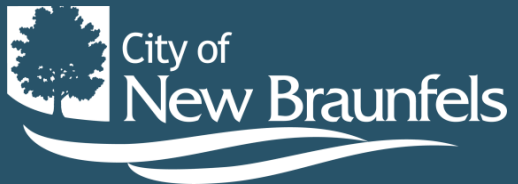


Communications & Community Engagement

Jenna Vinson
Director



Organizational Chart

Strategic Planning, Communications
Plans, Public Education Campaigns,
Advertising, Liaison to City Council,
CMO, and ELT, Messaging, Brand
Management

Director

Public Information Officer, Media
Requests, Press Releases, Oversees
Website and Social Media
Administration, Digital Presence
Management

Communications
Manager

Digital Strategies – Website, Social
Media, Newsletters, Digital Presence
Creative Marketing – Graphic Design
Special Events – Events and
Community Engagement

Digital
Strategies
Coordinator

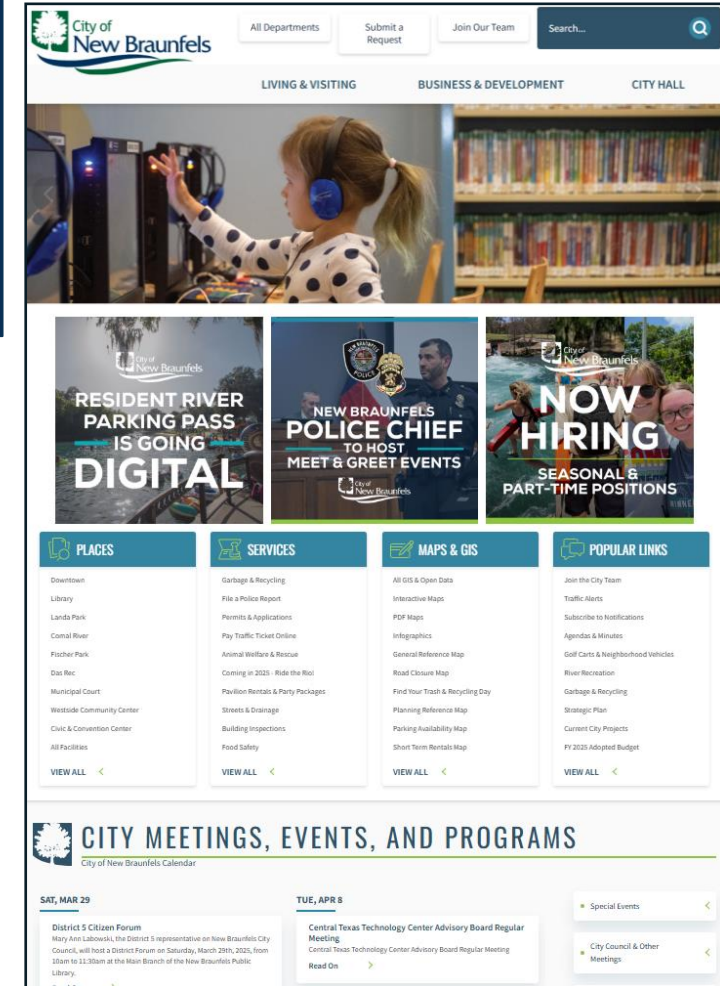
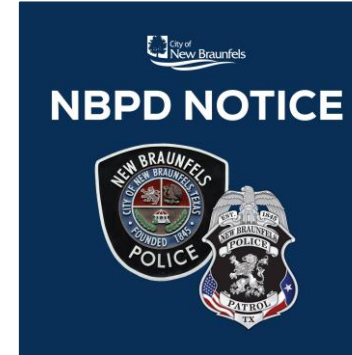
Digital
Strategies
Coordinator

Creative
Marketing
Coordinator

Special Events
Coordinator

Departmental Overview

- Brand Management
- Media Relations/PIO
- Crisis Communications
- Website
- Social Media
- Graphic Design
- Special Events
- Paid Advertising
- Public Education Campaigns
- Photography/Videography
- Digital Presence
- Messaging
- Presentations



An aerial photograph of a vast, dense forest of evergreen trees, likely spruce or fir, covering a hillside. The trees are a vibrant green, with some areas appearing slightly more yellowish-green, possibly due to sunlight or the age of the trees. A semi-transparent dark rectangular box is centered over the image, containing white text.

