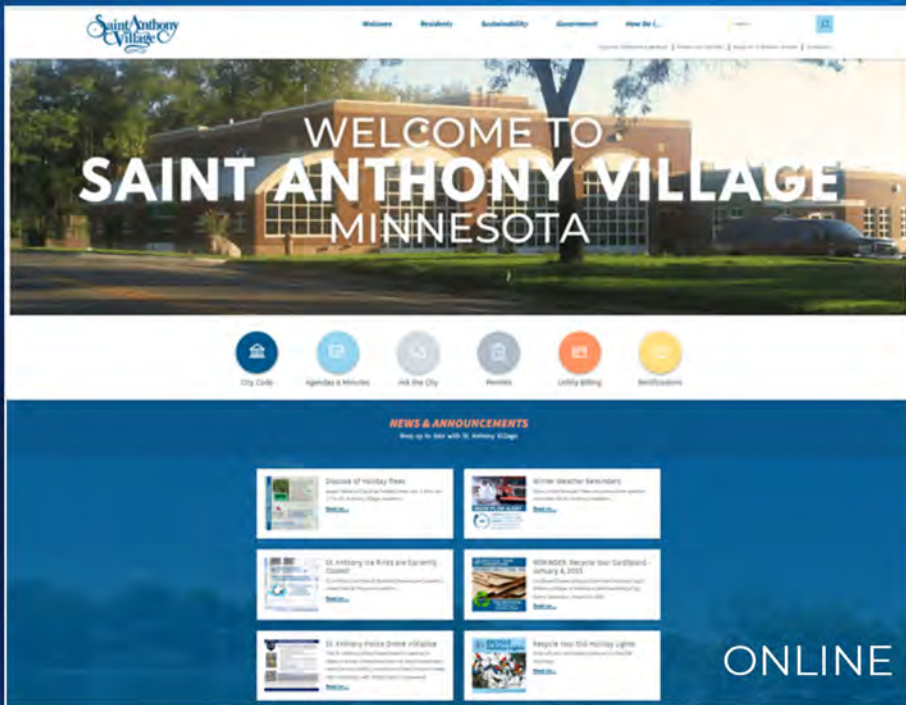# Saint Anthony Village

COMMUNICATIONS PLAN 2025

IN PRINT

ONLINE

SOCIAL MEDIA

3301 Silver Lake Rd., St. Anthony, MN 55418-1699

612-782-3301 | savmn.com

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Mission, Vision and Strategic Initiatives

Mission Statement

Promote a high quality of life to those we serve through outstanding city services.

Vision Statement

St. Anthony is a Village where all people can live, work, learn, play and thrive.

Strategic Initiatives

- Environmental Responsibility
- Thriving Village
- Informed & Engaged Community
- Safe & Secure Community
- Fiscal & Organizational Strength

Purpose

The City of St. Anthony is dedicated to providing residents, business owners, partners and visitors with accurate, transparent, relevant, engaging, helpful and resourceful information. The City prides itself on actively reviewing ways to improve and strengthen communications with stakeholders. The City of St. Anthony strives to inform and engage our community through the sharing of the City of St. Anthony's stories.

This comprehensive communication plan is a guide as to how we will tell the stories of St. Anthony.
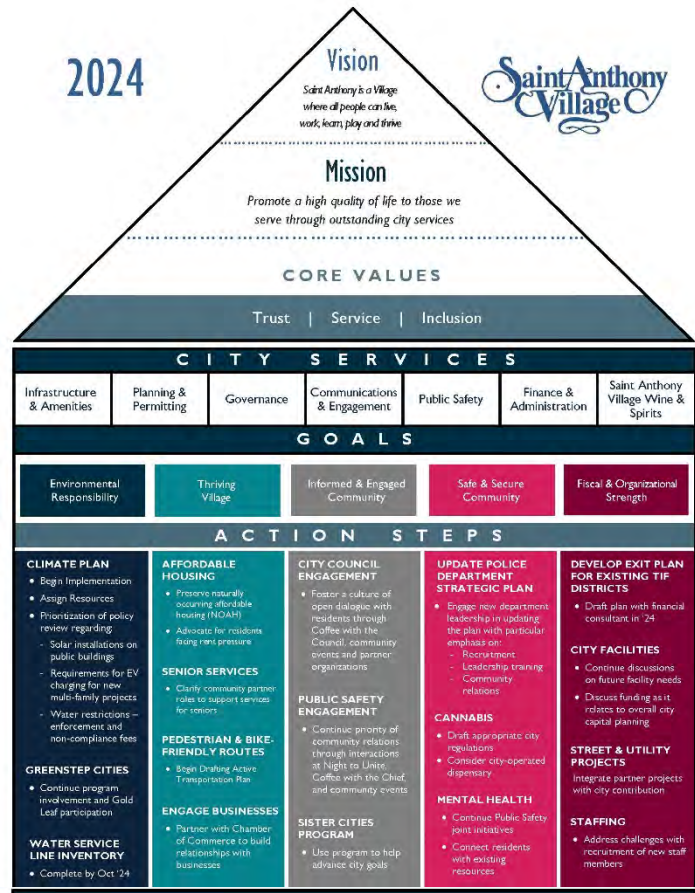
Communication Department's Role & Responsibilities

