



CITY OF TROTWOOD

STRATEGIC COMMUNITY COMMUNICATIONS

REPORT, PLAN, AND TOOLKIT

MAY 2024





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This report represents the synthesis of community input gathered between October 2023 and February 2024. It is framed as an analysis of existing communications, potential strategies to build the relationship with the community, and a supporting toolkit.

Learn more about the project at www.trotwoodspeaks.com.

REPORT PREPARED BY:



The content of this report includes the material presented at the Future Summit and Council meeting in February 2024. The Strategic Actions are drawn from the Storyboards which are on the project website.





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INTRODUCTION

Communication and engagement are foundational keys to creating community connections between City Leaders, City Staff, and Residents.

The City of Trotwood Council and staff share a deep commitment to communicate effectively with their residents.

In 2019, the City of Trotwood Organizational Strategic Plan was developed. Common themes running through this plan include increased access to communication and information, along with building more connections both socially and physically. Communication and engagement were seen as foundational steps to creating and enhancing community connections between City Leaders, City Staff, and Residents.

In 2021, the City sent out a survey to obtain resident feedback on the use and importance of the City of Trotwood newsletter. The survey also allowed City staff to gauge whether the newsletter functions to meet the goals outlined within the Organizational Strategic Action Plan. The survey confirmed that the newsletter is serving its intended purpose and is functioning as a tool to meet measurable goals outlined by the City's Organizational Strategic Action Plan. Respondents provided staff with positive feedback highlighting areas where the newsletter shined and constructive feedback where the newsletter could be improved.

In 2023, the City of Trotwood began this current Community Communications Strategy and Toolkit project with an overall purpose of strengthening the communication with residents. The project aims are:

- Gathering new input about Trotwood communications - learn how best to reach the most Trotwood community members.
- Creating an enhanced Community Communications Strategy and Communications toolkit.
- Designing expanded ways to inform and consistently update the Trotwood community.



The City of Trotwood hired research and consulting company, Future iQ, to facilitate this process to hear the community's views on current City engagement methods with the community, identify where communication is working, where there were gaps and areas to improve upon, and to provide recommendations for improved communications. The result is this City of Trotwood Strategic Communications Strategy and initial Toolkit, which aims to assist both the City and the community in future communications and dialogue.

KEY INSIGHTS

- The leadership in the City of Trotwood understands that effective communication is important to build trust and support with residents, but also to help build community pride and vitality.
- The City is already running effective communications approaches and tools, and this plan aims to build on solid work already being done.





DEVELOPING THE COMMUNICATIONS STRATEGY AND TOOLKIT

The outcomes from the community engagement events have informed the recommendations which have been outlined in the Communications Strategy.

The process of developing this Communications Strategic and Toolkit was designed to be community-driven. This reflects the commitment to address community needs and build collaborative approaches. To help ensure community input, the process was designed to include multiple opportunities for resident input. The key features included:



FORMATION OF A COMMUNITY-BASED STEERING COMMITTEE

A project steering committee helped guide the project and assisted with community outreach and engagement.



CREATION OF A DEDICATED PROJECT WEBSITE AND MATERIALS

Creative communications work was carried out with the production of the www.trotwoodspeaks.com website, social media tiles, one pager flyers, press releases and branding elements. The website was the 'go to' place for the project, and was updated consistently with news of events, registration links, communications survey results, and reports from the engagement events.



PROJECT LAUNCH WITH COMMUNITY

The project was launched via two events, held on September 8 and 9, 2023 at the Goodwill Easter Seals West Campus. Almost 80 community members attended the two events and discussion was held about the impact of the current City of Trotwood communications and potential areas of improvement.



COMMUNICATIONS SURVEY FOR RESIDENTS

The Communications survey ran from September through December 2023 and consisted of a mixture of ranking questions and open-ended responses. The survey asked about satisfaction levels regarding current City communication methods and the top three most useful communication methods (the City newsletter, followed by City social media and the City website). In total 186 residents responded to the survey. The results of the survey informed the Story Boards and ensuing Actions that are presented in this Communications Strategy.



FOCUS GROUP WORKSHOPS WITH STAKEHOLDERS

Five Focus Group workshops were held November 30 – December 2, 2023, with 45 stakeholders attending. These workshops drilled down further after the Community Communications Survey into specific areas that had been identified, including topics such as 'Future Communication Options', 'Building on the Trotwood Brand', and new 'Direct Communication Opportunities'. The results from the Focus Groups informed the Story Boards and ensuing Actions that are presented in this Communications Strategy.