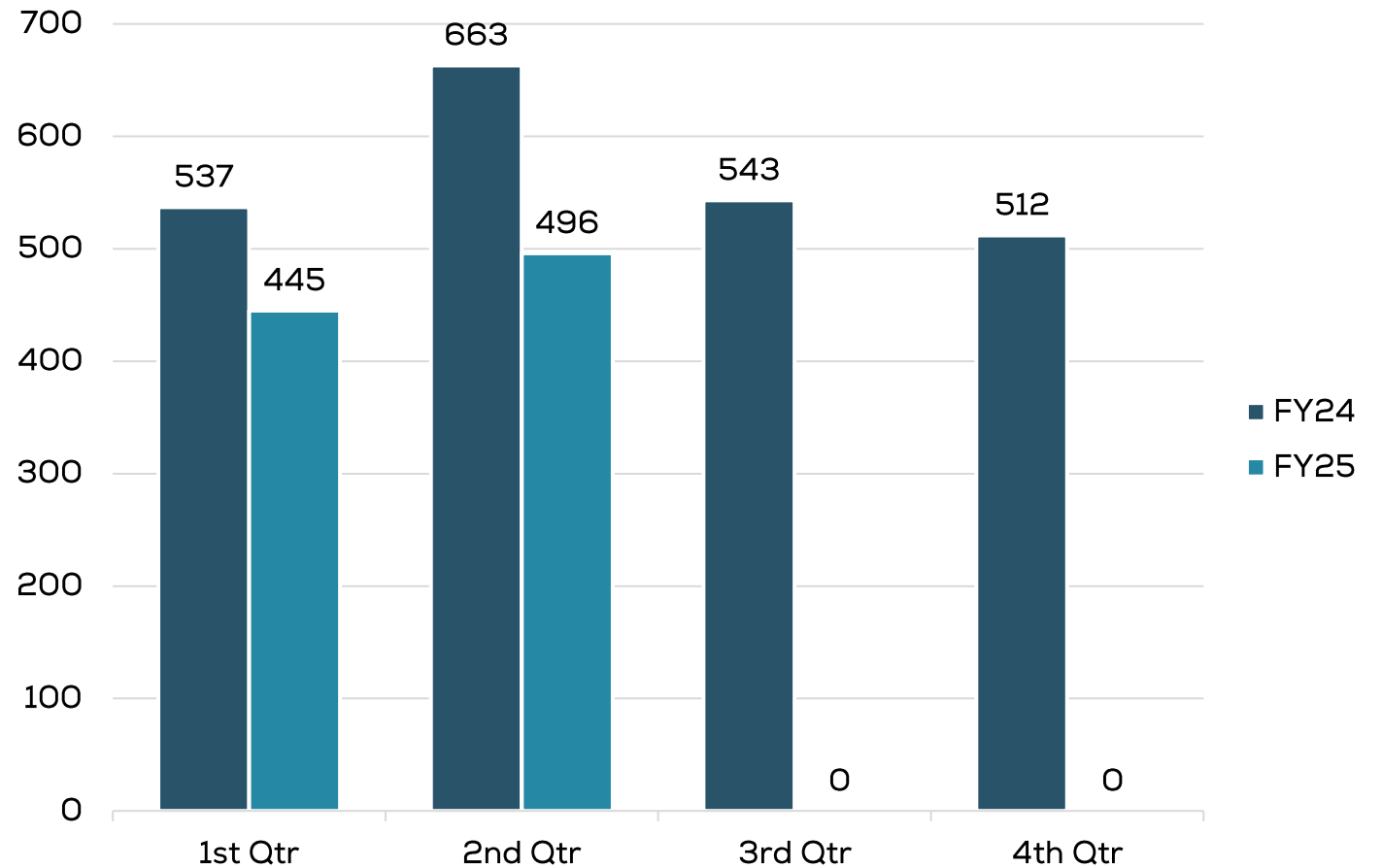
Don't miss the
Forest
for the
Trees

FY2025 Report



Communications Requests

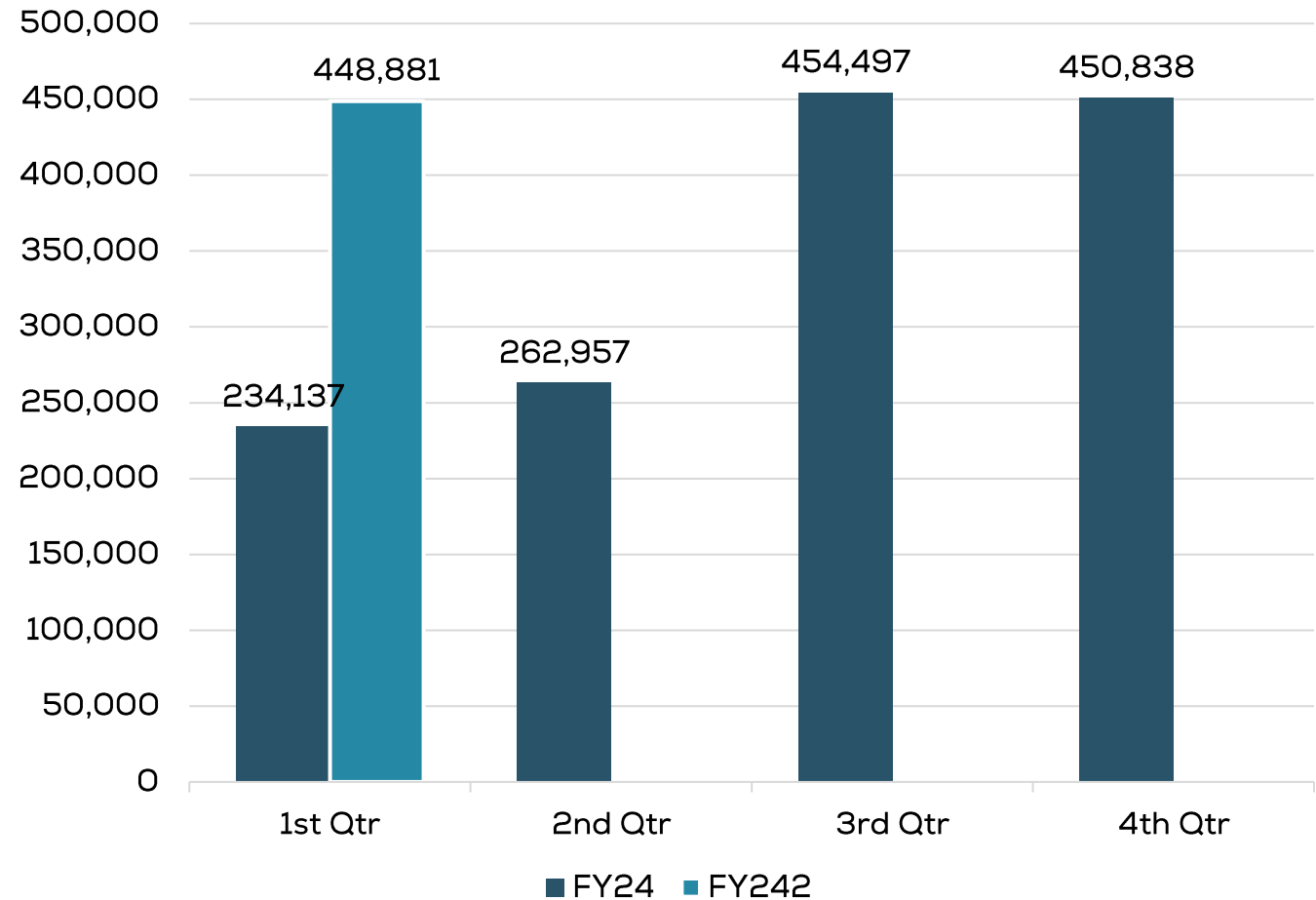
- ▲ 1st Quarter – 445
- ▲ Total FY24 – 2,255
- ▲ Total FY25 to date – 941



