

Rutgers Strategic Communications Certification Program - Summary

Overall, we are doing a good job at keeping our residents and visitors informed. We utilize a broad media mix, including website, social media, print, cable TV, and out of home (electronic board, banners, etc.) This seminar focused primarily on website and social media communication.

Website Pros

- We have an effective website that provides the information people are seeking
- We use Google Analytics to see how our website is performing
- We use a content management system (WordPress) to quickly and easily update our website and control our own content
- We effectively use Popups for emergency notifications
- We have good user interaction - online bill pay and “contact us” capabilities
- We utilize portals for various groups to access information online
- Our search feature searches only our website, not the entire internet
- We use.org and own our domain name

Website Improvements

- Website design is shifting to a search-centric design. This means fewer tabs, less information on Home page and more white space. People want websites to look/feel like an app
- Our mobile website looks like our desktop website, not an app – we could have a different design entirely for our mobile website (example - cppj.net)
- The useful life of a website design is approximately 4 – 5 years. We should consider a redesign in the next year or two (current website was redesigned in 2015 when we moved to a WordPress platform)
- ADA compliance is an issue and will become mandatory in the near future. Audio to text (hearing impaired) and website reader (visually impaired) software should be implemented/utilized.
- Could be more user friendly with some verbiage:
 - Business instead of Economic Development
 - Property Information instead of Borough Mapping
 - Trash instead of Solid Waste
 - Green or Environment instead of Sustainability
- Consider utilizing GovPilot to map additional information:
 - Business locations
 - Fire hydrant locations
 - Vicious dogs (for Police)
 - Hoarders (for the Fire Department)

Social Media Pros

- We utilize Facebook (FB), Twitter, and Vimeo (video posting)
- We autopost from our website to social media to keep messages timely and consistent
- We are posting regularly – typically at least every other day
- We are utilizing ArchiveSocial to comply with recordkeeping requirements

Social Media Improvements

- We should (and have applied to) have our FB and Twitter accounts verified to make them the “official” pages for the borough
- We should consider posting an approved borough Social Media policy on the website
- We should consolidate (unpublish) auxiliary FB pages (Sustainability, Diversity, Recreation, Police) to have one FB page that contains all information

Other Considerations

- Recycle Coach app is only free for first 3 years – consider alternative free apps, such as Remyndr