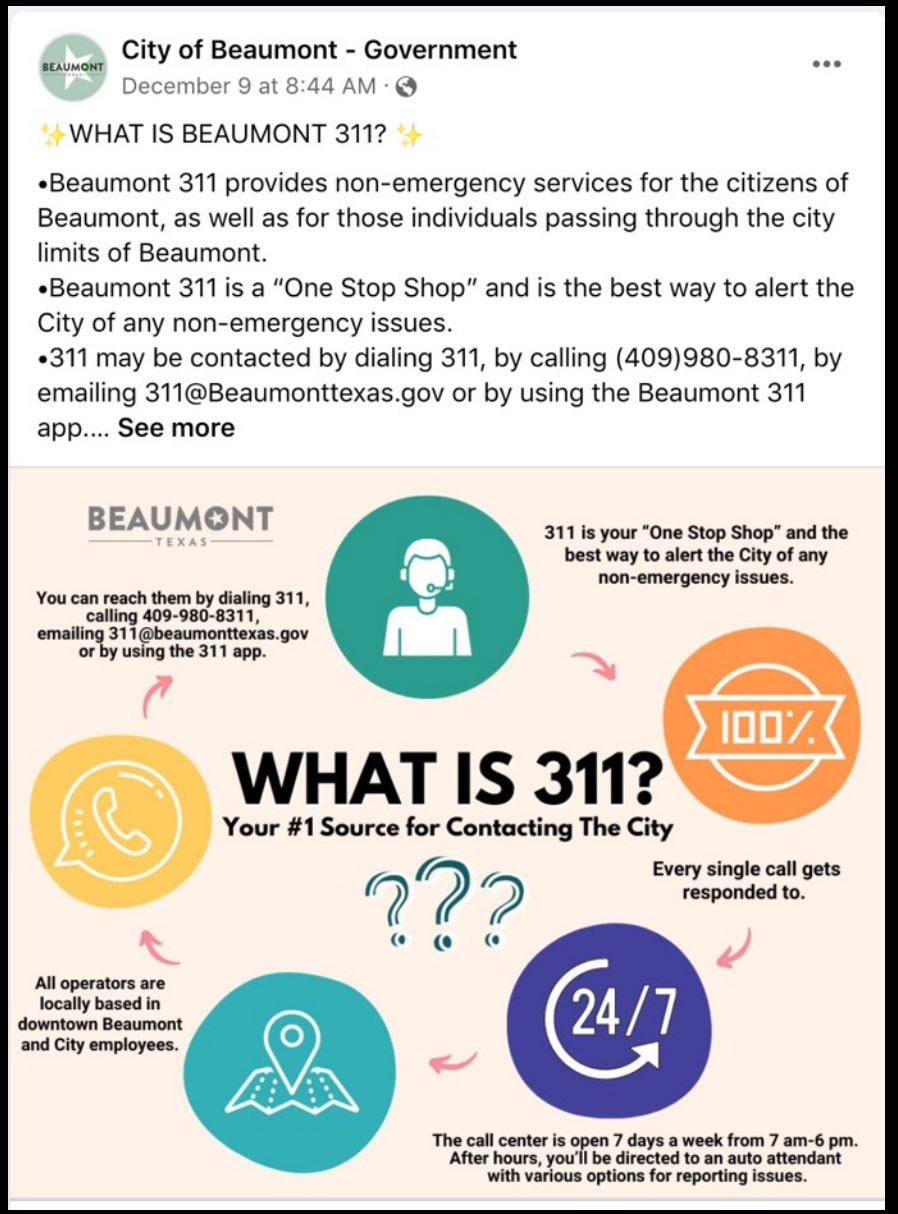
Addressing Misinformation

Social Media Examples

Inspired by negative and inaccurate social media chatter about 311, we created an article, post and video in response to the issue.

It serves as a friendly reminder about how 311 works, explains why operators need certain qualifying information, and encourages the public to come to us rather than extraneous sources for questions.