Website Analytics

▲ NewBraunfels.gov

- Total FY24 - 1,387,657
- Q1 Top 10 Pages
 1. Homepage: 117,690
 2. Calendar: 58,004
 3. Search: 23,082
 4. Das Rec: 19,803
 5. CivicAlerts: 19,151
 6. Library: 17,319
 7. Solid Waste and Recycling: 17,319
 8. Join Our Team: 12,296
 9. Landa Park: 10,017
 10. Residential Recycling: 5,826

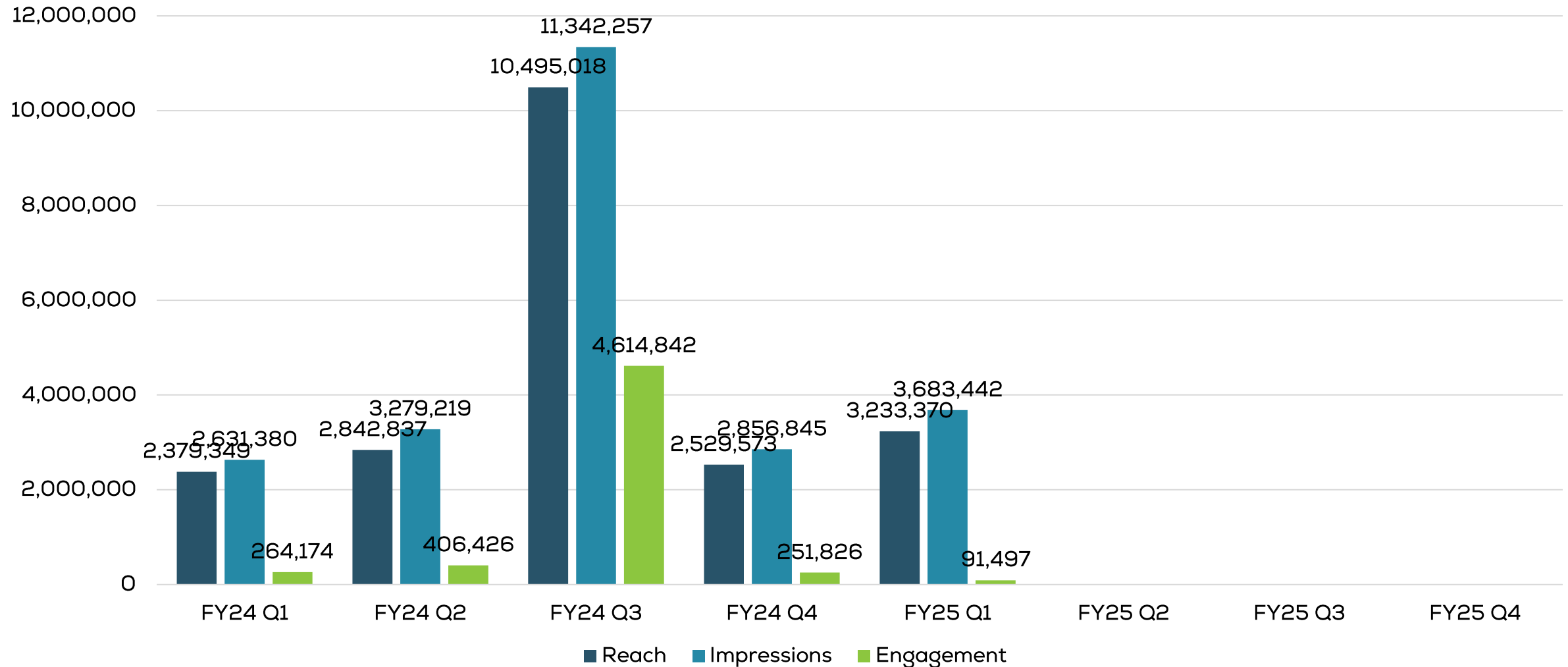


**A session is a period of time during which a user interacts with your website or app. By default, a session ends or times out after 30 minutes of user inactivity. There is no limit to how long a session can last.*