RECOMMENDED STRATEGIC ACTIONS

The recommended strategic actions were developed from the significant community input during surveys, workshops and focus groups.

This was complemented with exploring emerging trends in communications technology and platforms. The actions aim to build on the existing great work being done by the City of Trotwood, and adds an extra focus on:

- Building resident trust in the City of Trotwood government.
- Creating new ways for residents to engage and interact in-person and virtually.
- Improving the external perceptions of Trotwood - aka "Telling the Trotwood Story".

The Strategic Actions are also designed to build on areas of potential improvement that were identified by community stakeholders. In particular, the focus was on addressing issues such as:

- Exploring how to build more 'word of mouth' communication across the various networks in the community and tap into existing communication systems.
- Designing communication systems to reach deeper into the community, including the renting population and new residents.
- Providing predictable and timely responses and updates on key activities that affect residents.
- Finding ways to build partnerships with other key institutions - including the schools, churches and not-for-profit groups, to help build a unified 'Trotwood' message.
- Considering how to use social media platforms to spread positive messages in the community, building community pride and good news material.



KEY INSIGHTS

- The stakeholder engagement work showed there was good support for the existing communications from the City of Trotwood, and a desire for more enhanced and two-way dialogue.
- There is interest in bold and 'experimental' ideas, as well as implementing incremental improvement.
- Communication systems take time and investment to build and reach deeper into the community. People are exposed to a lot of competing 'news', and progress will take time and patience. However, The City of Trotwood is well positioned to build on its existing strong work.



»»»» Strategic Action 1: Revitalize City Newsletter

This Strategic Action aims to expand the impact of City of Trotwood’s newsletter. The newsletter has been identified as an effective tool, and people would like to see the newsletter role and content expanded.

There was interest in it evolving to be a broader ‘community’ newsletter distributed by the City. There is a lot of good news in Trotwood, and lots of new developments and progress, which could be showcased in the newsletter. It is also an opportunity to promote the events that are occurring across Trotwood and support the efforts of community-based groups. The City of Trotwood sections should be retained in the revised newsletter format, as this provides a direct communication to the whole community – direct from the City leadership team. The highlighting of various Department roles, staff, services and initiatives was appreciated by residents.



ResidentValue

- During the stakeholder engagement process, the City of Trotwood newsletters have been identified as an effective communication tool, as they regularly include updates and provide a resource of information over time.
- The proposed expansion of the content of the newsletter will help build it into a community-based newsletter for the community of Trotwood. This can offer an important community building function, by highlighting what is happening across the community, and highlighting local people and businesses.



TACTIC 1: EVALUATE RELEASE SCHEDULE AND DISTRIBUTION METHODS

- The newsletter was consistently one of the ways Trotwood residents said they get information from the city, therefore a design and content refresh has been deemed necessary
- The consistent quarterly release is commendable and should be continued; keeping the newsletter timely and interesting will encourage Trotwood residents to stay plugged in to the City’s efforts
- In addition to printing and mailing the newsletter to all Trotwood addresses, it is worth considering electronic distribution and management; this is contingent upon the potential hiring of a Communication Specialist (See Action 5)

TACTIC 2: UTILIZE A “SPOTLIGHT” FEATURE APPROACH

- Spotlights on government officials will increase governmental transparency by putting faces to names and allowing residents to feel more connected to the individuals
- The City of Trotwood currently dedicates newsletter space (and work by the Trotwood Community Improvement Corporation) to local businesses and new developments; continuing this will deepen business connections, inform residents of relevant activity within the town, and have the potential to reach a wider regional audience
- Spotlights on individuals will increase resident pride in being a “Trotwoodian”; asking residents for spotlight nominations will increase two-way communication with the local government as well as provide a wider pool from which to draw; utilize youth as individuals in the spotlights – why they like living in Trotwood and why families should move to Trotwood

TACTIC 3: MARKET EVENTS AS A FEATURE OF INTEREST

- The consistent newsletter release allows timeliness to advertise events and becomes a consistent space for residents to find the information
- There are often events occurring within the City of Trotwood that are not connected to the government; allowing residents, businesses, or organizations to submit events will improve the relationships with them and encourage residents to engage with one another
- As the City of Trotwood may pivot to hosting more community events, the newsletter will be vital for encouraging attendance and feedback