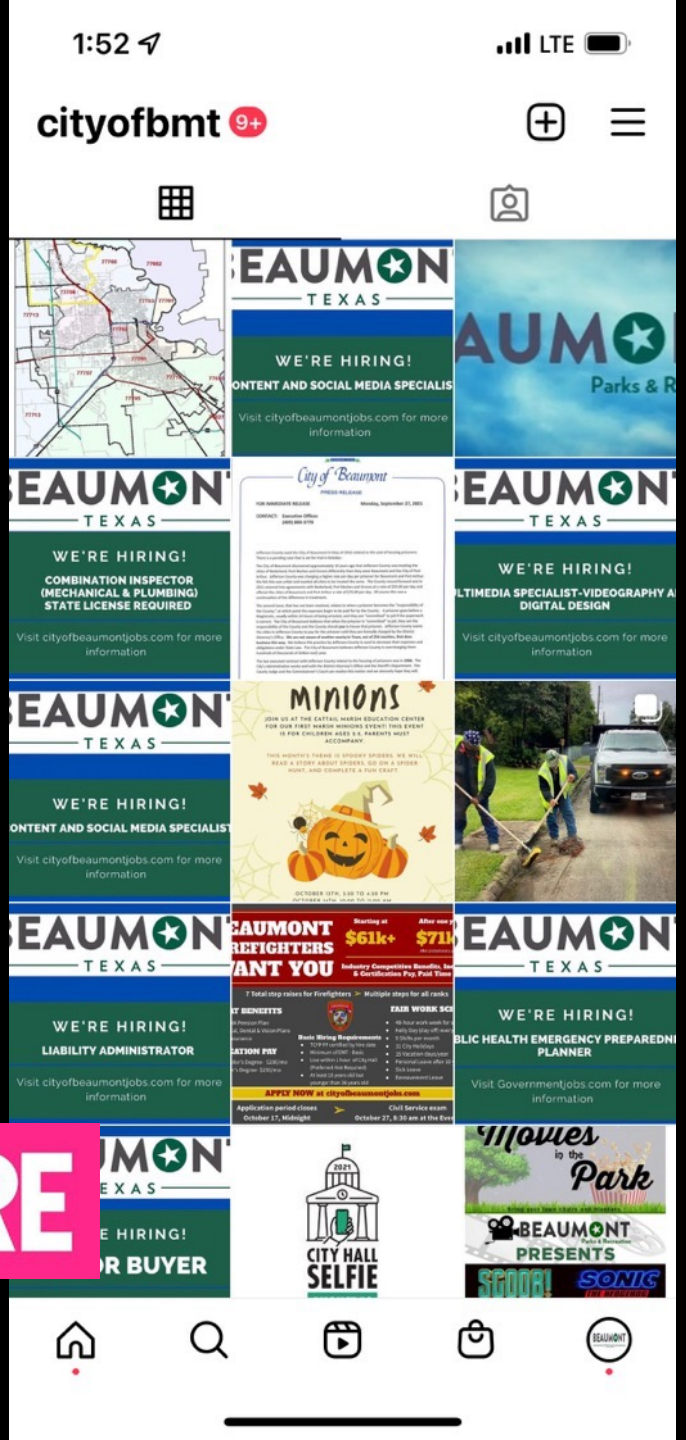
>> Click Each Image to View Content <<

Instagram:
Before & After

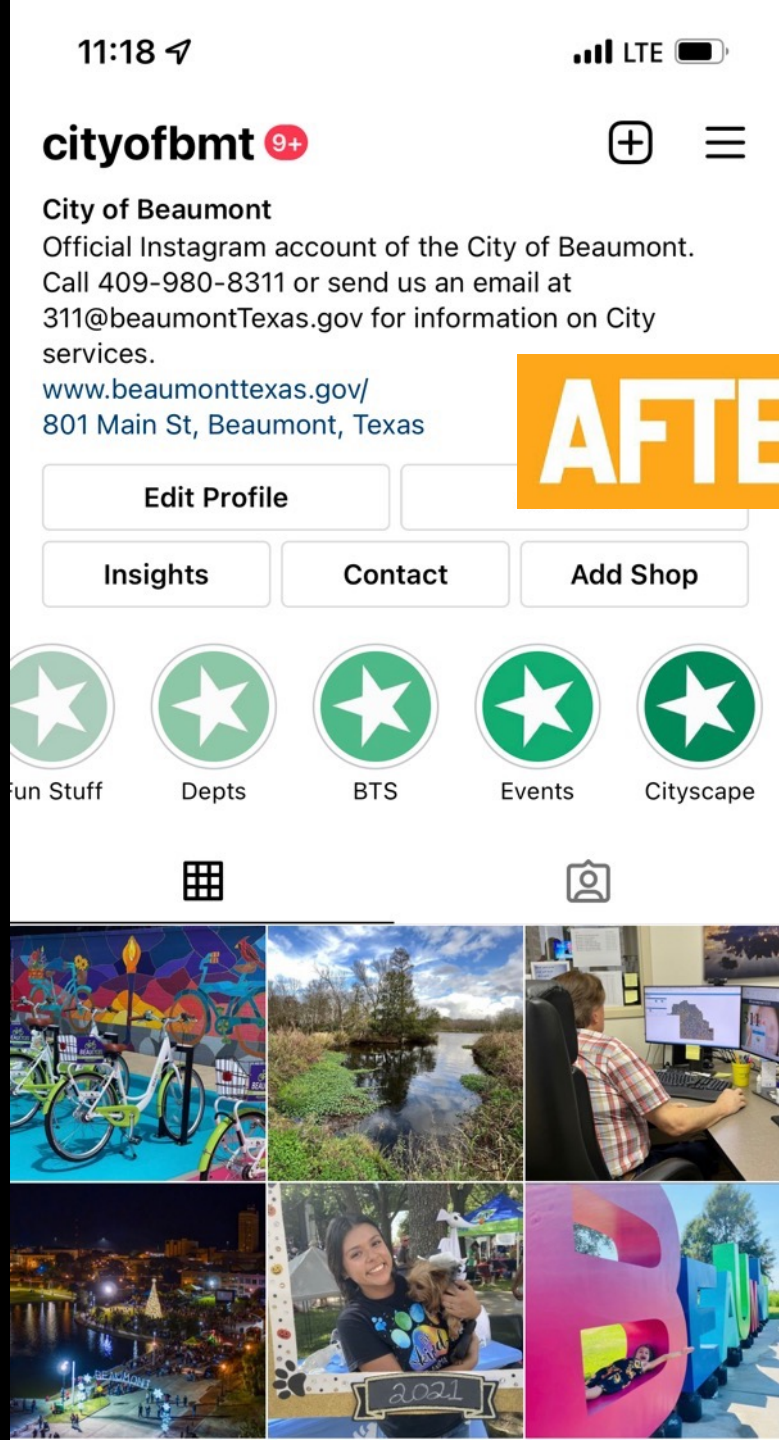
Social Media Examples

Instagram got a facelift to make it more visually appealing. It is used to share different content than what is on Facebook to encourage citizens to follow us on both channels.

