

COMMUNICATIONS AND OUTREACH DEPARTMENT MONTHLY REPORT

OCTOBER 2024



VILLAGE OF SCHAUMBURG

PROGRESS THROUGH THOUGHTFUL PLANNING



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ORGANIZATION CHART

Communications and Outreach Director
Allison Albrecht

3 FTE
3 PTE

Communications Specialist (1)
Multimedia Communications Specialist (1)
PT Video Producer/Editor (1)
PT Video Technician (1)
PT Web Coordinator – Contract (1)

DEPARTMENT OVERVIEW

The Communications and Outreach Department is responsible for enhancing, developing, and promoting the Schaumburg brand across multiple platforms; accomplished through web programming, multimedia development, public relations, media outreach, social media management, graphic design, and print production.

The purpose of the department is to effectively share information about Schaumburg's programs, projects, services and events with residents, businesses, visitors, community organizations and other stakeholders to promote an understanding of the village's goals and operations. In addition, the Communications and Outreach Department provides expertise and production resources to assist all village departments, including the Mayor's Office and Village Trustees, in achieving their communication goals.

The department serves as a main point of contact for media inquiries. In an emergency, the Communications and Outreach Department works closely with public safety information officers to disseminate and coordinate vital information to ensure public safety.

Additionally, the department assists with the coordination and implementation of marketing and outreach initiatives aimed at fostering civic pride, promoting positive experiences in the village, and increasing community engagement.



KEY ACTIVITIES

Marketing & Branding

The Communications and Outreach Department regularly works with departments to create and update various materials that feature the village's brand. Deliverables completed this month include:

- Fall Recycling Event Flyer – Updated
- Stickers for Farmers Market – Designed
- General Village of Schaumburg Stickers for Outreach – Designed
- Cover Page for the Board of Fire and Police Commissioners Rules and Regulations Guide – Designed
- Community Development Now Hiring Social Media Graphic – Updated
- Fire Charity Softball Recognition Certificates – Designed
- Emergency Preparedness Workshop flyer and agenda - Updated

Staff began work with a consultant on a Community Perception Study. A kick-off meeting was held Oct. 29. Staff is working on several tasks to provide the consultants with background and resources that are relevant to their work on the project. Work will continue this fiscal year that includes several surveys, interviews, focus groups and an in-person marketing visit, to help determine how the public views Schaumburg.

Outreach

No outreach presentations were provided in October; however, staff continues to contact potential organizations, HOAs, and others to solicit interest. Two presentations have been scheduled and confirmed for November.

Cultural Diversity

Staff continues its social media campaign to help celebrate the wide variety of immigrant populations that have played a part in Schaumburg's success. Through this effort, staff is encouraging positive engagement amongst community members while continuing to educate audiences on diversity trends that are occurring in Schaumburg as well as other topics that embrace inclusivity. In October the village recognized Polish American Heritage Month, Ghandi Jayanti and German Unity Day.

Videos

Seven Reels were produced in October. The Reels covered various topics and events including Polish American Heritage Month, Rodenburg Road reopening, Schaumburg Farmers Market during fall, places to visit this fall, and promotions of the Community Blood Drive. The Reels were distributed on Instagram and Facebook. Staff is continuing to produce Reels to distribute information to stay relevant and innovative while increasing engagement and reach. Other produced videos included improvements that were made to the elevated water tank, which used drone footage taken over several months, and a public service announcement from the police department on Halloween Safety.



Other

In celebration of Polish American Heritage Month, staff collaborated with the Al Larson Prairie Center for the Arts to give away two tickets to see The Lira Ensemble. To enter, users were invited to follow both the Al Larson Prairie Center for the Arts and Village of Schaumburg on Instagram.

Staff provided updated imagery for Human Resources' internal training platform, SuccessFactors.

Staff took video footage and photos of the village's Dial-A-Ride Transportation (DART) buses and Woodfield Trolleys to update each program's marketing assets. Footage was taken outside of the Schaumburg Metra Station, Jewel-Osco, Harper College, Woodfield Mall, Streets of Woodfield, IKEA, as well as onboard the bus and trolley. The updated marketing assets will be used in targeted marketing campaigns across social media to increase ridership.

The Winter Cracker Barrel was completed with an anticipated delivery date in mid-November.

Staff updated the content and format of the Coyote Information webpage to better serve residents during the fall season, when coyote sightings increase.

Staff worked with Human Resources to rewrite the job description for an open role in the Community Development Department to help attract high-quality applicants.

Per Mayor's request, staff assisted with talking points for a Hotel Summit that took place in October.

Staff also assisted with Village Manager's Office with general responses to the public on sustainability efforts in Schaumburg.