TACTIC 4: CONDUCT 1-2 QUESTION POLLS

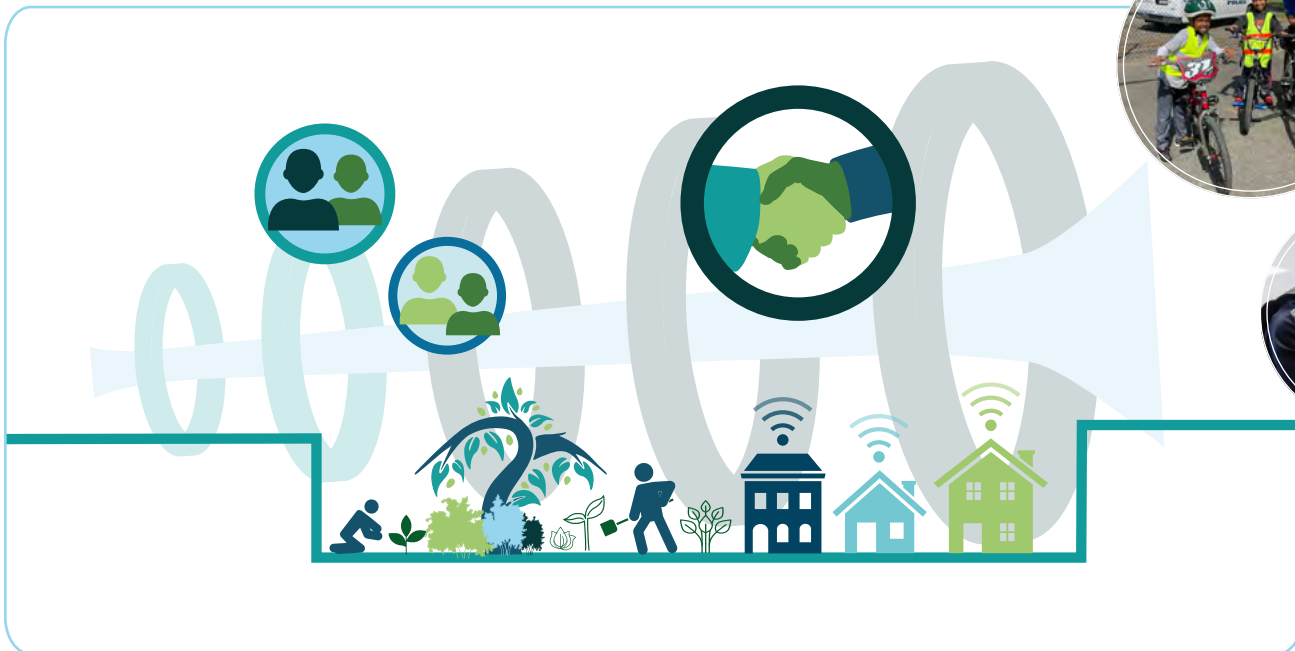
- Some feedback on the newsletter as it exists now is its one-way communication; creating polls within newsletters will allow quick and easy two-way communication
- A newsletter poll is a good way to ascertain opinion on development ideas, gauge interest in types of events, educate recipients about the City, etc.
- Poll results become something residents can look forward to in the next newsletter
- During tough or quiet times, the newsletter poll can pivot to more light-hearted subject matter



»»»» Strategic Action 2: Create Partnership Programs

This Strategic Action aims to amplify the communication network and volume of good news content. In today's world, successful community-based communications plans find creative ways to leverage local user-generated content.

This approach allows people within the community to help build the overall volume of stories and news about events and successes. Key to this approach is continuing to interweave the message of Trotwood's identity and values.



ResidentValue

- The ability to collaborate between partner organizations is a real value-add for Trotwood. It enhances the efforts of groups in a collaborative manner and will expand communications into the community.
- Promoting local business success and services helps drive the local economic vitality, which is a win for everyone. It also helps people see how they can 'shop local' and support new ventures.





Strategic Action 2:
Create Partnership
Programs

STRATEGIC ACTION 2: TACTICS FOR IMPLEMENTATION

TACTIC 1: INTER-WEAVE THE CITY OF TROTWOOD IDENTITY AND VALUES INTO EXISTING COMMUNITY GROUPS

- Partner with existing community groups, from walking groups to non-profits, to incorporate City of Trotwood identity and values and/or create content such as testimonials
- Identify existing events and find ways to co-host or sponsor them that provide a value-add for both the City and the organizer (provide event space, catering, advertising, etc.)

