Communications Committee

Earned Meeting Summary:	May 28 2014, 12 Noon, Small Conference Room, Township Building		
Attendees:	☒Bill McLachlan	☒Lisa Baldwin	☐ Brian Campbell
	☐Michael Guttman	☐Tom Hrabal	☒Sara Meadows
	☐Ted Moxon		☐Jeff Yetter
Guests:			

Discussion Subject	Follow-Up Action, If Any
Facebook Account Considerations Lisa Baldwin was asked to develop a list of items to consider in the event the Township wanted to pursue a Facebook account. Today's meeting was to review that list.	

Facebook Account Considerations

Lisa Baldwin was asked to develop a list of items to consider in the event the Township wanted to pursue a Facebook account. Today's meeting was to review that list.

1. Need to establish the purpose of the site -- is it events posting, make residents feel good about town, issues discussion, politics, garage sales or other local info, tourism, info resource, complaints/praise, etc. THE PURPOSE DRIVES THE CONTENT!!

   This is a key question-how should the Facebook account and the website coexist?

2. Make people who join review the "rules/policies" -- will not eliminate negative comments but helps.

3. Do we want open or closed group? Closed is recommended -- controls who can comment not who sees the page -- helps to manage and block people.

   We do need to check the possibility of maintaining a closed group but still allowing people to comment. After being deemed inoffensive, the administrator would allow the comments to be posted.

4. We need to leverage Facebook and NOT change how it is used -- need to establish how to use it.

5. How do local businesses fit it? Tie in with downtown council to involve them? Possible partners, sponsors, advertisers.

6. Overall, do we want to invite Advertisers/sponsors?

7. Establish certain "special" days (ex: on current Facebook there is Throwback Thursday -- maybe we offer "Family Friday" where people can post family pix, Hometown Hero Day where residents can nominate a Hero, Local Business of the Week, Event of the Month, etc.).

8. Need a bigger effort for general Social media strategy - Pinterest, Twitter, Instagram, blogging, etc. -- may need these too!!

9. One way to get it done (cheaply and quickly) is to involve the local high school -- reach out to yearbook staff or high school marketing clubs to manage -- it gets young people to manage it and take ownership.

   The principal of the KCSD was contacted to determine if the school would be in agreement to locate one or two interested students with the appropriate experience and know-how to help with this project. He has agreed and subsequently put me in contact with the teacher responsible for the social networking course. Currently awaiting her response.

10. Establish our expectations for the site -- rank what is most important? (event posting, "feel good" site for residents, a way to get feedback

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from residents, sharing of historical facts, politics, local business promotion, etc,).	
11. Would want to cross link the page to all relevant Kennett related websites (schools, events, etc.) to drive membership and traffic.	
12. Recommend having 2 to 3 administrators -- to post comments, events, questions, etc. -- who would be the administrators? Regular postings needed to keep it fresh and interesting and someone needs to "patrol" the comments.	Does the Township have the necessary resources?

13. Studied a few sites:
 	
   a. Pennsbury Township -- is it new or unpopular -- has no content?? We would need to avoid this happening.
 	
   b. Falls Township -- lots of posting of events, lots of questions to members to gather info -- 2,750 likes - Description: Falls Township Parks & Recreation has 19 parks throughout the community and offers a wide variety of programs for children and adults. This is a good model.
 	
   c. Cherry Hill Township -- description: it is dedicated to providing our community with the most up-to-date news and happenings from Town Hall -- 3,329 members -- very active site. A good model to follow. NOTE: What would our description be?	

Lisa has many good points to consider. Comments from other KTCC members would be beneficial	A final work proposal/outline would be developed following the next meeting where the above points would be discussed.
KT police website The website is still in development. Content is being developed by Megan Cadreau and Officer Dell Nolt. That should be completed shortly.	

The next meeting has not yet been scheduled. Bill McLachlan will contact KTCC members to do so shortly.

The meeting was adjourned at 1:00 PM.

Respectfully submitted,

Bill

Bill McLachlan