

The Importance of Communications

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

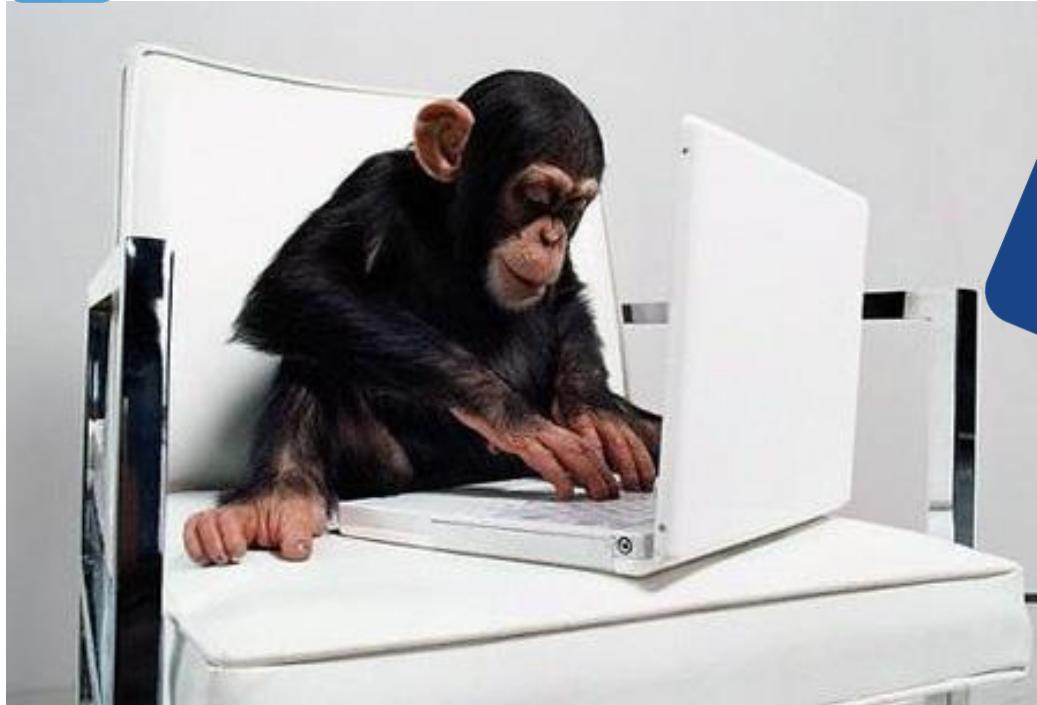
— Libby Larsen, American composer



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



Communications Toolbox:



Communication Mediums:

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

The collage includes:

- Top right:** A screenshot of the City of Kyle website's homepage, featuring a banner with four flags (City of Kyle, Texas, United States, and another local flag) and a navigation menu with links like "News & Information", "How Do I?", "Meetings / Events", "City Directory", and "Recreation / Library / Social".
- Middle right:** A screenshot of the City of Kyle's Facebook page, showing a profile picture of a pie, the page name, and a post about the "Pie Capital of Texas" trademark.
- Middle center:** A screenshot of the Hays Free Press News website, showing a news article about a pie-eating contest.
- Bottom right:** An advertisement for the "KYLE ADULT KICKBALL League" with a large red ball graphic and the text "REGISTER Before Nov. 12TH, 5PM • CityOfKyle.com".
- Bottom left:** A screenshot of the City of Kyle Monthly Newsletter for February 2019, featuring a large image of a tree and a rendering of the "Future Home of Ash Pavilion".

Examples

Community Input Meeting

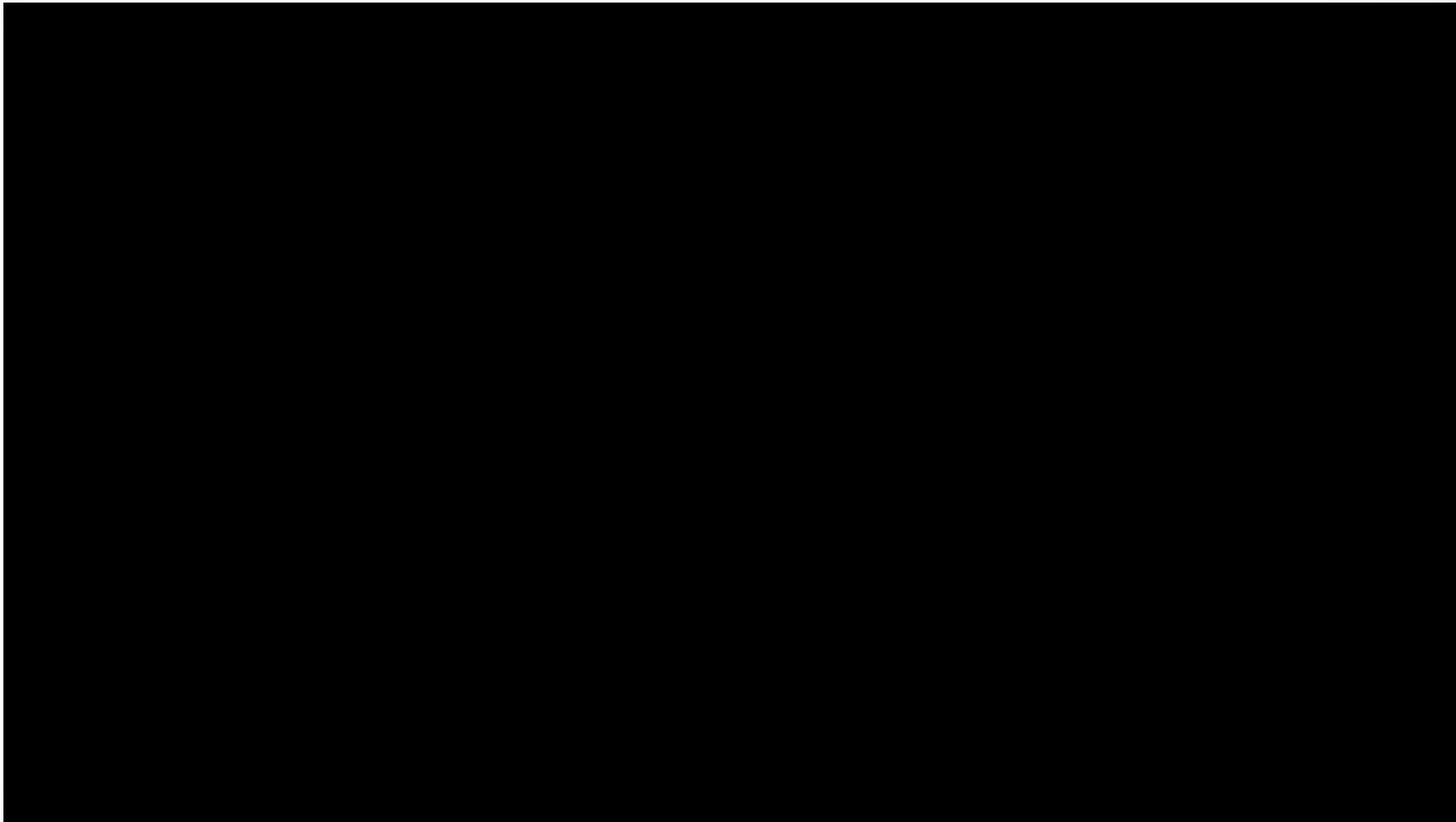


San Marcos Animal Shelter / Kyle Animal Control

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

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?