TACTIC 2: IDENTIFY “MICRO-INFLUENCERS” WITHIN THE COMMUNITY AND EQUIP THEM WITH TOOLS TO PROMOTE THE CITY OF TROTWOOD IDENTITY AND VALUES

- A starting point to identify this type of person is attendance of City meetings – if they attend regularly, they are likely invested in the City and would be willing partners
- Local business owners have strong networks within the community and would provide excellent anchor points for City communications
- With the strength of the sports community, working with coaches or other notable figures would likely help gain traction for City communications

TACTIC 3: EXPAND USER-GENERATED CONTENT LIBRARY

- Host photo/video contests to encourage submissions by Trotwood community members
- Work with local artists to create unique Trotwood assets
- Work with the school systems to create student programs (e.g. working with journalism students to write local stories, art students to tell Trotwood’s story in new ways, government students to attend meetings), which will also grow the relationship between the City and its youth





Strategic Action 3: Increase City Involvement in Local Events

»»»» Strategic Action 3: Increase City Involvement in Local Events

The City of Trotwood already works to enable staff and leadership to attend various community and neighborhood events. This is highly appreciated by the community and residents have expressed a desire to have more of this in-person contact and interaction in more informal settings.

This was seen by stakeholders in the planning process as an important way to build trust and open new ways for direct communication. Residents were particularly appreciative of opportunities to interact directly with key staff and elected officials. This helps people obtain the information direct from the decision-makers. Residents have suggested ideas such as a series of recurring events through the City, and attendance at existing community meetings.



ResidentValue

- Residents are very interested in new progress in the city and are excited to see new developments. The more direct communication will help them also learn about new developments and initiatives that are occurring and coming.
- The City and other key organizations have important facilities that can help create public spaces where the community can gather to learn about progress and future directions. This is a key aspect of building the stronger local social fabric that people are wanting to create.





Strategic Action 3: Increase City Involvement in Local Events

STRATEGIC ACTION 3: TACTICS FOR IMPLEMENTATION

TACTIC 1: INCREASE CITY REPRESENTATION AT EXISTING MEETINGS

- Examples include but are not limited to: Neighborhood Watch's, HOA's, citywide events, etc.
- City officials / representatives "unofficially" attending existing meetings will help build connection and trust
- The ability to interact directly with City officials / representatives at these meetings creates a new opportunity for residents to provide input

TACTIC 2: HOST RECURRING EVENT SERIES THROUGHOUT THE CITY

- Providing regular ways for residents to engage with each other - with an emphasis on fun, not "meetings" - will build on the sense of community and pride in the City of Trotwood
- Diversifying the location of these events will provide opportunity for a wider range of attendance, as well as encouraging residents to visit parts of the city they may not otherwise

TACTIC 3: STRENGTHEN EXISTING SOCIAL FABRIC

- Finding ways to support existing social groups or events will bolster the existing Trotwood identity and encourage more members of the community to engage
- Public community spaces are vital to allow community members to gather - creating more of these physical gathering spaces would allow for more of the in-person engagement sought by members of the Trotwood community





Strategic Action 4: Write Trotwood's Story

Strategic Action 4: Write Trotwood's Story



This Strategic Action aims to build the tools to promote a new narrative about Trotwood. Updating the reputation of the community and promoting the great things that are happening is a key part of building the future value proposition of the City.

Throughout the planning process, people highlighted the desire and need to tell new and positive stories about Trotwood. There is a lot of good things happening, and the community is well-loved by residents. However, there is a sentiment that Trotwood is not always well represented by the media. Trotwood needs to continue to take a proactive role in telling and writing the future Trotwood story. Resident ideas included telling the stories about people who started out in Trotwood and gained success. There is also a desire to share 'hometown success stories' and build renewed pride and appreciation in the City and community.



Resident Value

- Community reputation has a direct correlation to the appeal of community for residents and economic investment. Building the reputation will help attract new residents, boost business vitality and attract new services.
- The people of Trotwood are proud of their community and are encouraged by positive stories and progress. By being well informed on what is happening, these residents can be strong ambassadors for the community and help promote a great reputation.