Social Media Analytics

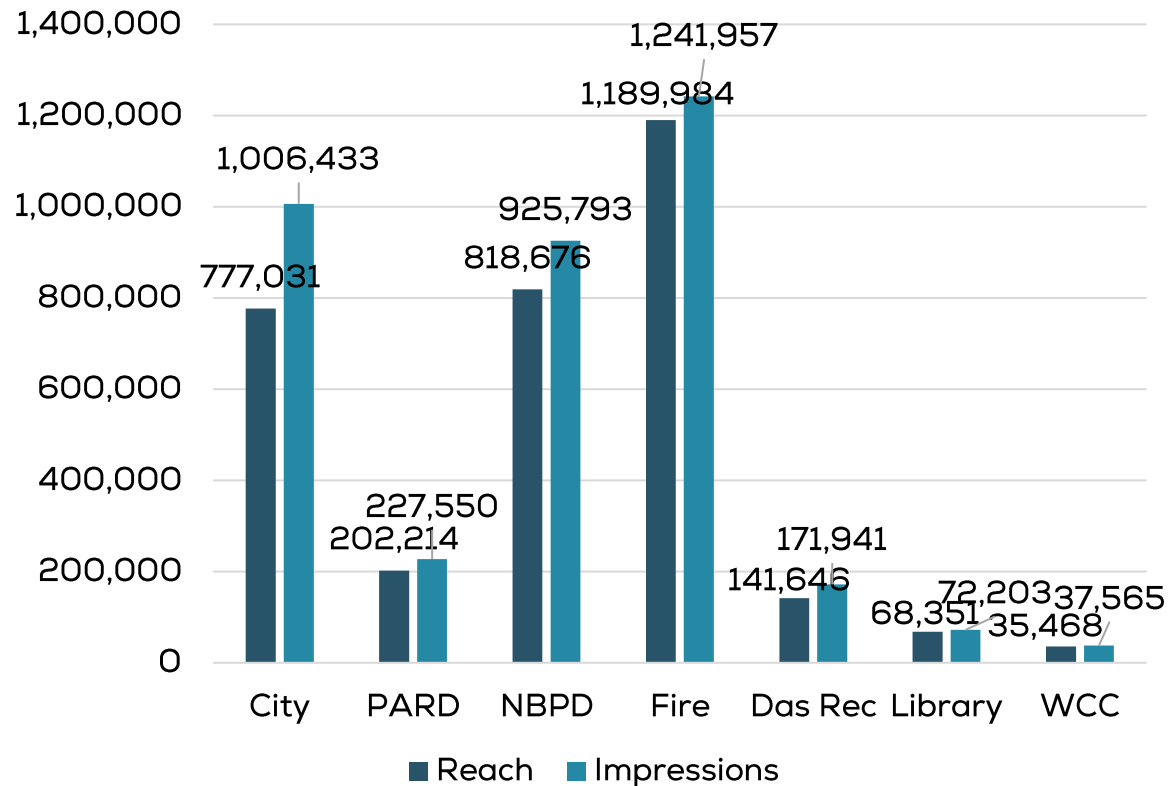
- ▲ Total Reach All Pages FY2024 – 18,246,777
- ▲ Total Impressions All Pages FY2024 – 20,109,701
- ▲ Total Engagement All Pages FY2024 – 5,537,268
- ▲ Pages – Facebook and Instagram
 - City of New Braunfels – plus NextDoor
 - Parks and Recreation
 - NBPD
 - Fire
 - Das Rec
 - Library

