



Leadership Institute for the New Manager/Admin. *Community Relations & Being Media/Comms Savvy*

Presented by Ghida S. Neukirch, City Manager, City of Highland Park
5 May 2022

We're in this Together

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Who are your partners and how often do you meet with them?

- Employees are the greatest ombudsmen!
- Local Government Partners (Schools, Park District, Township etc)
- County Government
- Largest Employers
- Significant Partners (Hospital, Ravinia Festival)
- Property Owners
- Business Districts
- Community Organizations
 - Chamber
 - Rotary
 - LWV
 - Kiwanis
- Neighborhood Groups



Make MAGIC

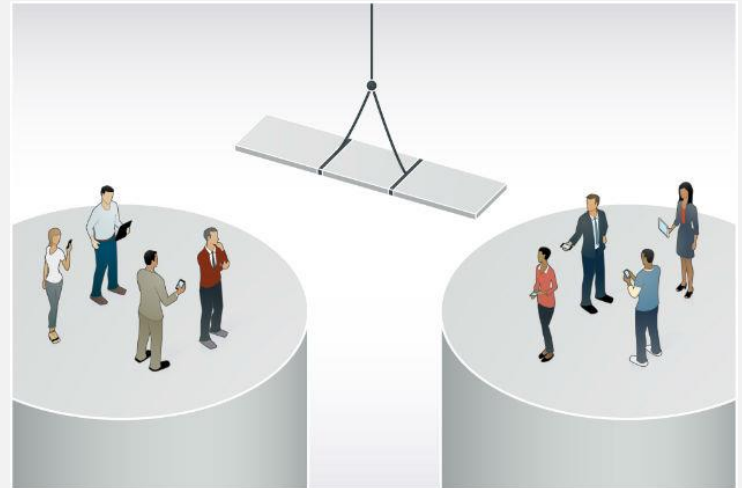
Employee Engagement

- M – Meaning
- A – Autonomy
- G – Growth
- I – Impact
- C – Connection



Employee Engagement

- New employee meetings
- Attendance at staff meetings
- Employee Newsletter
- Enews
- Annual State of the City Meetings
- Employee Activities Committee
- Review recognition programs
 - ACE program
 - ABCD program
 - Commendations
- Employee Resources
- “HP Cares” programming
- Are you having fun? = productive




What culture do you want in the organization?

- The power of I and my statements
- Media interviews
- Press releases
- Social media posts
- “I called the City and learned...
- Spotlight features
- City Council presentations



Communication Modalities

- Public Meetings
 - Email
 - Phone
 - In Person
 - Web site
 - Highlander Newsletter
 - Enewsletter – public safety alerts, business alerts, general information
 - Facebook, Twitter - www.facebook.com/HighlandParkIL; @CityHPIL
 - YouTube - www.youtube.com/user/CityHPIL
 - HPTV
 - Service Request Tracker
 - Mobile Application (Smart911, Downtown District)
 - and more!
- 



Communication Plans & Policies

- Senior Communications Team
- Communications Committee (1-2 reps/dept)
- Communications Plan
- Communications Policy
 - CHP Brand & Style Guide
 - External Communications Tools
 - Media Relations Protocols
 - Crisis Communications
- Social Media Policy
- Media Relations Administrative Order
- Emergency Operations Plan

Communication Plans & Policies

- Senior Council
- Communication
- Communication
- Communication
 - CHP
 - External
 - Media
 - Crisis
- Social Media
- Media Relations



HP In the News

Assault Weapon Ban Upheld by US Supreme Court

- “Remove the Supreme Court Tyrants by force if necessary”
- “...Why are women so darn stupid?”

Service Request Re: Street Light Out

- “I am sick of calling the creepy people at City Hall....”

Project Redevelopment

- “Are you looking after the City @ghidaneuk – Not”

Others:

- “Driving on Clavey is like being trapped in a port-a-potty”
- “We have SHIT plowing in the winter, and SHIT services all year long”
- “Love your pedestrian crosswalks, Glitter + texture in your downtown”

What are our objectives?

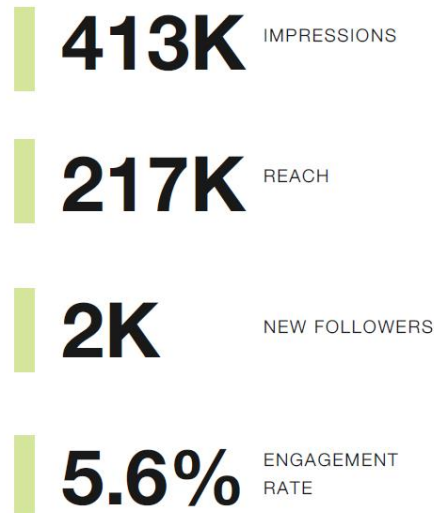
- Reach and inform. Consider the topic, target audience and intended mode of communication
- Communicate with constituents in a civil and unbiased manner.
- Increase civic engagement
- Provide consistent messaging
- Disseminate time-sensitive information as quickly as possible
Promote collaboration between sister governments and organizational partners
- Direct online users back to the City's website

Promote Positivity





Overall Campaign Engagement



Over the first five months of the campaign, Enjoy Highland Park reached **170,011** unique accounts (**413,503** impressions) through a paid digital marketing campaign focused on Facebook and Instagram. The overall campaign engagement rate was **5.6%** across all paid and organic posts, which collectively reached **217,465** unique accounts. The City's Instagram following grew to **1,783** followers during the life of the campaign, and the new Enjoy Highland Park Facebook Page now has **668** followers. The Enjoy Highland Park website logged **10,951** pageviews.



FY 2022 GOALS

1 / FOLLOWER GROWTH

Increase followers on Instagram & Facebook by 10%.

2 / VIDEO CONTENT

Produce 9 business interview videos and 3 thematic long-form videos.

3 / WEBSITE METRICS

Decrease bounce rate and increase visitor retention and engagement with dynamic content.

4 / RAISE AWARENESS

Produce a mailer for residents in Highland Park and neighboring communities in support of events at The Lot, and pitch earned media exposure.

5 / ENGAGE BUSINESSES

Provide business owners with toolkits to encourage their engagement with the campaign.

6 / ENGAGE THE COMMUNITY

Conduct a broad survey of residents via the Enjoy Highland Park website, and a customer service survey of business owners.

BUDGET

In FY 2022, the City will produce campaign content, to allow for a greater percentage of the overall budget to be directed to advertising.

Digital Advertising \$16,000

Photography/Videography \$10,000

Considerations

- How many social media sites for the City?
- Who should respond on behalf of the City?
- How to manage elected official communication on social media?
- Separate personal and professional accounts
- Think like a politician; act like a manager
 - City Manager blog and managers in the news
- Removal policy

Removal Policy Considerations

- Spam, advertising or other links to non-applicable sites
- Solicitation of goods or services
- Endorsement or opposition to political campaigns or ballot measures
Content that promotes, fosters or perpetuates discrimination
Pornographic/sexual content or links
- Copyrights, trademarks or legal ownership
- Content that encourages illegal activity
- Vulgar or profane language, personal attacks, or offensive comments
Threats to any person or organization
- Discussion not relevant to original topic
- Information that may compromise the safety, security

Community Outreach vs Community Engagement?

- Short-Term
 - Marketing
 - What can the organization do for the community (vice/versa)
 - One group benefits the most
 - Transactional
 - Directional
- Long-Term
 - Relationship building
 - What can the org. and community accomplish together?
 - The entire community benefits
 - Connecting
 - Cyclical

Questions?

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