



CITY OF CONCORD

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REPORT TO THE MAYOR AND CITY COUNCIL

FROM: Stefanie Breton, Public Information Officer
DATE: May 1, 2019
SUBJECT: City of Concord Social Media & Outreach Update

Recommendation

Accept the report.

Social Media & Outreach Update: April 2018-April 2019

Included is a snapshot of some of the increases we have seen in social media and other communication channels since April 2018, as well as some notable media mentions for the same time period.

The social media numbers are based on the City's Facebook, Twitter, Instagram, and YouTube accounts only, but we have seen increases across the board on all Departments' social media accounts.

The City is currently utilizing several outreach channels to share information with the community, including: social media, a monthly podcast on Soundcloud and iTunes, blog (www.cityofconcordnhblog.com), City website, City Manager's Newsletter, media outreach, and the burbio online events calendar.



CITY OF CONCORD OUTREACH UPDATE



FACEBOOK

28%

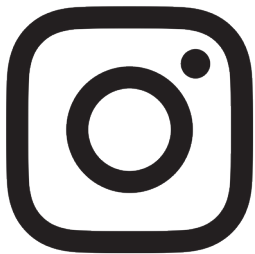
increase in followers since April 2018 on City Facebook page



TWITTER

42%

increase in followers since April 2018 on City account



INSTAGRAM

1,150

followers since April 2018 creation



YOUTUBE

3.9K

views on the City channel from April-Dec. 2018; 18+ new followers



SOUNDCLOUD (PODCAST)

336

listens across 6 episodes; 13 followers



CITYOFCONCORDNHBLOG.COM

Launched in January 2019 as a place where we can tell Concord's story & house our own City news. More posts coming soon!



CITY MANAGER'S NEWSLETTER

560

subscribers get the newsletter every Friday via email; shared in Concord Insider on Tuesdays; 112 new subscribers added since April 2018.



We are partnering with burbio to list City, school & other community events in one place. Users can follow the calendars they are most interested in & can sync events with their own personal calendars.



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2018-19 MEDIA HIGHLIGHTS



New Hampshire Business Review / November-23 2018 / Penacook affordable housing project gets big boosts

Penacook affordable housing project gets big boosts

Plan for former brownfields site wins CDFA, NHHFA funding

BY NHBR STAFF

Published: November 7, 2018



Plans to build a 54-unit affordable housing complex at the site of the former Allied Leather Tannery property in Penacook have taken a big step forward following decisions by the NH Housing Finance Authority and NH Community Development Finance Authority.

The Caleb Group, a nonprofit affordable housing developer based in Swampscott, Mass., is

proposing the project, known as Penacook Landing.

The project is to be developed in two phases. Phase I is made up of 34 housing units; of which 31 will be affordable for households meeting U.S. Department of Housing and Urban Development income criteria.

On Oct. 25, the New Hampshire Housing Finance Authority awarded the Caleb Development Corporation an allocation of \$714,000 in Low Income Housing Tax Credits for the project, which will generate approximately \$5.95 million in funding for the project.

THE CONCORD INSIDER

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City Manager's Newsletter: Concord PD taking applications for next Citizen's Academy

By Insider Staff - Feb 19, 2019 | 0 comments

Last Friday, the city's public information officer, Stefanie Breton, sent out the City Manager's Newsletter. The letter was too long to print in its entirety here, but you can access the full version at concordnh.gov by clicking the "Newsletter" button on the homepage.

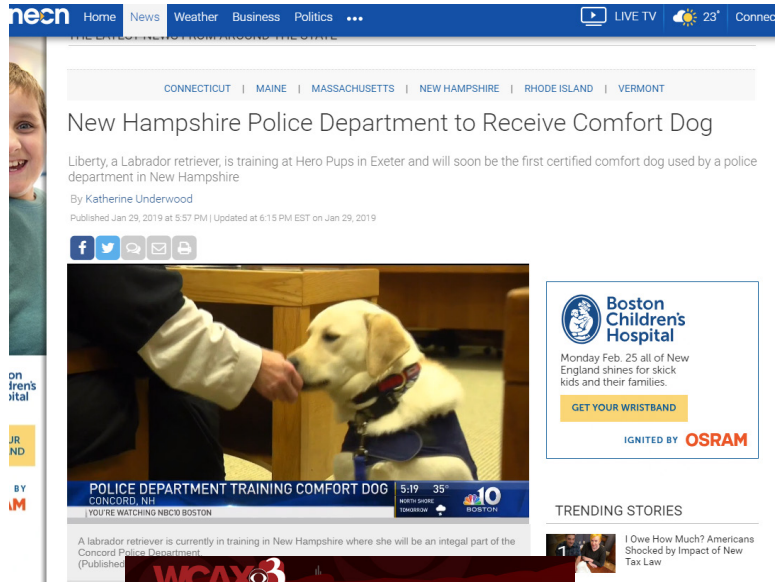
Police accepting applications for Citizen's Academy

The Concord Police Department is now accepting applications for the next Citizen's Academy, which will begin Tuesday, April 9. The deadline to apply is April 1.

The Citizen's Academy is a 10-week program that takes place one night a week from 5 to 7 p.m. Participants will participate in a variety of activities, including classroom instruction, demonstrations and trips to other organizations involved with the department and the community. Participants will also have the option to go on a ride along and/or sit in with the Dispatch Center.

During the Citizen's Academy, participants will be exposed to the glamour and excitement they associate with police work, along with the processes and parts of the job that are less glamorous but vital to day-to-day operations.

Upon completion of the course, participants should have a better understanding of the profession. The department hopes that they will have an interest in contributing to the community through volunteer opportunities.



Liberty the "comfort dog" to soothe NH crime victims



Courtesy: Hero Pups

Posted: Thu 10:19 AM Oct 11, 2018

CONCORD, N.H. (AP) - A 4-month yellow Labrador puppy is getting ready to soothe crime victims as a comfort dog. WMUR-TV reports that Liberty the dog is believed to be the state's first comfort dog for a police department. New Hampshire-based nonprofit Hero Pups is training Liberty, who will also accompany Concord officers at community events. The nonprofit typically trains service dogs for first responders and veterans. Department chief Bradley Osgood said he doesn't expect the dog to cost the city.

The Washington Times

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Council approves funding for mobile opioid response unit

By CAITLIN ANDREWS - Associated Press - Tuesday, January 22, 2019

CONCORD, N.H. (AP) - For the past two years, Concord's fire department has been working to get people experiencing a mental health crisis away from a hospital emergency room and into treatment.

That team, in partnership with Riverbend Community Mental Health, doesn't look too different from an average emergency response: a Concord ambulance arrives at a scene, and an emergency responder quickly evaluates the patient to determine what type of medical attention is needed.

If a patient requires help because of mental health, the responder connects with a Riverbend clinician, and they decide what treatment is most appropriate, like access to medication, a therapist or an inpatient bed.

A federal grant will allow the fire department to create a similar program for people suffering from substance abuse disorders.

The Concord City Council voted to appropriate \$127,000 to help pay for the department's mobile response team Monday night. If the governor and Executive Council approve a multi-million federal grant designed to help first responders combat the opioid crisis, the money will be reimbursed, said Concord Fire Deputy Chief Aaron McIntire.

The opioid response team will operate similarly to the mental health team, McIntire said. The response unit may not always be an ambulance, but a responder will still assess the patient for medical needs and appropriate treatment options.

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MOXA Get Un-Wired with Our Industrial Wireless Guidebook

RECOMMENDED

Quiz: Name the state these historical events took place

Trump calls on Venezuela military to turn on America socialism