Social Media Analytics

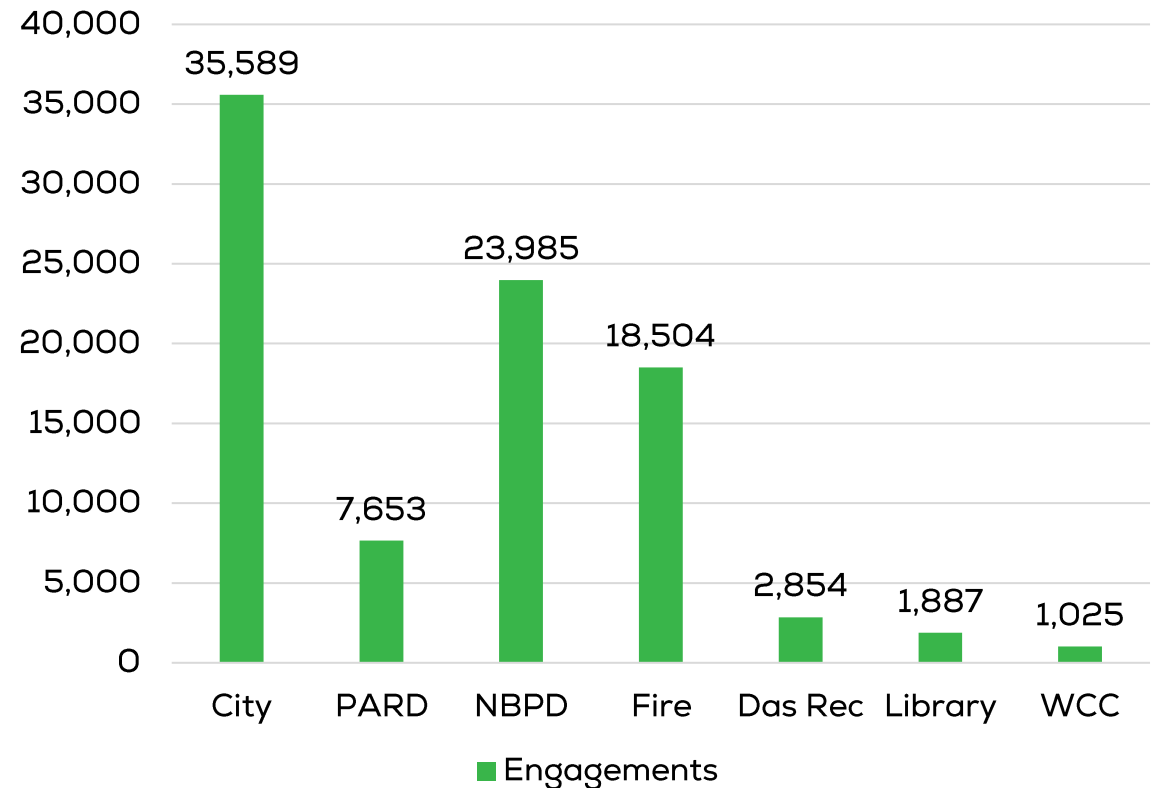


Social Media Analytics

Q1 Reach & Impressions

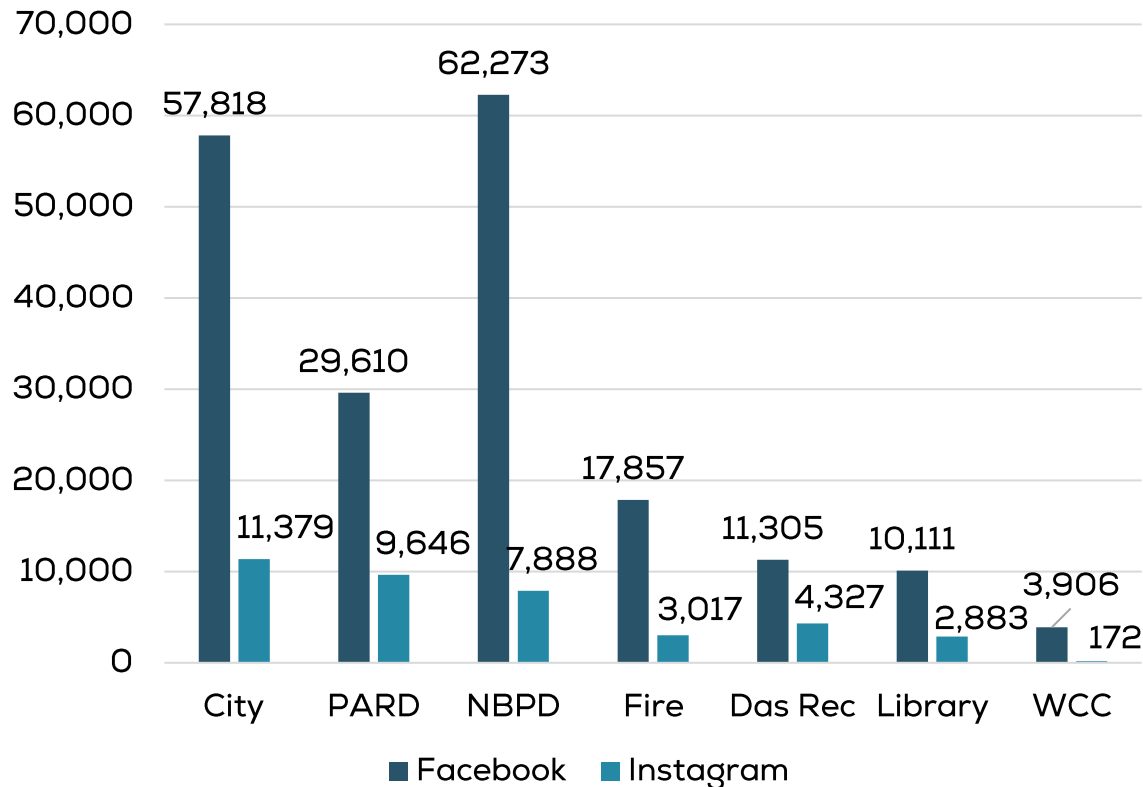


Q1 Engagements

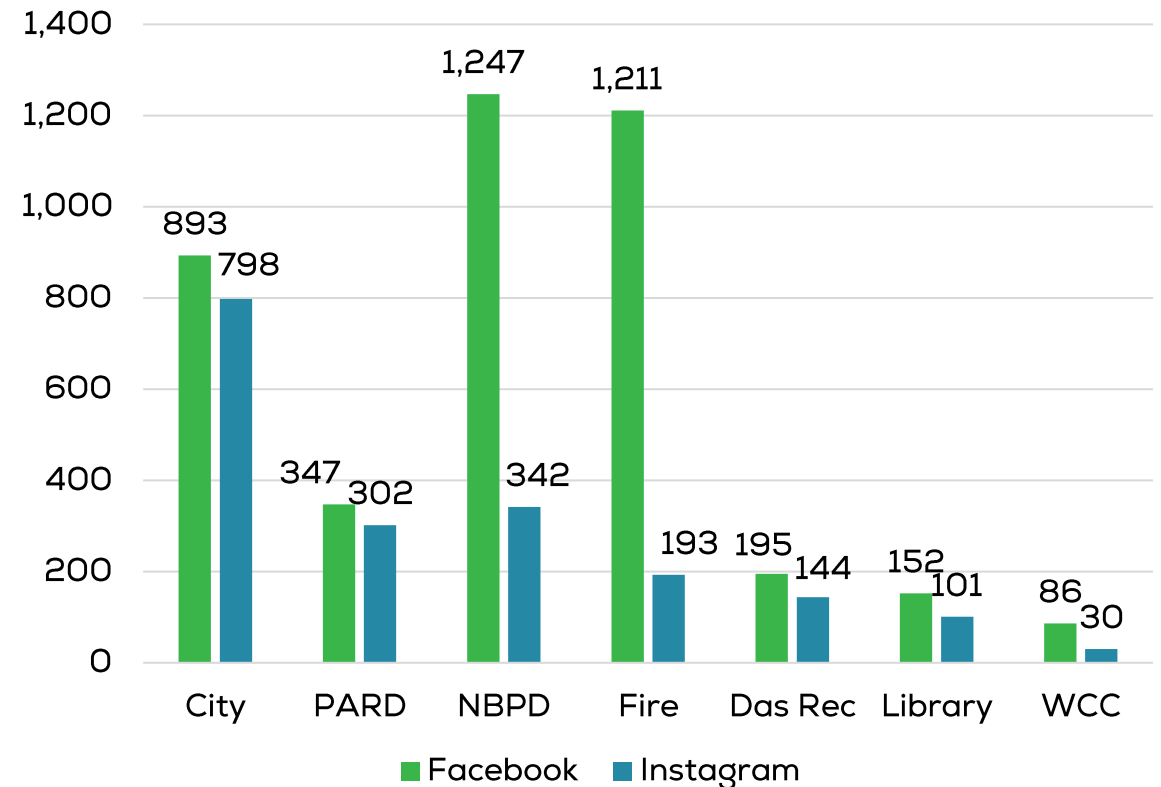


Social Media Analytics

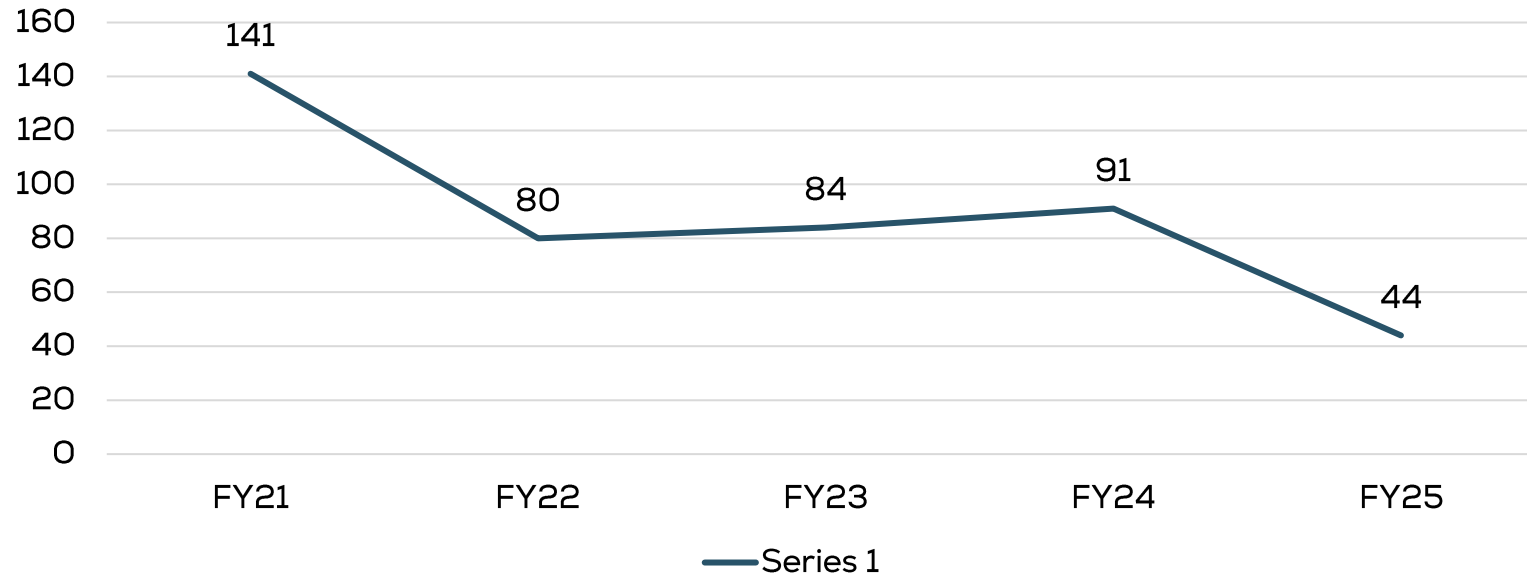
Total Followers = 232,192



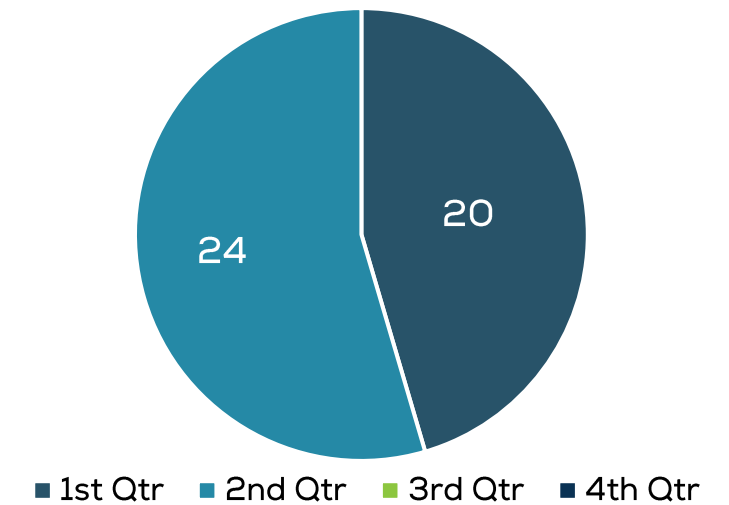
Q1 New Followers = 6,401



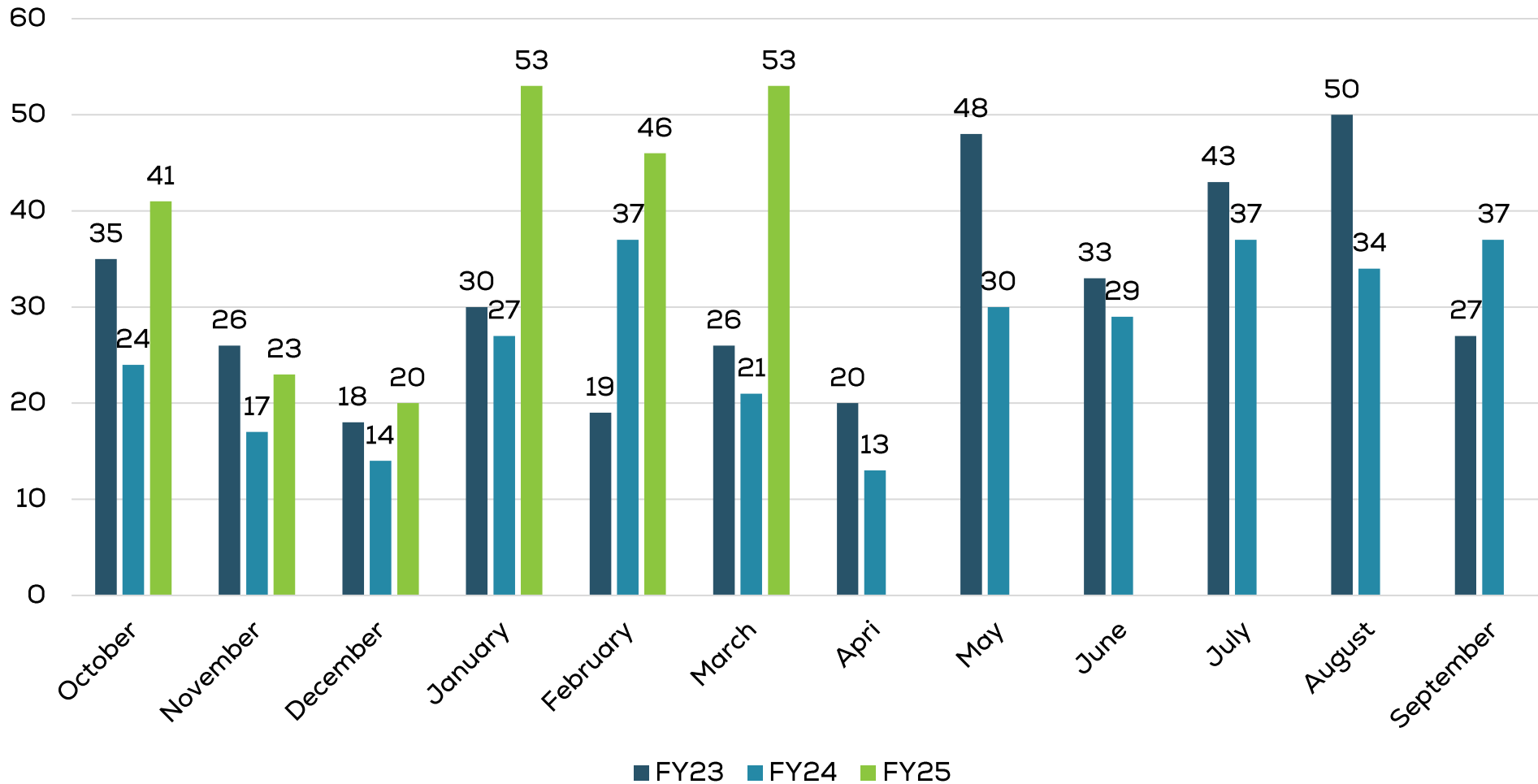
Media Releases Over Time



FY25 Media Releases



Media Requests



Yearly Totals

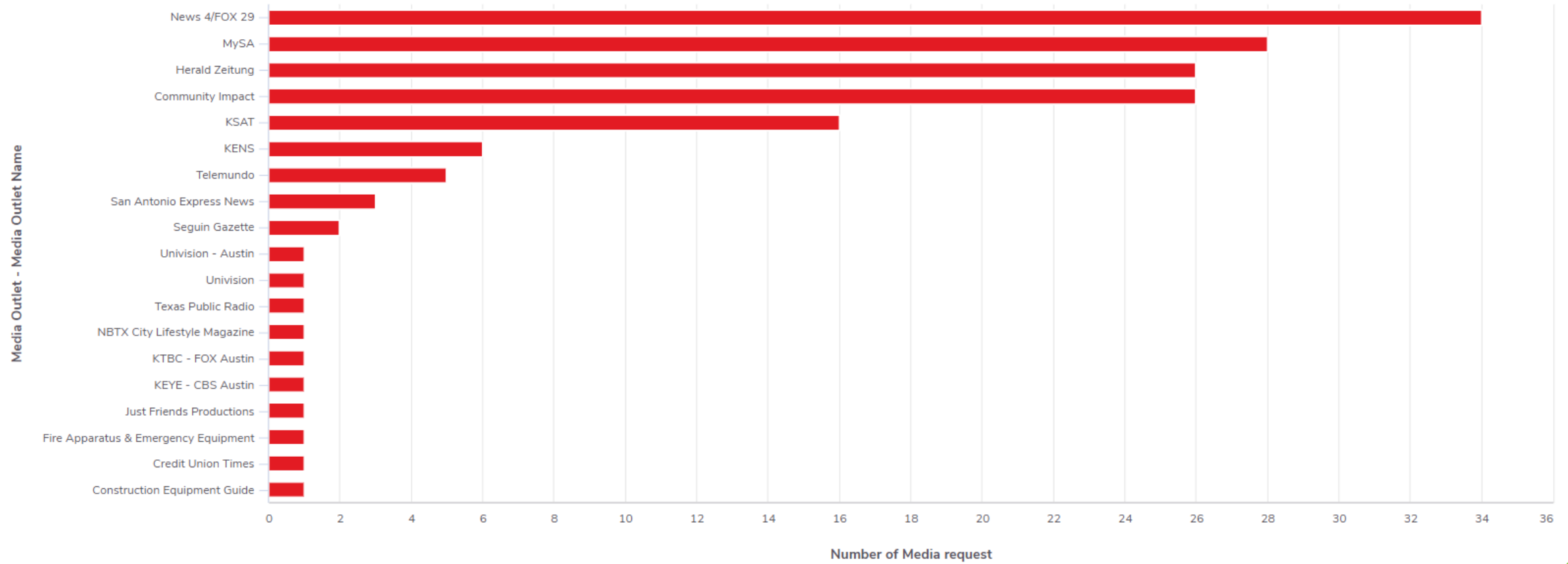