The Communications Department's primary function is to assist City Hall, City Departments, and the Mayor and City Council by providing consistent, timely, and important information through a variety of industry-standard communication platforms. Topics covered include City Council meetings, ordinance updates, public hearings, events and programs. The information will be shared via the City's website, Village Notes quarterly newsletter, City and department social media accounts, and City Hall electronic signage.

The main function of the Communications Department is to promote all the good things happening in Saint Anthony Village — elevating local interest and community pride, while also highlighting our City for potential new business owners and residents.

Key Communication Objectives

- Communicate effectively and transparently
- Increase opportunities to engage with community and foster community involvement
- Promote city services
- Educate and inform residents
- Build trust and appreciation through the city website, social media, print and electronic publications, and public relations.
- Support Public Safety, Public Works and Sustainability strategic initiatives
- Encourage youth engagement activities

The Communications Department also serves as the main news source for the City Council, City Departments, policy updates, staffing changes, finance, and other crucial information.

Target Audience

- St. Anthony Village homeowners & residents
- St. Anthony Village business owners
- City Council members
- Commission members
- City staff
- Local nonprofits and community groups
- Neighborhood leaders
- County, regional, and state agencies
- Visitors
- Neighboring communities
- Local media outlets

Communication Tools

- City website at savmn.com (official/primary source of information)
- Village Notes quarterly newsletter (print and digital)
- Social Media (Facebook, Instagram, YouTube, LinkedIn & "X")
- Video (in-house and partnering with NineNorth)
- Email
- Online News & Updates Blogs
- Electronic signage at City Hall
- Brochures, flyers and posters
- Direct mail
- Public meetings/open houses
- Public Hearing notices via official city newspaper

Communications Priority Order

- City news, information, meetings and public notices
- City events of a community-wide nature
- City affiliated organizations news and events
  - Northeast Youth and Family Services
  - Greater Metropolitan Housing Corporation
  - St. Anthony Chamber of Commerce
  - St. Anthony Kiwanis
  - St. Anthony Historical Society
  - St. Anthony New Brighton School District/Community Services
  - St. Anthony Sports Boosters
  - Villagefest
  - St. Anthony Family Services Collaborative
  - Sister City
  - Open to Business

Public Relations

Our Key Objectives:
- Highlight and promote St. Anthony Village community, achievements and opportunities
- Enhance current local, state news with St. Anthony Village perspective / angle
- Explore new opportunities for outreach including press & news releases, info sheets, CCTV

Crisis Communications and Media Inquiries

The City of St. Anthony's actions before, during, and after crisis situations will be determined by the severity of the situation. It may involve all City departments, Hennepin and Ramsey counties, the State of Minnesota, the federal government, and other emergency service organizations. The City's Emergency Communications Plan establishes policies for the effective development, coordination and dissemination of crisis information to the public, media, City-elected officials, and St. Anthony's employees. The City of St. Anthony designates the City Manager as the official representative for media inquiries.

City Communication Channels

City of St. Anthony Website (savmn.com)

The City website is the primary source of information for residents. It includes detailed information about City government, codes and permits, departments and services, events and meetings. The website includes a notification feature that residents can opt-into to receive newsflashes, alerts, meeting notices, city projects, public hearings and city planning via e-mail and text messages. The site also includes a section on sustainability and a detailed "How do I?" section for residents.

