



COMMUNICATIONS STRATEGY UPDATE

August 15, 2018

COMMUNICATIONS PLAN

PURPOSE:

Increase visibility and understanding of SHRA, its programs, projects and services with key audiences in city and county of Sacramento.

THREE-PRONGED APPROACH:

Brand
development &
organizational
ownership

Internal &
external launch
of new brand

Measures &
adjustments

COMMUNICATIONS PLAN IMPLEMENTATION

- ✓ Align communications around brand
- ✓ Build image & identity through branding
- ✓ Build trust & credibility through communications
- ✓ Gain community acceptance of affordable housing
- ✓ Communicate & engage residents in SHRA housing
- ✓ Handle communications with transparency & clarity

WORK COMPLETED

- ✓ Development & implementation of new slogan & description of SHRA
- ✓ Development of comprehensive fact sheet
- ✓ Development of new website
- ✓ Development of “About SHRA” brochure
- ✓ Launch monthly email News Alerts

WORK ONGOING & IN DEVELOPMENT

- ✓ Build E-News Alert database
- ✓ Evaluating web analytics, SEO & website content for updates
- ✓ Opening new communication channels with individuals & organizations
- ✓ Expanding video communications featuring Agency & ED activities
- ✓ Expanding media relations opportunities
- ✓ Expanding social media contacts & networks
- ✓ Expanding content including storytelling from multiple sources
- ✓ Launching Speaker's Bureau

SUCCESS BY THE NUMBERS



Number of social media posts

Facebook 2,128 follows; 1,849 likes

Twitter 1,371 follows; 131 likes

Instagram 37 follows

LinkedIn 880 follows; 4 posts; 1,875 impressions

YouTube 21 videos



ED appearances / presentations

6 public presentations / community meetings

11 project celebrations

5 resident celebrations

2 press events



Number of media hits

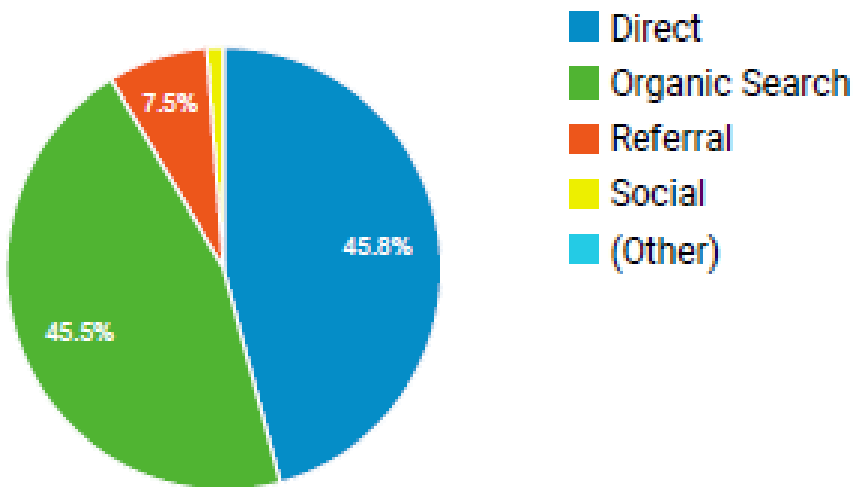
43 (print, TV and radio)



WEBSITE ANALYTICS

ACQUISITION OVERVIEW

Top Channels



Jan 1, 2018 - Jul 30, 2018



TOTAL USERS

94,031



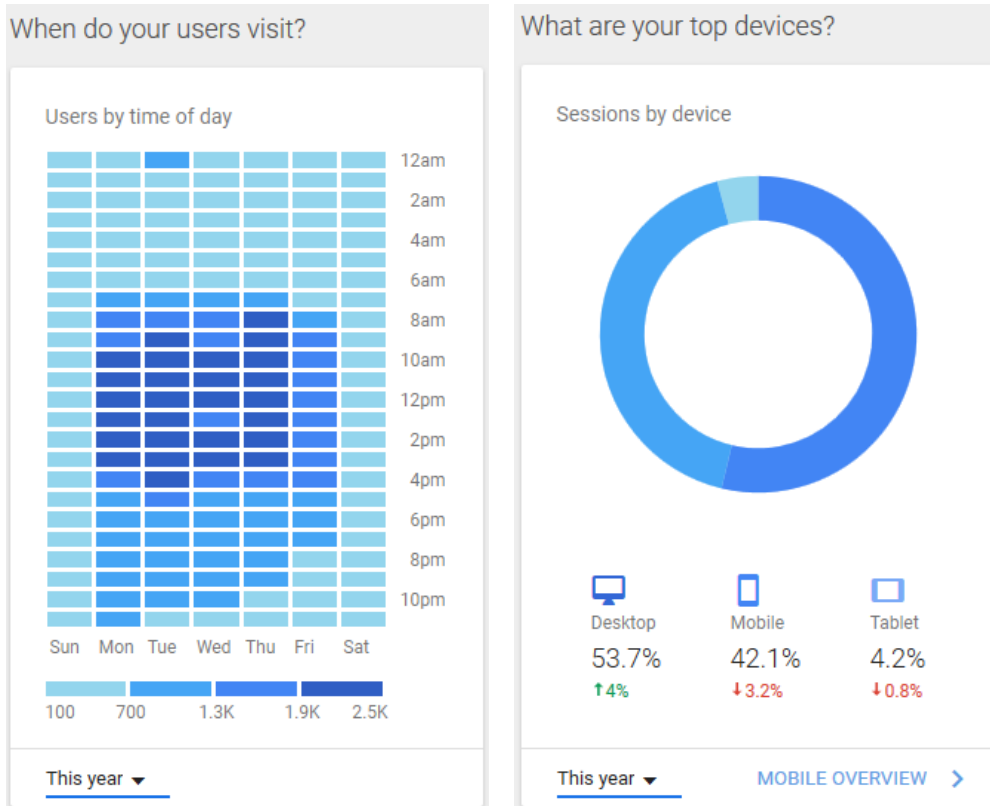
45.8% direct search
45.5% organic search
7.5% referral
1.2% social media



MOST VISITED PAGES

11.2% Voucher Program
6% Find Housing
6% Apply for Housing
3.3% Contact Us

WEBSITE ANALYTICS CONTD.



WHEN DO OUR USERS VISIT

8:00 a.m. – 2:00 p.m.
Monday – Thursday



TOP DEVICES USED

53.7% Desktop
42.1% Mobile phone
4.2% Tablet

SPEAKERS BUREAU ACTION PLAN

- ✓ Identify speaking opportunities
 - ✓ Community organizations
 - ✓ Issue-based events
 - ✓ Government boards, councils & commissions
- ✓ Develop “About SHRA” PowerPoint presentation
- ✓ Conduct 90-minute speakers training
- ✓ Book and prepare “dates and details” on sheet for speakers



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