

The Importance of Communications

“The great myth of our times is that technology is communication.”

— **Libby Larsen, American composer**



Communication isn't just sending out a Tweet or posting a photo...

#anybodycandoit



Communications is about:

- Knowing your audience
- Reaching them where they are
- Building our brand
- Informing the community
- Telling our stories effectively
- Engaging the audience



Common tasks (Part 1)

- Manage overall communications
 - Public relations, promotions, marketing
- Develop branding messages
- Media relations
- Community Relations
- Manage KAYAC



Common tasks (Part 2)

- Surveys
- Video production
- Newsletters
- LED boards
- Emergency communications





Communication Mediums:

- Website
- e-Newsletters
- Print newsletters
- Social media
- Videos
- Billboards
- Paid ads
- Media stories
- Meetings



Examples

Kyle Pie in the Sky Festival 2019



Make your voice heard! TAKE THE 2019 KYLE COMMUNITY SURVEY

Deadline: April 25, 2019
Complete by that date and be entered to win a prize!



Available online:
www.cityofkyle.com/survey

Community Input Meeting



San Marcos Animal Shelter / Kyle Animal Control

Learn about the long-term plans for the San Marcos Animal Shelter. Share your feedback. Join us!

April 3, 2019 | 6-8 pm | Kyle City Hall
100 W. Center St. | Kyle, TX
www.cityofkyle.com

for Kyle Connection

Issue 02 | March, 2019

Your #TeamKyle HR Newsletter

This month's theme:
Celebrating Pi



Join us Thursday, Mar. 14, for our monthly Team Kyle meeting. We're hosting a Pie Baking Contest! (See Rules on Pg. 4)

Meeting takes place in Kyle City Hall beginning at 9 a.m. Stop by early for treats and socializing.

Online
Seminar



Interpersonal Communication
Explore verbal and nonverbal communication to better understand how interpersonal communication may be interpreted by others.

Available on-demand starting
March 19 at:
www.diversaknap.com



Fond farewell to Jimmy Haverda for 28 years with the City of Kyle! He recently retired and the city hosted a reception in his honor. Now he can do all the stuff on his bucket list. Thanks for the memories!

#TeamKyle Core Values:

**Knowledge, Yes-Attitude, Leading Edge and
Employee Accountability**

KYLE CITYWIDE CLEAN-UP

May 18
8 a.m.- 11:30 a.m.

Be prepared to help
unload

Accepted: ✓
Mattresses
Appliances
Household
Debris
Furniture
Scrap Metal

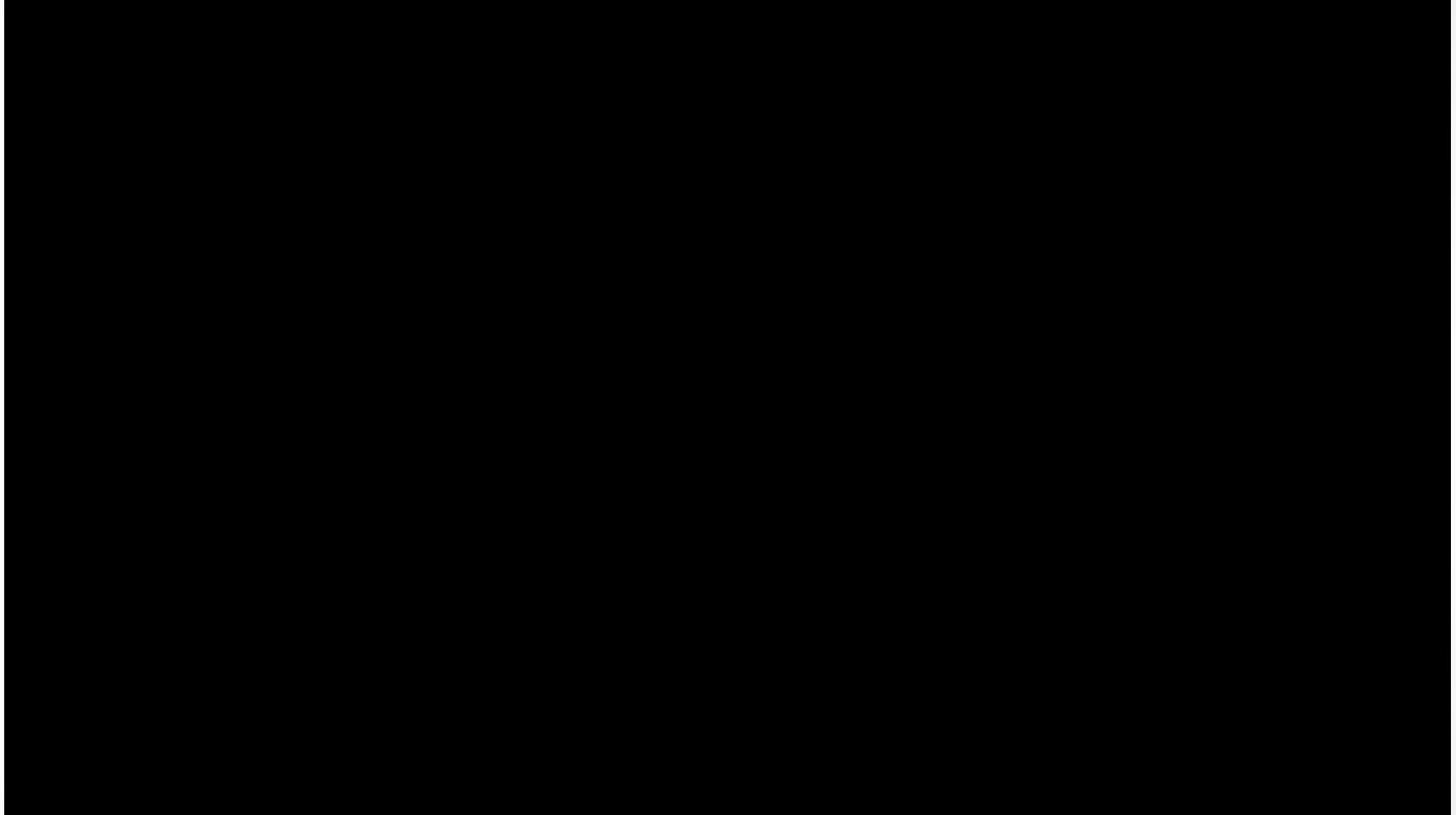
Not Accepted: ✗
Tires
Chemicals/paints
Yard trimmings
Automotive fluids
Batteries
Computers
Flammable liquids

On Gregg Rd.- Go thru
Gregg Clarke Park from
Center St.

Bring Photo ID and
Proof of Kyle utility bill
(must match)



Example Video



By the numbers

Platform	Reach Potential
Facebook	9,029 likes, 9,372 follows (city) 7,863 likes, 8,181 follows (police) Thousands more through other pages and groups
Twitter	3,357
NextDoor	10,000+
YouTube	50/hundreds when linked through other SM platforms
Instagram	1,583
e-News	10,000+
Monthly newsletter	9,000+

Communications Staffing Level

- 1 Full-time employee managing day-to-day
- 2 High school interns, primarily for videos, total of 6 hrs/week
- Summer interns occasionally



Thank you.
Questions?

