



City of High Point

Municipal Office Building
211 S. Hamilton Street
High Point, NC 27260

Meeting Agenda

Transparency, Engagement, and Communication Committee

Mayor Pro Tempore Michael Holmes, Chair
Council Member Amanda Cook
Council Member Dr. Patrick Harman
Council Member Britt Moore

Cyril Jefferson, Mayor (Alternate)

Wednesday, May 15, 2024

9:00 AM

Council Chamber

Transparency, Engagement, and Communications - Chair Michael Holmes

CALL TO ORDER

[2024-195](#)

Marketing and Community Engagement Summary
Staff will review the City's current community engagement and outreach strategies.

Attachments: [Community Engagement Summary](#)

ADJOURNMENT

CITY OF HIGH POINT

AGENDA ITEM



TITLE: Marketing and Community Engagement Summary	
FROM: Jeron Hollis – Managing Director	MEETING DATE: May 15, 2024
PUBLIC HEARING: N/A	ADVERTISED DATE/BY: N/A
ATTACHMENTS: Community Engagement Presentation	

PURPOSE: To review the City’s current community engagement and outreach strategies.

BACKGROUND: The TEC committee has requested a presentation regarding community engagement and outreach by the City of High Point. The Marketing Division of Communications and Public Engagement uses a combination of digital, experiential and print avenues to reach our diverse audience. Staff will present a summary of these approaches.

BUDGET IMPACT: N/A

RECOMMENDATION /ACTION REQUESTED: This is an information item for the City Council.





COMMUNITY ENGAGEMENT

Communications & Public Engagement (CPE)



CPE | MARKETING

- Current Marketing Outreach Tools
 - Website
 - Videos
 - Social Media Platforms
 - News Releases



CPE | MARKETING

- Current Marketing Outreach Tools
 - Podcast
 - Printed Materials Flyers, Posters, Banners
 - Advertising/Digital Marketing: Geo Fencing, Billboards, Magazines
 - Event based (experiential) marketing