STRATEGIC ACTION 4: TACTICS FOR IMPLEMENTATION

TACTIC 1: "BUILD ON THE GIFTS OF OUR PEOPLE"

- Stated by a focus group attendee, this is a core aspect of the Trotwood identity; Trotwood residents feel strongly about their fellow community members
- Publicizing and celebrating individuals' successes will strengthen their relationship to the City of Trotwood as well as their sense of identity as a "Trotwoodian"
- Provide opportunities for the Trotwood community to nominate others

TACTIC 2: DEVELOP MATERIALS DISPLAYING TROTWOOD'S BUSINESS FRIENDLINESS

- One of Trotwood's points of pride is being business-friendly; creating materials to highlight how Trotwood supports its existing businesses will bolster this sentiment
- Create a "Hometown Successes" feature to spotlight local businesses; track and celebrate milestones such as new businesses, expansions, anniversaries, etc.

TACTIC 3: BUILD UPON THE FOUNDATION OF PRIDE IN LIVING IN TROTWOOD

- Create educational materials about Trotwood's history, growth (especially in the last five years), and plans for the future
- Work with the schools to educate the youth about Trotwood's community and history, encouraging them to stay in Trotwood after graduation
- Improve first impressions through both education about and enforcement of City codes





Strategic Action 5: Assess the Possibility of Hiring a Communications Specialist

»»»» Strategic Action 5: Assess the Possibility of Hiring a Communications Specialist

The City of Trotwood has been investing in building its communications and outreach to the community. This strategic action aims to boost this important work and respond to residents interest in having more direct contact and connection.



Communication to a large city population is complex and resource intensive work. This is made more challenging when people are busy with the demands of work, families and personal activities. Having a dedicated specialist can help build the tools to creatively reach people in new ways and take some of the load off the existing staff.



ResidentValue

- The addition of specialist communication roles could help build the community network of people who are sharing positive and motivating stories. This will be an important resource that could help people get their important messages out, as well as support the City communication work.
- People want and need to know what is going on at the City. The City has been showing great leadership in tackling big challenges and attracting new resources, initiatives and developments to the community.





TACTIC 1: UTILIZE SOCIAL MEDIA MORE ACTIVELY TO CREATE A DIALOGUE WITH RESIDENTS

- Responding quickly and consistently to messages on social media will build confidence in the government, keep community members informed, and keep a pulse on community concerns

TACTIC 2: KEEP THE WEBSITE 100% UP TO DATE

- The City website can and should be the best resource for community members to find City information, but its value degrades quickly if the information is outdated
- Dedicating a single individual to communications will ensure the website is refreshed regularly

TACTIC 3: BUILD RELATIONSHIPS WITH POTENTIAL COMMUNICATIONS PARTNERS (BUSINESSES, MICRO-INFLUENCERS, ETC.)

- Relationship development and maintenance take time and consistency, which a Communications Specialist could provide to the City
- From a potential partner perspective, working with an easily-identified individual is easier and smoother than working with an entity or department

TACTIC 4: CONDUCT A MEDIA CAMPAIGN TO IMPROVE EXTERNAL PERCEPTION OF TROTWOOD

- A consistent item of note during the planning conversations was the negative bias against Trotwood within the region, and working to improve that was seen as important
- Having a dedicated lead and contact for a campaign will be necessary to manage the various moving pieces, such as creating media kits and coordinating interviews

TACTIC 5: HOST OR SPONSOR EVENTS WITH LOCAL BUSINESSES ON A CONSISTENT BASIS

- Integrating the City of Trotwood’s identity and values into events with local businesses is a way to reach a wide, existing network within the community
- The Communications Specialist can focus on developing these partnerships and bringing publicity to both the City and the business



COMMUNICATIONS TOOLKIT - INITIAL RESOURCES

This section of the plan offers a series of initial communication tools and potential templates.

These draw from across the ideas created as part of the Strategic Actions and are drawn from the community engagement sessions. Together, they represent a series of tools that can help deliver quick wins and start the process of building deeper communication and collaboration. Communication tools and resources address potential high-impact ideas including:

- Public relations campaign frameworks
- Social media marketing approaches such as Micro-Influencers and User-Generated Content (UGC)
- Spotlight feature templates and ideas
- Partnership program ideas and structures
- Communications Specialist job description
- Media kit & campaign templates

The following collection of tools are intended to be initial resources. These tools may expand and evolve as implementation occurs.

These tools build on the solid foundation of existing communications and brand development work in the City of Trotwood.



KEY INSIGHTS

- The initial tools focus on areas of potential high impact, where messages can reach new audiences and can be amplified in creative ways.
- An innovative focus in the toolkit is the approach of building resident input into the messages, which helps creates the communications about the 'good things happening in Trotwood'.