Our Key Objectives:
- Build awareness, simplify navigation and content, and improve onsite user experience
- Identify and prioritize key messages
- Enhance usability and identify areas for improvement
- Enhance news sharing through branding, consistency and messaging
- Improve plain language and remove highly technical language
- Ensure site contains accurate and current information
- Work toward compliance with WCAG 2.1 (Website Content Accessibility Guidelines)
- Increase email subscribers and web traffic

VillageNotes Newsletter

Published quarterly, the VillageNotes is the official newsletter for residents and businesses. The newsletter provides in-depth information about community news, city projects and initiatives, city services, employees and community events. In addition, the VillageNotes provides a vehicle for community-affiliated organizations to share news and events.

Our Key Objectives:
- Share news, planning, and initiatives with in-depth articles and information
- Identify and prioritize key messages
- Educate community on specific areas of interest
- Examine best avenues for communication and frequency
- Explore additional opportunities for outreach including brochures, posters, flyers

Online News & Updates Blogs

Up-to-date news on community events, initiatives, projects and more. This web feature provides accessibility for residents through translatable (using Google Translate directly on our website), searchable content. Our Online News & Updates will be published once or twice monthly with four categories and is available through push notifications via NotifyMe.

- Around the Village for timely City news and information
- Public Safety News for updates on our Fire and Police services
- Public Works News about projects, events around the City
- Sustainability News for updates and info on Climate Plan initiatives and other City-wide events

City Hall Electronic Sign

The primary use of the electronic sign is for city event announcements, meeting notices and alerts. Design and duration of messaging is governed by City Code. Affiliated community organizations wishing to display announcements are welcome. The sign will display one organization at a time for at least one week but no more than two weeks depending upon demand. Space is available on a first come, first served basis with priority given to organizations that have not used space in prior 3 months.

Social Media: Facebook, X - Twitter, LinkedIn, Instagram

The City of St. Anthony uses a variety of media platforms to communicate to the public in an accurate and timely manner. The City of St. Anthony's website (www.savmn.com) is the City's primary and predominant internet presence. The City uses social media as an additional avenue to provide communication with the public to present news and information relating to the City of St. Anthony and to share the city's accomplishments and stories.

Facebook is our primary social media platform for the timely sharing of city events and accomplishments, and educating residents. The city also uses LinkedIn for professional updates, job postings and thought leadership, and Instagram to provide dynamic content with the goal to build the city's following and trending topics. "X" (formerly Twitter) is used primarily for emergency and crisis communication.

The City will retain authority over and provide a detailed expectation of what is "spoken" on behalf of the City on social media sites. The City will determine, at its discretion, how its social media and online presence will be designed, implemented and managed as part of its overall communications strategy. Social media resources may be modified or removed by the City at any time and without notice as necessary means to maintain the integrity of both communications and information technology functions.

The City social media sites are subject to Minnesota public records laws. Any content maintained in a social media format that is related to City business is a public record and shall be retained in accordance with the City's adopted record retention schedule. Social media postings are considered transitory, incidental, and non-vital correspondence and are retained until read.

The City makes every effort to ensure the accuracy of the information provided on its social media pages. However, several factors that are beyond the City's control (including unauthorized modification of electronic data, transmission errors, browser incompatibilities, information that has been cached on the local computer or storage device, or other aspects of electronic communication) can affect the quality of the information displayed on social media sites. For that reason, the City does not guarantee the accuracy of the information provided on its social media pages and is not liable for reliance on this information.

The City also reserves the right to have only one-way communications on social media sites. St. Anthony does not share information gathered through its social media sites for promotional purposes.

Social Media Scope

This section applies to any existing or proposed social media and online accounts created by City employees during the course and scope of their work. This section does not govern personal use of social media during work hours or personal social media sites. However, in accordance with the city's social media strategies and the employee resource guide, employees must exercise good judgement when using personal social media to not bring negative publicity or discredit to the City of Saint Anthony Village or its employees. This applies to all full-time and associate employees, temporary employees, and interns.

Social Media Content

The City of Saint Anthony Village social media content must support our strategic goal to promote the good things happening in Saint Anthony Village. The objective for our social media is to elevate local interest and community pride, support the City's key messages, and highlight our City for potential new business owners and residents.

