

COMMUNICATIONS & CIVIC ENGAGEMENT UPDATE

**Town of Franklin, Massachusetts
Councilor Glenn Jones**

**Deputy Town Administrator Jamie Hellen
January 18, 2017**



CHALLENGES

- Fragmented information network
 - 6:00 News with Chet & Nat, World News Peter Jennings, local paper
 - A changing communications/engagement network –
 - expanding network of sources and disconnected trust
 - Town should be reliable source
- The “Google Problem” – Instantaneous Gratification, High Expectations
 - Cities and Towns should aim to meet these new expectations
- Staff-time constraints. Limited resources
 - The Project is Never Done...
- Varying levels of proficiency/interest with technology
- Patience



LISTENING TOUR

- January 2016, my first week, Councilor Jones set up a meeting with Tri-County's public relations staff, Jessica, Franklin TV to go through some of Tri-County's success and to discuss concepts/ideas
- Met with all Department Heads/staff to get input, history
 - Consult with Technology Department
- Discussions with community stakeholders
- March 2016, we drafted a "sketch" of an ambitious 2016-2017 Communications & Civic Engagement "Master Plan" with a series of goals for 2016 and 2017.

Theme: *Tell our story*

2016 GOALS & ACCOMPLISHMENTS

- **Goal #1: Increase coordination and expand outreach**
 - Quarterly group check-in's
 - Ongoing...listen to resident and stakeholder feedback and ideas
- **Goal #2: Increase Social Media presence**
 - Nearly Tripled the Town's followers on social media.
 - Departments have exceeded all expectations
 - Focus is Twitter & Facebook only
 - Created a new You Tube site (videos, interviews, economic dev videos, marketing, 3,000+ hits)
 - Investigated LinkedIn for job recruitment and HR
 - Not affordable option right now
 - Social Media Policy
 - Stop old, bad habits: press releases, approval for postings, overly scripted messaging.
 - Milford Daily news stories.



2016 GOALS & ACCOMPLISHMENTS

- Goal #3: Provide Town Council “Actions Taken”
 - The work and votes of every Council meeting posted on website in an archive, posted on social media, Franklin Matters
 - Every Town Council agenda has been posted on social media
- Goal #4: Maintain Website content
 - First objective: Ensure up to date content such as staff, board members and initiatives were online.
 - Completely redesign and rebrand website; new features
 - “Franklin Development” portal
 - Short Demo



2016 GOALS & ACCOMPLISHMENTS

- Goal #5: Compliment Franklin TV's programming with monthly news magazine
 - 7 Episodes of "Our Franklin" – TV & You Tube
 - Recreation staff, Senior Center staff, Veteran's Services Officer, Town Administrator Jeff Nutting's Year in Review, Introduction of Police Chief TJ Lynch, Public Library staff, Pre-Election Public Service Announcement with the Town Clerk Teresa Burr.
 - Chronicle-style "Franklin Almanac" launched, December 2016
 - Franklin TV Community Bulletin Board collaboration; new staff.
 - Town and Third Party/Non-Profit – one stop shop.
- Goal #6: Develop strategic technology infrastructure plan
 - Main objective: Mobile phone customer service & Cloud-based systems focus
 - Transition to new All-Call System "Regroup" for emergencies
 - Transition to Google Apps for Town, School and Police (2017 Implementation)
 - Savings, Collaboration, Staff Productivity, Mobility
 - E-Permitting online customer service center
 - Town Clerk pilot project up and running



2017 GOALS & STRATEGIES

- Goal #1: Increase coordination and expand outreach
 - Welcoming letter from the Council to every new property owner
 - Continue “On the Ground” outreach (e.g. FD Open Houses, PD Halloween party, Library NYE)
- Goal #2: Increase Social Media presence
 - Goal: 25% increase in social media followers in 2017
 - Focus on departments who haven’t prioritized social media as much
 - Expand posting of agendas of other Boards & Committees on social media, too
- Goal #3: Maintain Website content
 - Google Analytics
 - Take a year’s worth of data and adapt to citizen searches/web browsing
 - Utilize new infrastructure better:
 - Online job applications
 - Legal notices
 - Email subscription lists

2017 GOALS & STRATEGIES

- **Goal #5: Compliment Franklin TV's programming with monthly news magazine**
 - Move to HD Infrastructure in Council Chamber
 - Redesign Franklin TV website, move to HD Streaming of meetings/archive
 - Radio Station WFPR-FM
- **Goal #6: Develop strategic infrastructure plan improvements**
 - Implement Google
 - Implement & Possibly Invest in Expanded online E-Permitting
 - Research potential online budgetary modules



Franklin

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Town of Franklin

355 East Central Street, Franklin, MA 02038

508-528-7900

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