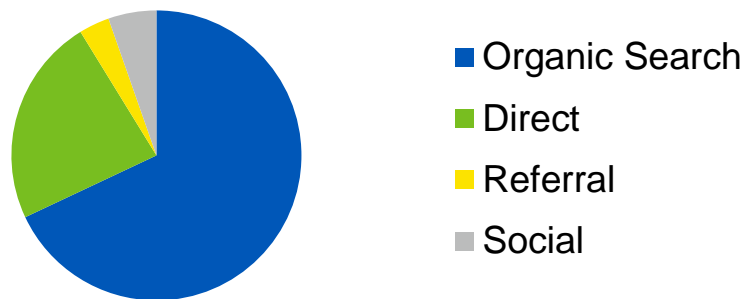
MONTHLY PERFORMANCE

Website

The village's website www.schaumburg.com is an important tool used by the public to seek news and information about available programs and services, as well as information about news and events happening in Schaumburg.

- Total unique visitors: 47,842
- Total page views: 134K
- Most popular pages visited:
 - Home page
 - Search
 - I Want to Pay
 - I Want to Pay – Webpay
 - Human Resources
 - Overnight Parking
 - Human Resources – Police Officer Employment
 - Permit Services
 - Farmers Market
 - Police

How Visitors Get to Schaumburg.com



Organic Search = visitors coming from a search engine such as Google

Direct = people entering www.schaumburg.com into their browser

Referral = visitors who click on a link from another website and then land on our site

Social = visits generated from social media pages such as Facebook, Instagram, and X



Press Releases

- Schaumburg Coffee with the Council October 12.
- Schaumburg To Host Annual Fall Recycling Event October 19.
- Donate Blood at Schaumburg's Community Blood Drive October 24.

Media Relations

- Staff provided the Daily Herald with a proclamation as background for the passing of former Village Manager George Longmeyer.
- Staff provided a developer presentation to the Daily Herald that was presented at the Committee of the Whole meeting.
- Staff provided the Daily Herald with information related to the construction of the new Village Hall.
- Staff referred a Politifact reporter to the Cook County Clerk's Office to obtain information related to early voting in Schaumburg.

Weekly Progress Report E-Newsletter

- Total E-Newsletters this month: 4
- Total Subscribers: 6,026
- Gained Subscribers: 22
- Average Open Rate: 60% (national average for government is 43%*)

* Source: Constant Contact



SOCIAL MEDIA

The village maintains several social media platforms in which staff interacts with users, answers questions and concerns, and shares information about positive news and events.

Staff is responsible for maintaining the following platforms which are used frequently to convey information:

- Facebook
- X
- Instagram
- Nextdoor

In total this month, across all the village's social media pages, the village **posted 201 times** on social media to **interact with 49,549 followers**.

The village has increased its visibility on "Everything Schaumburg," a Facebook Group moderated by The Daily Herald. Staff regularly monitors the group throughout the day and identifies questions, concerns and/or misinformation that can be addressed officially by the village. In the past month, the village replied to 23 posts on a variety of topics, including electronics recycling, panhandling, Rodenburg Road opening, Plum Grove Road construction mattress disposal, medications disposal, street sweeping, Schaumburg Farmers market, water bill questions, textile recycling, yard waste cleanup, pumpkin composting, and various matters of concern to reported to the police.

Post Engagements = when someone performs actions on your page such as liking, commenting, clicking on links within posts or reposting content to their pages

Post Impressions = the number of times a post/content is displayed, no matter if it was clicked or not

X Mentions = this is a form of commenting on X posts and is when someone tags a username in a reply

Reach = the total number of people who see a post/content

Facebook

- Posts: 34
- Post Engagements: 12K
- Net New Followers: 172
- People Reached: 161K

Top organic post for October:

Village of Schaumburg, Illinois Government's Post

 Village of Schaumburg, Illinois Government ✓
October 24 at 9:01 AM · 🌐

Noticing more coyotes trotting around your neighborhood? Don't worry - it's normal. Young coyotes are currently dispersing from their family groups to establish new territories, leading to increased sightings in residential areas. While these naturally curious animals may be more visible, they typically avoid human contact.

Safety Reminders:

- ✓ Keep dogs leashed during walks
- ✓ Keep cats indoors
- ✓ Remove outdoor pet food
- ✓ Secure garbage bins
- ✗ Never feed wildlife

While sightings may increase, this is a natural seasonal pattern. Read more about coyote dispersal season and other coyote safety information at schaumburg.com/coyote.



[See insights](#) [Boost a post](#)

  146 42 comments 148 shares

X

• Posts: 108

• New Followers: 29

• Impressions: 60K

Top post for October:



Village of Schaumburg @SchaumburgIL

Halloween is just around the corner! 🎃 The Schaumburg Police Department has some important tips to keep trick-or-treaters safe. As a reminder, recommended trick-or-treating hours are between 3 p.m. and 7 p.m., or until it gets dark, on Thursday, Oct. 31.

Stay spooky, stay safe!