▲ FY23 - 375

▲ FY24 - 320

▲ FY25 - 236

Media Requests

Top Requestors by Outlet - Last 90 Days



Community Engagement & Special Events

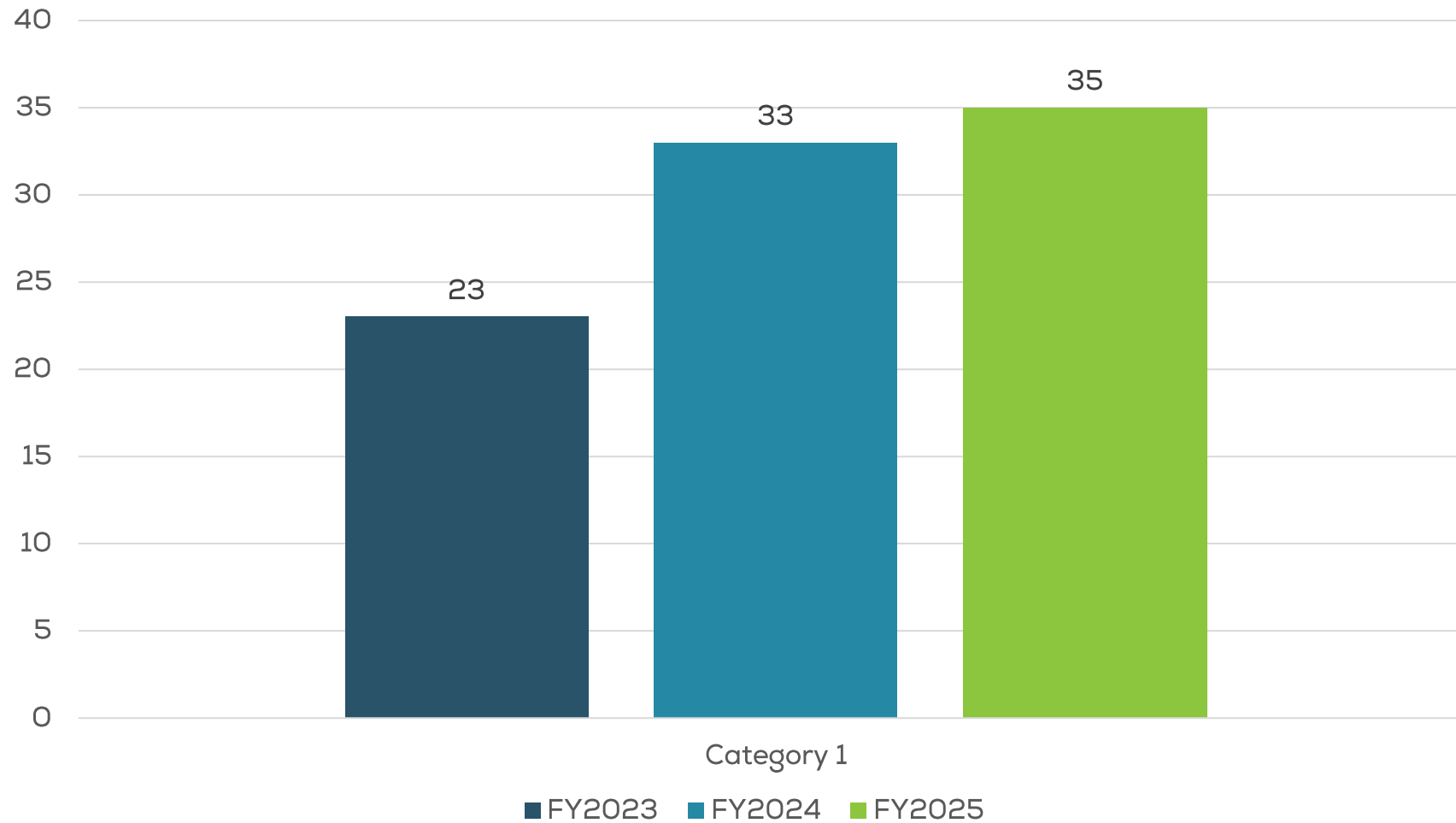


The Importance of Events

- ▲ Strategic Plan – In an ideal world, what does the City of New Braunfels look like in five years?
 - Small town feel –fairs, festivals, street events remain a core part of the community vibe
- ▲ Events are more than just entertainment:
 - Create a connection to the community and to fellow residents