RESPONSIBILITIES

- Develop, implement, and evaluate communications strategies & campaigns
- Maintain the City of Trotwood brand and key messaging consistency across materials
- Create content for social media, newsletter, website
 - Work with key stakeholders to brainstorm content ideas
 - Incorporate City values and support brand initiatives
 - Maintain timeliness and accuracy in both posts and responses
- Build and maintain relationships with media
 - Press releases
 - Interviews
 - Media kits
- Develop partnership programs to more directly engage external stakeholders
 - City “champions” within the community
 - micro-influencers who will help spread the message and watch for trends among other community members
 - Public interest groups
 - Schools

QUALIFICATIONS

- Bachelors degree in communications, journalism, public relations, marketing or a related field (required)
- Excellent written, verbal, and interpersonal communication skills
- Works well under pressure; meets deadlines
- Highly computer literate
- Quick and engaged learner
- Strategic and creative mindset
- Problem solver and self-starter
- Organizational skills to manage several projects at a time
- A portfolio of work available for review

EXPERIENCE

- 2-4 years’ experience in communications, journalism, public relations, marketing or a related field (required)
- Creating content for a variety of media platforms
- Working with members of the media social media influencers
- Running communications campaigns with measurable results

KEY INSIGHTS

- The City of Trotwood should consider investing in expanded communications expertise, especially to leverage the tools and actions outlines in this plan.



1: RESEARCH

- Current quantitative data:
 - Engagement with website, newsletter, social media, etc.
 - City meeting attendance
 - City event attendance
 - Media coverage
- Current qualitative data:
 - Previous survey responses
 - Communication project feedback
- Define target audience
- Set time frame for campaign
- Select primary communications channels for campaign
- Perform SWOT Analysis

2: OBJECTIVES

- Enhance the reputation of the City through positive media coverage of the City's programs and initiatives.
- Increase online engagement: City website, newsletter, and social media.
- Increase participation in City events.

3: IMPLEMENTATION TACTICS

- Develop a media kit and media list, and pitch stories and interviews to relevant journalists and media outlets.
- Create and distribute press releases and stories that highlight the impact and achievements of the City.
- Develop a social media content plan that highlights programs and initiatives, engages followers, and encourages participation.
- Develop targeted email campaigns to promote specific programs or initiatives to donors and volunteers.
- Create and distribute informational materials to educate the public on the City's mission and impact.
- Partner with local venues to host city-wide events.
- Partner with local organizations or businesses to sponsor existing events.
- Partner with local influencers to encourage attendance at these events.
- Share information about events occurring throughout the city, regardless of City hosting or sponsorship.

4: EVALUATION

- Quantitative data:
 - Engagement with website, newsletter, social media, etc.
 - City meeting attendance
 - City event attendance
 - Media coverage
- Current qualitative data:
 - Post-event surveys
 - Social media feedback
 - Media coverage



KEY INSIGHTS

- Trotwood has a lot of good things to talk about, and must be proactive in public relations and reputation management. This takes time and investment over the medium and long-term.





»»»»» Communications Tool 3: City Brand & Values

LOGO VARIATIONS



BRAND COLORS

#0B9B9A
R11, G144, B154

#043939
R4, G57, B57

#9FCF9C
R159, G207, B108

#407C3C
R64, G124, B60

#10526A
R16, G82, B106

#95D7EF
R149, G215, B239

VALUES STATEMENTS

Growing Together
 A City of Growth & Progress
 A City We Can Be Proud of
 Where Community &
 Business Find a Home



KEY INSIGHTS



- Trotwood currently has a strong brand, great taglines and a defined color palette. This provides a robust foundation to keep building the brand and values.

TYPES OF UCG

- Images
- Videos
- Testimonials
- Articles
- Livestreams
- Radio / Podcast conversations
- Guest posting on social media

BEST PRACTICES

- Include usage rights as part of submission process of formal contests
- Contact creators for permission to use and / or higher resolution images for social media contact
- Credit original creators when possible
- Be clear in prompts – photos, videos, writing, etc.