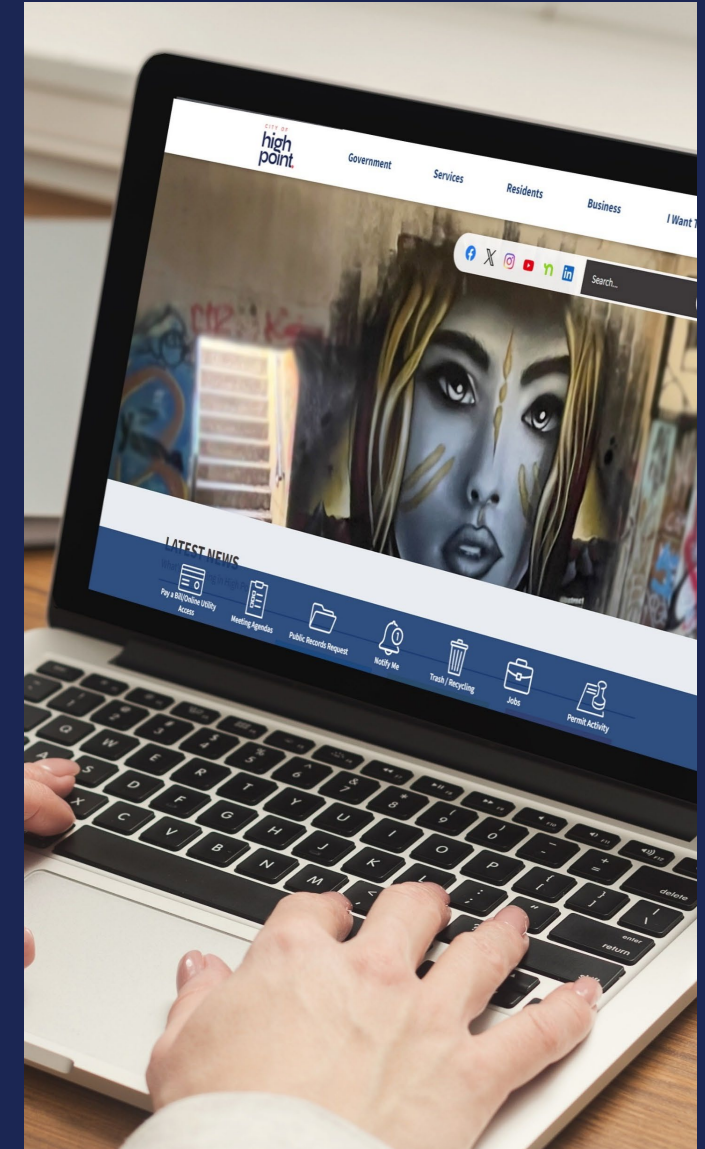


WEBSITE

www.HighPointNC.gov

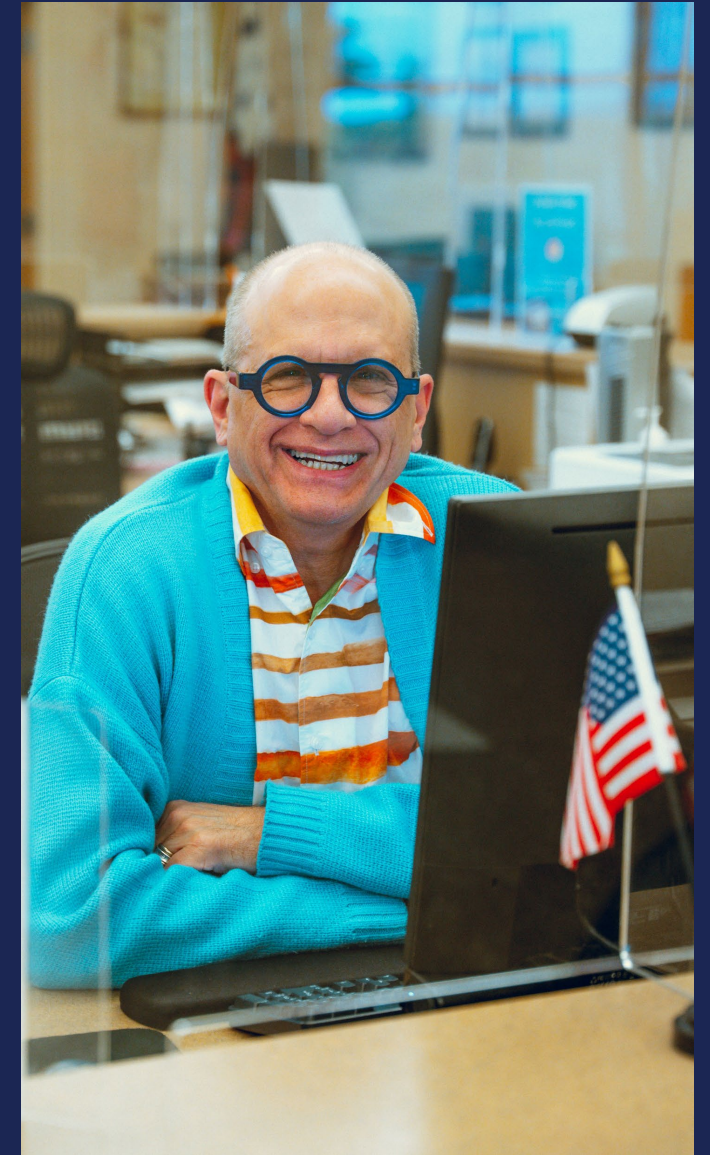
Past 30 days

- 100K users
- 300K views with those users
- Top visited pages:
 - Pay Your Bill
 - Vietnam War
 - Public Library
 - Oak Hollow Campground
 - High Point City Lake Park



WEBSITE

- ITS Department holds contract and continues to host our site and is in control of our security.
- CPE acts as Webmaster for the site
 - Overall design, ADA Compliance, Analytics, training, SEO & Department Assistance
- Departments are responsible for their content, updates and links



WEBSITE REDESIGN

- Working with CivicPlus to redesign the website, bring it in brand and maximize user experience
- Same functionality and reliability we have come to expect with vendor
- Estimated launch date around Sept/Oct



SOCIAL MEDIA

f Instagram in X



n flickr



SOCIAL MEDIA

- 70% of Americans use social media
- Social Media provides a direct line of communication between our organization and the community
 - Assist customer service with daily questions direct to our social messages



SOCIAL MEDIA

- 40,000 + followers across our platforms
- 146,000 reach (30 days)
- Facebook engagement rate of **12.67%**
 - Companies shoot for 5% engagement
- Best time to post
 - Extend reach – Monday at 8 p.m.
 - Increase engagement – Tuesday at 6 p.m.