 - Create shared memories among residents and encourage being involved and engaged with the community
 - Support businesses and non-profits
 - Promotes cultural and artistic activities
 - Encourages collaboration and helps develop the relationship with the City
 - Provides opportunities for residents to give feedback
 - Create additional opportunities to enjoy the community



Event Numbers



▲ *FY25 is an estimate*

- ▲ Arbor Day
- ▲ Meet & Greets
- ▲ City U Program
- ▲ Council Connects/District Forums
- ▲ Downtown Lighting
- ▲ Earth Day
- ▲ Fire Station Open House
- ▲ Food Truck Party
- ▲ Groundbreakings, Ribbon Cuttings, Topping Out ceremonies
- ▲ Live @ Landa concert series
- ▲ Meet the Trucks
- ▲ Memorial Day Ceremony
- ▲ Monarch Festival
- ▲ Special receptions
- ▲ Saengerfest
- ▲ Spooktacular
- ▲ Veteran's Day Parade
- ▲ Wassailfest

Campaigns



Campaigns

- ▲ Seasonal Hiring
- ▲ Disposable Container Ordinance
- ▲ Wildlife Feeding Ordinance
- ▲ Resident River Parking Pass
- ▲ Solid Waste & Recycling – app and contamination
- ▲ Downtown Parking



Questions?