SEASONAL PROMPT IDEAS

- Jan – Trotwood’s 20## Hits (favorite moments from the past year)
- Feb - Trotwood Love Stories
- Mar – Spring Break in Trotwood
- May – Growing Together: What’s growing in your garden?
- Jul – Summer Break in Trotwood
- Aug – Back to School pics
- Sept – Harvest Season: What successes are you celebrating this year – in your garden or otherwise
- Oct – Trotwood Halloween Costumes
- Nov – Trotwood Gives Thanks
- Dec – Winter Scenes in Trotwood

INCENTIVIZE SUBMISSIONS

- Associate contests with prompts
- Partner with local businesses to gather / create content
- Announce prompts at sports events
- Encourage content sharing on social media



KEY INSIGHTS

- User Generated Content can be a very effective and engaging way to promote lots of good stories and a ‘vibe’ about things going on in Trotwood. It can be fun and engaging.



BEST PRACTICES

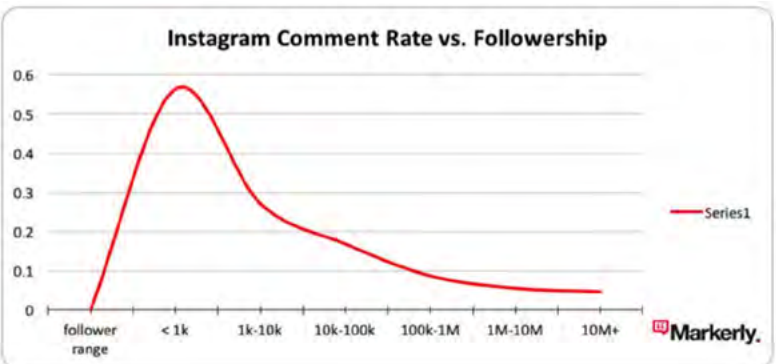
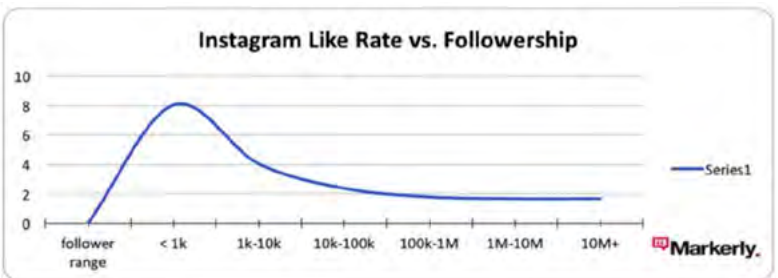
- Secure usage rights of content
- Keep in regular touch to ensure progress on goals
- Bring in micro-influencers with different audiences
- Build long-term relationship
- Tell the micro-influencer's story within Trotwood's branding / values

REASONING

- Direct network of influence
- More targeted audience
- Higher rates of engagement
- Familiarity with the Trotwood culture
- Localized relevance
- Authenticity / approachability

IDENTIFICATION

- Create application
- Search applicable hashtags, utilize search engines
- Seek highly-engaged citizens – tap into already-existing excitement for Trotwood
 - Coaches
 - Pastors
 - Business owners
 - Organization leaders
 - Student councils
 - Community college representatives



POTENTIAL ROLES / GOALS

- Tell the Trotwood story (branding, values, etc.)
- Improve engagement on social media and newsletter
- Increase community attendance at City meetings and events
- Develop and/or post content for social media
- Attend community meetings
- Represent City at community events



KEY INSIGHTS

- Developing a Micro-Influencer program offers a way to rapidly amplify the impact and reach of the communication messages.





»»»» Communications Tool 6: School Partnership Program

POTENTIAL PARTNERS

- Parent Teacher Associations
- Libraries
- Superintendents
- Educators
 - Coaches
 - Government teachers
 - Journalism teachers
 - Music directors

POTENTIAL IDEAS & STEPS

- Evaluate existing programs and services – determine gaps to fill
- Co-host events
- Guest speakers in classes or student organizations
- Student art exhibitions in City spaces or businesses
- Tours of City buildings (police, fire, etc.)
- Career days
- Facilitate partnerships between schools and other local organizations
- Mentorship program
- Joint use of facilities



KEY INSIGHTS

- An effective partnership with the schools could prove to be very beneficial, and a way to reach younger people in the community.

Photos courtesy of Trotwood-Madison School





»»»» Communications Tool 7: “Hometown Success” Spotlight Templates

NOMINATION FORM

NOMINATOR DETAILS

- Name
- Contact info
- Time in Trotwood
- Relation to nominee
- Does the nominee know they are being nominated?

