



City of Blaine Anoka County, Minnesota

Blaine City Hall
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Blaine MN 55449

Legislation Text

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WORKSHOP ITEM *Ben Hayle, Communications Manager*

CITY OF BLAINE 2020 COMMUNICATIONS ANNUAL REPORT

The City of Blaine's communications team includes three full time employees. These employees work with all city departments to plan and execute both internal and external communications activities. Over the last three years staff and council have put an emphasis on building a stronger communications strategy for the City. To continue this work into the future the City Council has identified, effective communication, as one of the six strategic priorities in the recently adopted strategic plan.

In the first quarter of each year the City Council is given a report on the communications related activities from the prior year. Items included in the report include:

- Communications COVID-19 response
- City website user data
- City newsletter content and reach recap
- Social media analytics
- Traditional media coverage
- CivicReady emergency notification system use report

Staff will also present communications related focuses for 2021. These areas include:

- Digital accessibility
- Migration to Engage 6 (website management system)
- Community engagement activities (council and staff)

The presentation that is attached to this agenda item includes more details on the items listed above.

Staff is seeking feedback on the information presented.