Our Key Objectives:
- Share city news in real time and prioritize key messaging
- Educate residents on events and initiatives
- Humanize what we do
- Incorporate videos and behind the scene perspectives to share community stories

Examples of appropriate content include:
- City Events and Announcements
- Public Education
- City of St. Anthony policies, views and activities
- New developments being proposed for City
- City programs and services
- Partnerships with city organizations and school district
- Ways the city is trying to attract new businesses, residents and visitors
- Crisis situations (weather, fires, derailments, terrorism, property damage, etc.)
- Adverse weather conditions
- Press releases
- Recruitment of personnel
- Community Events and Announcements
- Public Hearing notices
- Ordinance updates
- Promotion of city, county, state and national sustainability events and initiatives

Comments on Social Media

The purpose of the City of St. Anthony sponsored social media sites is to communicate between the City, its individual departments and members of the public. The City reserves the right, in its sole discretion, to change, modify, add or delete comments or posts, photos and videos in accordance with this policy.

In general, it is the City's intent to not allow posts to be initiated by users on its social media pages. However, in the instances where comments are allowed, the City will remove comments that:

• Contain obscenities;
• Demean specific individuals or groups of people;
• Are libelous/slanderous;
• Contain factual inaccuracies;
• Qualify as SPAM;
• Are not topically related to the particular social medium article being commented upon;
• Express support for or opposition to political campaigns or ballot measures;
• Contain sexual content or links to sexual content;
• Solicit commerce;
• Conduct or encourage illegal activity;
• Compromise the safety or security of the public or public systems; or
• Violate a legal ownership interest of any other party.

Any content removed based on these guidelines, must be retained by the City for a reasonable period of time, including the time, date and identity of the poster, when available. If possible, archived data should reflect the context of the situation it was removed from.

Questions on Social Media

The City of St. Anthony staff will monitor social media sites Monday through Friday 8:00 AM to 4:30 PM. Staff will respond within one business day to specific questions posted on social media with information or direction to the city website or other resource. In some instances, staff may ask the person to contact the city offline when appropriate (when it is a private issue, when the issue is one in which there is little or no interest by others, etc.).

Measuring Success

Our communications mission is to have trackable, measurable goals to evaluate and refine the impact of our messages to our community. Having data allows us to refine our messages and the channels we use. The City of St. Anthony monitors workload numbers related to communications. Workload includes items such as number of newsflash items posted to website, and number of social media posts. We also monitor the impact our communications have with our audience by way of reach, penetration, level of engagement, experience and opinions. Below are some specific ways we measure the impact of our communication efforts.

Engagement, Reach & Penetration

Engagement is connecting with our audience through various activities and messages, and measuring opportunities for each individual communication channel. As we compare the data to actual participation, we can evaluate various media and messages, and tailor delivery to build interactions and interest.

A tool we use to gauge effectiveness of our communications is to measure how many people see the content we produce, how they interact with us and the frequency of interactions. These metrics determine our engagement (how many people see our content), reach (how broad is our audience that is seeing our content) and penetration (how deep are our communications based on the community's interaction).

Impressions or penetration are the number of times any content from our website (or social media) entered a person's screen.

Ways we measure successful engagement, reach and penetration:

- Growth in attendance at events, forums, and meetings
- Increased participation on boards and committees
- Conversion or click through rates on calls-to-action
- Fewer bounce rates for outbound emails
- Growth rate of opt-in email lists
- Increased participation in online polls and voluntary surveys
- Increased impact of content (surveys)
- Sharing resources that we've produced
- Increased positive media coverage
- Internal staff feedback

Experience & Opinion

One of the more challenging tools to use to measure our communication efforts is the subjective feedback from our audience on issues. This information is difficult to compile and analyze in a way that provides actionable data.

Communication Plan Update Process

The Communications Department will update the communications plan as needed.

Communications Department

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Communications Accomplishments 2024