BEFORE

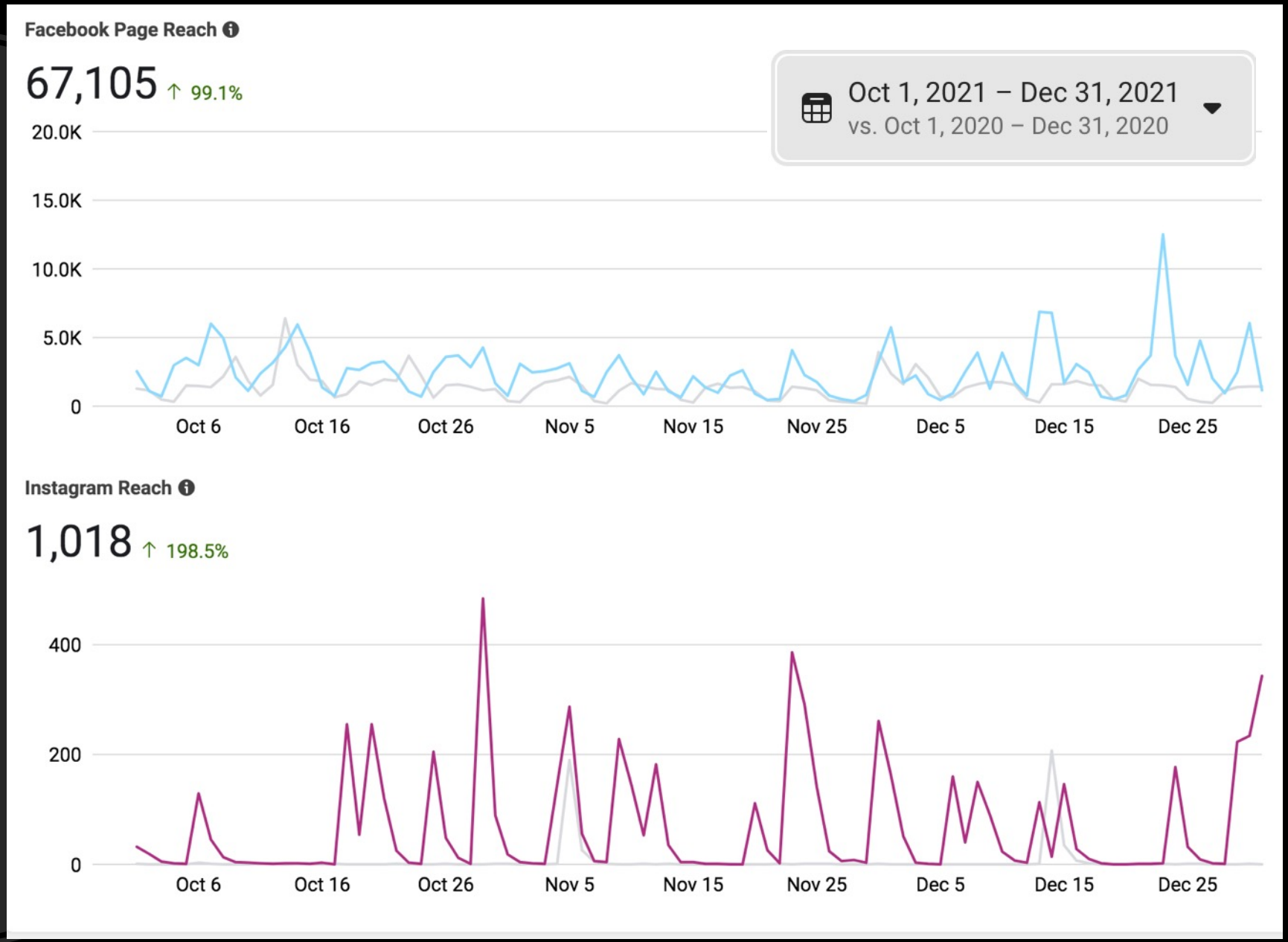


AFTER



Early Impact: Social Media Engagement

Compared to the same time period last year

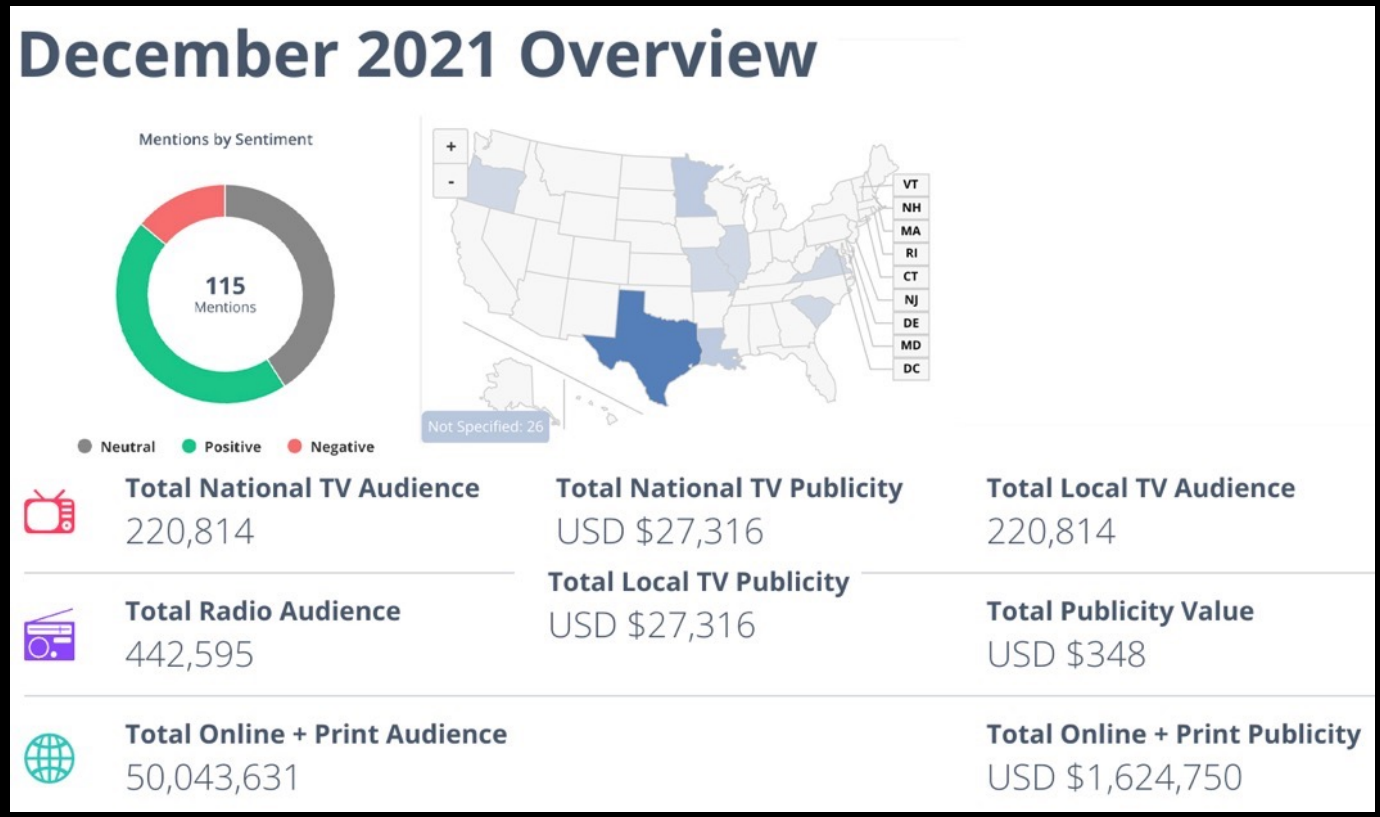


Media Monitoring + Keyword Tracking

Critical Mention, our media monitoring service, lets us track everything that's being said about Beaumont in the press including specific keywords, and the sentiment. It also alerts us when there are hot button issues or conversations we need to address.