0:44

10:20 AM · Oct 29, 2024 · 685 Views

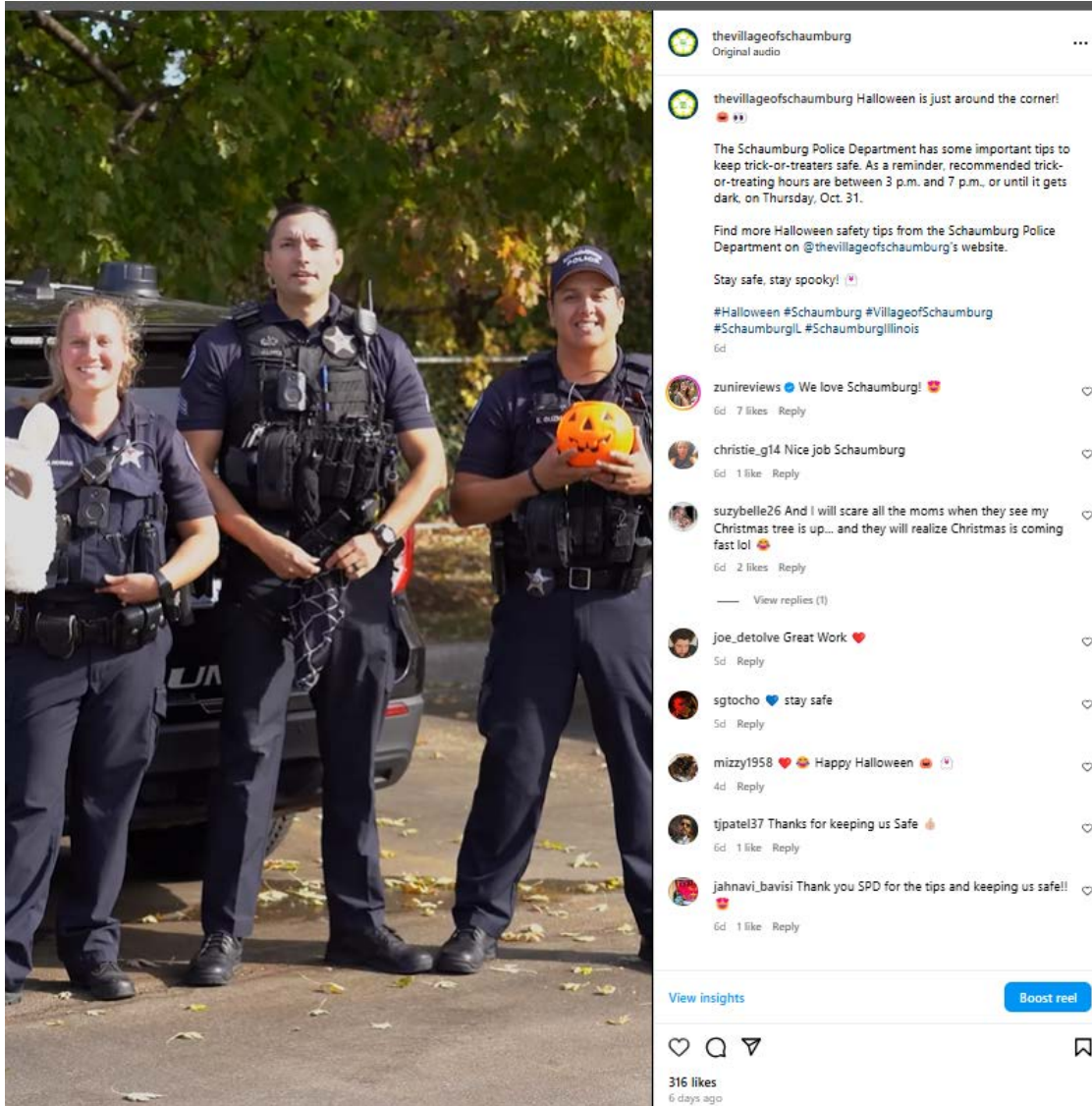


Instagram

- Posts: 33
- Impressions: 113K

- Gained Followers: 158
- Engagement: 1.2K

Top post for October:



Nextdoor

- Posts: 26
- New Neighbors: 291
- Verified Neighbors: 17,344 in 56 neighborhoods
- Impressions: 25,668**
- Reach: 71% of households

Top post for October:

The Schaumburg Police Department urges motorists to commit to driving sober, buckling up and following traffic laws throughout the upcoming Halloween celebrations.

Driving while impaired is never acceptable. Remember: DUIs are not limited to alcohol-related offenses. It's illegal to drive under the influence of alcohol, cannabis, or any other drugs or substances. Additionally, all vehicle occupants must wear their seat belts – failure to do so will result in a ticket.

Follow these simple tips to help keep our roads safe this Halloween:

- Plan a safe way to get home before you attend a party.
- Designate a sober driver, take public transportation, use your favorite ride-sharing app, or call a sober friend or family member for a ride.
- Walking while impaired can be just as dangerous as driving impaired. Designate a sober friend to accompany you home.
- If you see an impaired driver on the road, contact local law enforcement as soon as it is safe to do so.
- If you see an impaired person about to drive, take their keys and help them get home safely.
- Always wear your seat belt – it's your best defense against impaired drivers and accidents.



Posted to Subscribers of Village of Schaumburg

Add a comment...

3,830 Impressions 9 1



Dean W. • Cutters Mill Ln • 3w

If I see this guy driving a patrol car I will definitely drive below the speed limit.

Like Reply Share



**Total of unique post views, unique opens of post email notifications, and link clicks from emails.