

Week of 9/21: Survey Deployment, Continued Promotion

Survey launch and amplification through all City and select third part channels

- Survey promotion through all channels and mediums. Survey call to action added to all promotional material.
- Focus on item specific individual social posts through planned social media campaign – A/B test, continue to evaluate results.
- Continue general awareness around the Charter Review Commission and purpose.
- Encourage public input, meeting and public comment.
- CTA – Visit (link) for more info and to stay updated.
- Continue to deploy both general and specific info to create a link between the Commission's purpose and specific items they are reviewing through all channels.
- Continued public input meeting promotion.

Promotional Material & Channels

- Flyer (Distributed throughout City facilities and Complexes)
- Renewed Social Campaign: graphics and copy – both for general awareness and specific items being reviewed (see scripts).
- Radio Ads (Hutton)
- Informational videos (City channels, Hutton)
- Newsletter Entries (City channels, Hutton)
- Website prominence (Hutton)
- QR cards

Reporting

- Pull and analyze campaign data

Week of 9/28: Continued Promotion- Messaging and Survey

Continued amplification of survey and general messaging

- Survey promotion through all channels and mediums. Survey call to action added to all promotional material.
- Focus on item specific individual social posts through planned social media campaign – A/B test, continue to evaluate results.
- Continue general awareness around the Charter Review Commission and purpose.
- Encourage public input, meeting and public comment.
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Survey

- Promotion around survey

Reporting

- Pull and analyze campaign data

Survey Launch Overview

Primary objective: Launch the survey and integrate the survey CTA into the entire campaign.

Key activities:

- Deploy the survey.
- Promote the survey across all available channels.
- Add the survey CTA to appropriate campaign materials.
- Continue item-specific messaging.
- Continue A/B testing and optimization.
- Maintain general Commission awareness.
- Continue public meeting and public-comment promotion.
- Continue flyers, social media, radio, video, newsletters, website promotion and QR cards.

Measurement focus:

Begin weekly reporting on:

- Survey starts
- Survey completions
- Completion rate
- Traffic sources
- QR-code activity
- Website traffic
- Social engagement
- Content performance

The campaign should now operate as an integrated funnel:

Awareness → Information → Website → Survey/Public Participation