

# Discontinuation of Council Digest & Communications Team Update

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To: Parks - All Staff <Parks-AllStaff@ci.oswego.or.us>;

Hi Parkies,

I hope your enjoying this sunshine. As you know, I've been serving on the City's covid communications team since the beginning of the pandemic. A lot has changed since covid started, and I wanted to provide you with a few communication updates:

- The covid communications team is now the City's communication team, and I'll continue to serve as the Parks & Recreation representative. Please feel free to continue to reach out for any marketing assistance. I'm happy to help you through all the City channels.
- Council Digest discontinued: We've been working with the Exec team to review/evaluate communication channels, and the decision has been made to discontinue Council Digest. Subscriber numbers were low, and we felt communication needs could be met using the bi-monthly LDown newsletter. YAY less work!
- LDown revamp: You may have noticed the LDown looks a bit different. We've revamped the style. In addition, Mayor Buck has a brief intro to each newsletter (per his request). It publishes the 1<sup>st</sup> and 3<sup>rd</sup> Thursdays of each month.
- Social Media Numbers: Social media communications have become more important throughout the pandemic. In addition, between the fires last year and the recent ice storms, our numbers continue to skyrocket.
  - On 2/24/20, our stats were: 4,021 on Facebook, 5,090 on Twitter & 4,663 on Instagram.
  - As of April 1, 2021, they are: 5,536 on Facebook (38% increase) , 6,127 on Twitter (21% increase), and 6,810 on Instagram (46% increase).
- Social Media Requests: In lieu of KEEL, Madison, Katy & I continue to tackle social media. Since our platforms are shared between all City departments, Parks & Rec generally has posts on Tuesdays, Thursdays and often one date on the weekend. These schedules can flex as current events may change scheduling. As usual, please send me your social requests. In general, it is helpful to include:
  - Brief description of your activity/event/info
  - Photo: Photos from previous years are preferred, but we can also pull from 123rf if needed. Please use an equity lens when selecting photos.
  - Website to link to
  - Class number if applicable

As always, please feel free to reach out with questions. Thanks-

Jamie Inglis

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*The City has implemented measures to reduce the spread of COVID-19 and protect our staff and customers while maintaining our*

*commitment to serve the community. For City closures and information regarding the City's response to coronavirus, visit [www.lakeoswego.city/coronavirus](http://www.lakeoswego.city/coronavirus) or call 503-635-0257.*