NEWS RELEASES

- Direct line of information sharing to our news outlets
 - Highlighting the organization's major stories, events and news
 - Allows news teams to pick our story to be highlighted



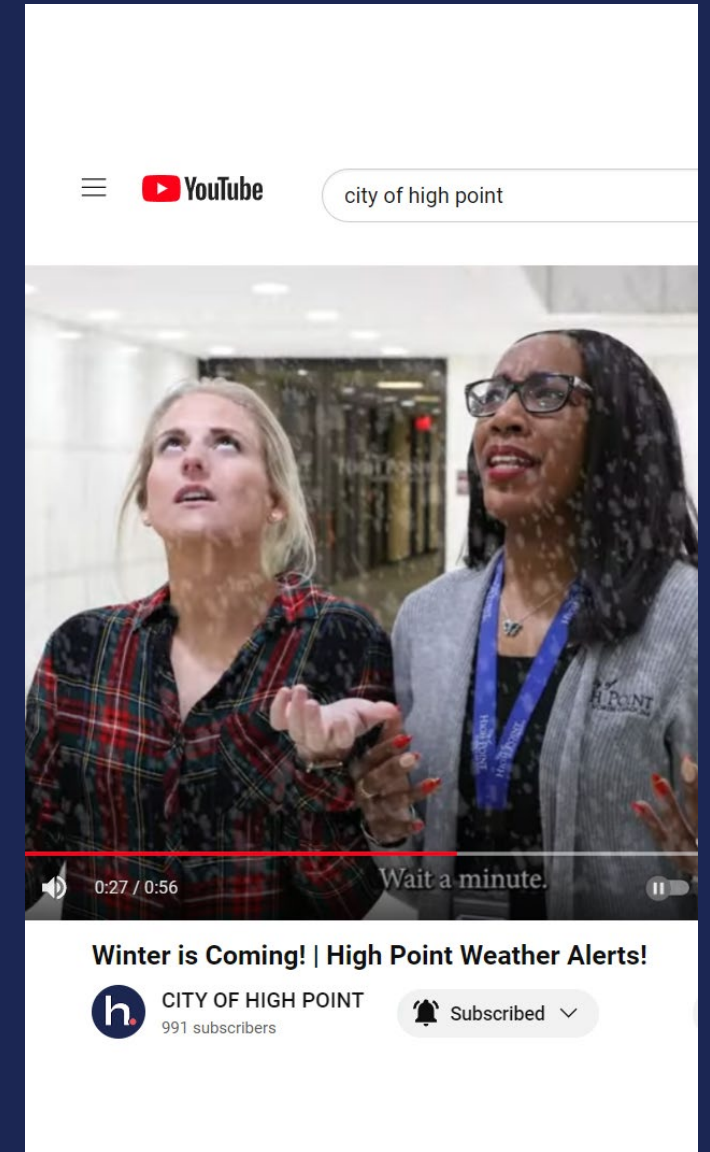
VIDEO PRODUCTION

- Streaming to our social platforms
- Send real time direct signal to Spectrum Channel 8
- Direct streaming to our CoHP Application that can utilized by Amazon Fire stick, Roku, Apple TV, Android and Apple devices.
- Create short form and long form videos for public awareness of events, ground breakings, department behind the scenes (Public Services Dirty Jobs, 911 etc.),



VIDEO PRODUCTION

- Video production of our Council Meetings
- Public Service Announcements
- Entertaining and Creative skits to engage the community and employees to put a fun and positive spin on government
- Collaboration with local partners to spread message, (HPMKT, OIAM, HPU, etc.)
- Create social media content for global social media presence.



PRINT SHOP

- Allows quick communication to be printed and distributed throughout the community
- Banners, Decals, Pole Banners, Signs can all be printed and showcased throughout the city.
- Signs, car wraps to help spread the word throughout our fleet.



THAT'S MY POINT

- Production on 2nd Season, six episodes, to begin in June
- Video podcast to talk about High Point
- Relevant topics beyond government
- Will have guests throughout the community



EXPERIENTIAL MARKETING

- Get out into the community
- Foster relationships and trust with residents
- One on one brand messaging and conversations
- Speaking at partner events to be an ambassador of our city and new brand





CPE | MARKETING DIVISION

QUESTIONS