1st Quarter: January - March	1. News Flash Items Posted and Sent: 37 2. Educated residents on exploration of Contract Services for City of Falcon Heights 3. Water Service Line Inventory Project Communications Implemented: mailing, newsletter article, newsflash, updated webpage and upload form 4. New Electronic Sign Installed 5. Promotion of Special Events: Cardboard Recycling, Cops v Kids Basketball
2nd Quarter: April - June	1. News Flash Items Posted/Sent: 43 2. Continued WSL communications including postcard and series of videos 3. Drinking water issue updates and posting 4. Photo Contest Announced 5. Launched Online (E-News) News & Updates 6. Promotion of Special Events: Community Engagement, Clean-Up Day
3rd Quarter: July - September	1. News Flash Items Posted/Sent: 26 2. Create Night to Unite Party Map 3. Fire Dept. Open House 4. Election Updates, Locations, News 5. SAPD Projects: Coffee with Chief, Recruitment campaign 6. Re-organization of Website for better navigation and usability 7. Promotion of Special Events: Night to Unite, Fire Dept. Open House, Salo Park Concert Series, Candidate Forum
4th Quarter: October - December	1. News Flash Items Posted/Sent: 26 2. Organized 2nd Annual Name our Snowplow Event 3. Winner of Sights of St. Anthony Photo Contest Announced 4. Re-Design of savmn.com begun 5. Implemented branding and new social media strategy for Municipal Liquor 6. Began digital accessibility project for WCAG 2.1 (Web Content Accessibility Guidelines) 7. PD Drone Program Initiative 8. Promotion of December Events: Santa on Fire Truck, Santa at Liquor Store, CPKC Holiday Train

TERMS:

Engagement: Any action someone takes on your Facebook Page or one of your posts. The most common examples are reactions (including likes), comments and shares, but it can also include saves, viewing a video or clicking on a link.

Reach: The number of people who saw any content from your Page or about your Page. This metric is estimated. Impressions are the number of times any content from your Page or about your Page entered a person's screen.

Measurement: Most social media marketing experts agree that a good Facebook engagement rate is between 1% and 5%. However, brands should aim for an engagement rate of at least 5%, particularly if they want to establish an authentic community.

January 1, 2024 – December 31, 2024

Facebook	Number Of Posts	Reach	Engagement	Percent
January 2024	18	8598	945	11%
Feb. 2024	11	5067	705	14%
March 2024	11	6253	468	7.5%
April 2024	19	7409	526	7%
May 2024	20	6932	4033	59%
June 2024	17	9014	1068	12%
July 2024	14	3903	290	7.5%
August 2024	14	4227	483	11%
September 2024	11	3085	342	11%
October 2024	14	5052	523	10.5%
November 2024	10	2846	299	10%
December 2024	19	9833	875	9%
TOTAL	**178**	**72,219**	**10,557**	**14.5%**

TOP POSTS / By Reach:
1. St. Anthony is a Great Place to Work, March 12: Reached 3.9K
2. Warming Houses & Rinks are Closed, Jan. 26: Reached 2.4K
3. SAFD Taps Mattie Jaros, Deputy Chief, May 2: Reached 2K
4. City Council Hold Joint Workshop, Feb. 5: Reached 1.9K
5. Snowplows are Out, Dec. 19: Reached 1.6K

Total Views: 38.1K;
Reach: 13.6K (up 27%);
Visits: 10.6K (up 51%);
Interactions: 2.2K (up 17.8%)

Website Analytics 2024

TERMS:

Number of Users and Sessions: Measures the number of unique visitors and total visits to the website.

Average Session Duration & Event Count: Showcases the average length of time users spend on the website. Event Count supersedes Page Views and is the number of times a user interacts with the website

Unique Visitors/Percentage of Sessions: The ratio of new visitors to returning visitors to the website.

Engagement Rate: Engagement rates track how actively involved with your content your audience is. An engaged session lasts longer than 10 seconds, has a conversion event, or has at least 2 pageviews

Top Landing Pages: The pages where users first enter the website.

Traffic Sources/Sessions by Channel: Number of sessions that can be attributed to different channels to understand where sessions originate – organic, social, email, and other channels or referrals.

January 1, 2024 – December 31, 2024

Number of Users & Sessions	Users: 100,538; New Users: 98,723
Total Sessions	Total Events: 1.3M; Event Count per User: 12.53 EXAMPLES: 1. mid-June during water issue – expected event count was 23K; actual event count was 58K as users were seeking information 2. December 8 – 14 during busy holiday season sessions increased to 36K; typical is about 21K
Average Session Duration	55 seconds
New & Returning Users	Total: 100,538, Returning Users: 12,663
Engagement Rate	Engaged Sessions: 256K; Avg Engagement Time: 55 seconds
Top Landing Pages	Jobs, Home Page, NewsFlash, Permits & Licenses, Wine & Spirits, SAPD, Garbage & Recycling
Traffic Sources	Direct & Organic Search: 96.5K; Social: 1.5K, Referrals (thru other online sources, not google): 2.3K; Unassigned: 214
First Time User Traffic Sources	Direct: 58K; Organic Search: 37K; Social: 1.4K; Referral: 2.3K