

Communication Type: Social Media

Objective: LOPR uses social media to market recreation programs and opportunities and communicate park policies. Social media outlets include Facebook, Instagram, Twitter, and NextDoor. All platforms used are from the City of Lake Oswego. LOPR typically posts approximately four times per week on all outlets. The vast majority of posts include engaging images and hyperlinks to registration. In addition, the Teen Lounge has a separate Instagram and Facebook devoted to teen activities throughout the community.

Topics posted vary greatly and include:

- Recreation programs and registration
- Summer camps and programs
- Community events
- Indoor and outdoor fitness opportunities
- Sport league registration
- Farm programs and registration
- Golf Course programs and information
- Indoor Tennis Center programs and information
- Dog Parks, pet safety in parks, pet guidelines
- Facility and park rentals
- Construction and remodel updates of parks and facilities
- Volunteer and Parks advisory board opportunities
- Community outreach including meetings and surveys
- Lifestyle marketing as it relates to Parks and Recreation and community involvement

Social media platforms continue to increase in followers.

Target Audience:

City Social Media Platforms:

Ages 25-54.

- Instagram: 8,307 followers. 67% are women; 33% male. 70% are ages 25-54.
- Facebook: 6,142 followers. 72% are women; 27% male. 71% are ages 25-54.
- Twitter: 6,408 - followers.
- NextDoor: 22,077 followers.
- *As of 12/22

Schedule: Constant. Social media is used year-round on a nearly daily basis.

LOPR Lead: Communication and Sponsorship Coordinator, with LOPR programmers and the Marketing & Community Relations team work with a local contractor to implement social

media. The contractor emails staff weekly seeking items to promote. These details are then posted on appropriate platforms.

Deliverable Measurements: Analytic tools are available on social media to determine followers/likes and views/exposure. Exposure is reported by contractor monthly. Individual posts vary from 5 to 250 likes depending on topic, engagement and image.

Resources:

- 2015 Community Attitudes Survey
- 2018 City of Lake Oswego Parks & Recreation Voter Perception Poll
- Instagram Analytics
- Facebook Analytics
- Twitter Analytics
- City of Lake Oswego IT Department

Communication Type: Display Advertising

Objective: LOPR uses banners, community boards and signs to market to patrons in parks and facilities. The objective is to advertise recreation programs and community events. Several parks, including George Rogers, Hazelia Field, and Westlake Park, have 3'x15' banner frames that feature display advertising promoting upcoming recreation programs and community events. In addition, Foothills Park, Millennium Plaza Park and Sundeleaf Plaza have light fixtures that display 30"x60" banners promoting community events.

Numerous parks throughout Lake Oswego also feature wall displays for flyers. These displays market recreation programs and community events.

Signage throughout parks and natural areas focuses on enhancing patron experience more than marketing programs. However, specific marketing signage includes the "Living Well in LO" brand logo. In addition, the golf course has Oregon Department of Transportation directional signage along Hwy 205 advertising the venue.

Target Audience:

- 3'x15' Banners: Active park patrons between 18-75 with or without children.
- Light Post Banners: Park patrons and vehicles traveling adjacent to park property ages 18 and older.
- Wall displays for flyers: Active park patrons between 18-75 with or without children.
- Signs in Parks: Park patrons ages 18 and older.
- Oregon Department of Transportation Signage: Hwy 205 vehicular traffic