NOMINEE DETAILS

- Name
- City staff, Council, Business, Organization, or Resident
- Contact info (including specific point of contact as needed)
- Time in Trotwood
- Reason for nomination
- Photo / video submission option



CONTACTING A NOMINATED INDIVIDUAL

INTRODUCTION

- Introduce “Hometown Success” project
- Include name of nominator + information from nomination
- Set up in-person conversation if possible (possibility of videoing these conversations), other options include a phone conversation and email exchange

DISCUSSION POINTS

- Nomination / nominator
- Business / organization information as needed
- Amount of time in Trotwood
- Trotwood value that aligns most closely with their own values
- Favorite least-known thing about Trotwood
- Request photos / videos



KEY INSIGHTS

- This idea has huge potential, and accomplishes many key things at once. It can catch people’s attention; tells a good news story; and, builds pride in the Trotwood community.



BEST PRACTICES

- Define 2-4 SMART (Specific, Measurable, Attainable, Relevant, Timely) goals / objectives, such as:
- Define target audience
- Set budget
- Select best communication channels
- Provide single landing page for event, single point of contact for attendees' ease
- Leverage event partners' capabilities and networks
- Keep members of the media in the loop

CITY-WIDE EVENT IDEAS: "NOT MEETINGS"

- Bar crawl
- Food tastings
- Shopping events
- Movie nights
- Carnival-style games
- Speaker series
- Hobby classes (painting, pottery, cooking, etc.)
- Fundraising events with non-profit partners

POTENTIAL PLANNING & COMMUNICATIONS TIME FRAME

- 6-9 months pre-event: finalize details such as name, time, venue, target audience, goals, budget, theme, etc.
- 4-6 months pre-event: save the date, finalize event agenda, identify required partnerships
- 2 months pre-event: official invitation, publicize finalized agenda
- 1 month pre-event: registration pushes, finalize materials
- 2 weeks pre-event: registration reminders / invite others to attend
- Week of event: provide materials attendees need
- Within two weeks post-event: thank you for attending, provide opportunity for feedback and photo/video submissions, compare registrations to signed in attendees, evaluate goals, additional "debrief" conversations to improve future conversations



KEY INSIGHTS

- There is a lot of enthusiasm about the idea of events that build community and connections. These events are also a chance to build more social connectivity an open new communications avenues.



COMMUNITY

- How long have you lived in Trotwood?
- Who has been the most influential Trotwoodian over the years?
- Do you feel familiar with your City Council members?
- What's your favorite business in Trotwood?
- What is the most underrated event in Trotwood?
- Are you a registered voter?
- What are you most proud of about the Trotwood culture?

SEASONAL

- What will you most likely do to save energy this winter?
- What are your 4th of July plans?
- Does your household celebrate Halloween?
- Snow this week! Where would you rather be?
- Have you filled out your income taxes yet?
- What season is best in this city?
- Have you stuck to your New Year's resolution(s) so far?

HOME

- How do you prefer to get your daily news?
- Do you have at least one energy saving light bulb in use at home?
- Do you recycle?
- Do you have solar panels anywhere on your house?
- What ward do you live in?
- Do you have a backyard? If so, do you enjoy the yardwork?
- How often do you order in instead of cooking at home?

CITY COMMUNICATION

- Did you know that we are on social media?
- How would you prefer to interact with your city government?
- Any suggestions for how we can connect with you more?
- Have you visited the City website?
- How do you usually use the City website?

ELECTRONIC USAGE

- What kind of social networking site do you use most?
- How often do you use your phone to access websites?
- How often do you use a computer?
- How fast is your internet connection?
- Have you ever used a 'live chat' help feature on a website?
- Do you read blogs?
- What do you use more, emojis or gifs?
- How do you pronounce GIF: hard 'G' or soft 'G'?

ACTIVITIES

- Have you made any kind of charitable donation this year?
- What is your favorite sport to watch?
- What sport do you think gives you the best workout?
- Would you rather shop online or at a brick-and-mortar store?
- Do you prefer staying indoors or spending time outside?
- What is your favorite way to exercise?

TRANSPORTATION

- How do you primarily get to work?
- Do you think cell phone usage while driving should be banned?
- How far is your daily commute to work?
- Have you ever used public transportation?
- Do you use the bike trails around the city?
- Would you rather use a train or bus?



KEY INSIGHTS

- Quick polls can be engaging ways to reach the community, and gather valuable insight and information about current issues.



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STEERING COMMITTEE MEMBERS

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