



2020 Communications Annual Report

Presented by: Ben Hayle, Communications Manager

2020 Year in Review



► COVID-19 Response

- Created BlaineMN.gov/COVID19 within 24 hours of EOC activation in March
- Continually updated with new information ever since
- Information and resources in 71 different categories
- Developed appointment system for Blaine City Hall and MAYC
- Developed plan for virtual and hybrid public meetings
- Launched COVID-19 resident survey
- Opened new communication channels such as text the city



2020 Year in Review



► Social Media (Facebook, Twitter, Instagram, LinkedIn)

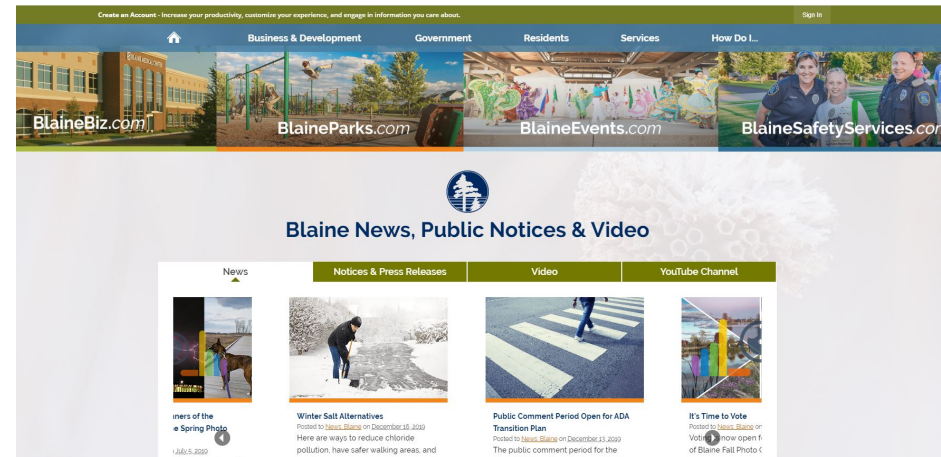
- 61,593 total followers
- 24,250 total follower growth
- 5,669,769 social media impressions
- 479,971 social media engagements
- Three staff with social media posting responsibility.



2020 Year in Review



- ▶ BlaineMN.gov
 - ▶ 528,502 different users
 - ▶ 704,815 different sessions
 - ▶ 1.8 million page views
 - ▶ 42,230 website subscribers



2020 Year in Review

▶ CivicReady Emergency Notifications

- ▶ 35,724 users
- ▶ Increase of over 15,000
- ▶ Four city wide messages in 2020
- ▶ Used system to connect with MAYC users
- ▶ Used system for 158 internal messages
- ▶ Messages sent through CivicReady
 - ▶ 26,427 texts
 - ▶ 66,268 emails
 - ▶ 29,636 phone calls



2020 Year in Review



- ▶ CityConnect
 - ▶ City newsletter, six issues mailed
 - ▶ Approximately 29,000 mailed per issue
- ▶ MAYCConnect
 - ▶ MAYC newsletter, 12 issues mailed
 - ▶ Approximately 1,200 mailed per issue
- ▶ BizConnect
 - ▶ Economic development focused online newsletter
- ▶ RecConnect
 - ▶ Recreation programs online monthly newsletter



2020 Year in Review

- ▶ Media coverage
 - ▶ More than 640 Blaine news stories
 - ▶ Large event impact – even during COVID
 - ▶ 3M Open – 18,500 news stories



2021 Communication Focus



- ▶ Digital accessibility
- ▶ Migration to Engage 6 website management platform
- ▶ Strategic plan - effective communication
 - ▶ First year will focus on internal communications
- ▶ Community engagement
 - ▶ Surveys
 - ▶ Police community relations
 - ▶ Council community conversations