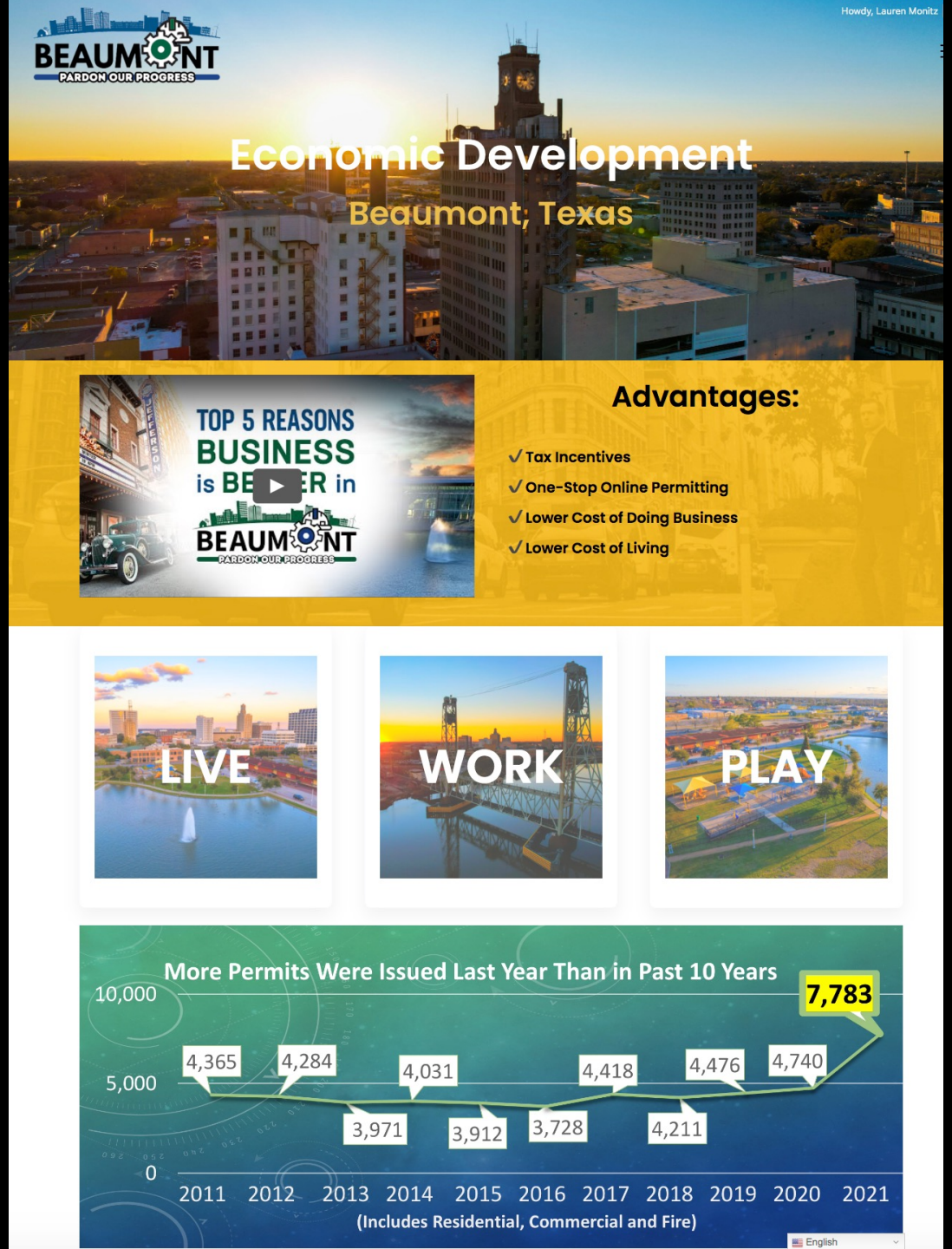
>> Click the Graphs for Sample Reports <<





Social + Web Stats

- All City Accounts Social Combined 107% Growth
  - Starting Followers 193,283 | Current Followers 207,116
- City of Beaumont Social Accounts 104% Growth
  - Starting Followers 19,524 | Current Followers 20.291
- Average Monthly Web Visitors 40K
- Average Monthly Pageviews 117K
- Most Viewed Pages: Water Billing, Building Codes, Library



Economic Development Campaign

Goal: Educate the Public on How to Do Business in Beaumont + Debunk the Myth that It's a Difficult Process

Hybrid Digital + Print Communications

- New Website
- Pre-Development Packet with Fliers, QR codes
- Video Campaign – Testimonials, FAQs/How tos

How You Can Help



LET US FEATURE YOU

PEOPLE WANT TO GET TO KNOW YOU BEHIND THE PUBLIC PERSONA – LET'S SETUP AN INTERVIEW.



SHARE OUR CONTENT

THE MORE PEOPLE THAT ENGAGE WITH OUR POSTS (LIKING AND SHARING), THE LARGER THE AUDIENCE WE WILL REACH.



SEND US IDEAS

HAVE SOMETHING YOU THINK SHOULD BE SHARED OR A TOPIC YOU'D LIKE TO SEE COVERED? WE'RE ALL EARS.



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