Marketing & Communications

DEPARTMENT UPDATE

Mission & Purpose

Goals & values of our department. Our philosophy and approach.

Team Profiles

Meet the team and understand their responsibilities.

Metrics & Insights

Measuring how loud we are, whether the messages are being recieved, and to what degree we’re making an impact.

Key Initiatives & Future Vision

Checking in on our major projects and sharing ideas we have for how our department can evolve to make deeper, lasting impacts.

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JOPLIN'S NEWEST DEPARTMENT

Est. 2024

We're the Marketing & Strategic Mass **Communications** & Public Information & Community Engagement & Brand Management & Reputation Management & Crisis Communications & Public Relations & Media Relations & Content Development & Advertising Planning & Online Experience & Social Media Management & Internal News Room & Event Planning & Photography & Design & Video & Writing Stuff **Department**.

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MISSION & PURPOSE

Our Mission:

The Marketing & Communications Department exists to ensure accurate, timely, and coordinated information is being provided by the City of Joplin to citizens, visitors, and potential residents of our community.

Our Primary Objective:

The primary objective of the department is to implement effective, efficient, and coordinated communications efforts to promote a positive image and attract and retain people and businesses to the community.

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MISSION & PURPOSE

Our Desired Outcomes:

- Build **trust** and affinity with key audiences by **raising awareness** of and **engagement** with the City's efforts.
- **Promote** a positive image of **Joplin**.
- Use appropriate practices and methods to communicate **accurate**, **timely** and **coordinated** information throughout the community.
- Highlight Joplin's **accomplishments**, **projects** and **programs** to current and prospective residents and businesses.

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APPROACH & PHILOSOPHY

Our Main Thing:

To **build trust**, all our communications must be **accurate**, **timely** and **strategic**.

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APPROACH & PHILOSOPHY

Our Goals & Values:

- Provide **surprisingly helpful** customer service.
- **Advocate ethically** & advise **best practices**.
- **Build trust** across the community. **Accuracy** is paramount.
- Be **transparent**. Show how the City is doing its homework.
- Foster **constructive** dialogues.
- Implement best possible **design & user experience**.
- **Tell the story** of the municipal organization and community.
- **Proactive** communication, not just reactive response to questions.
- **Be strategic.** Research, plan, implement, analyze results.

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MEET THE STARTING FIVE



The Dream Team!

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MEET THE STARTING FIVE



Lynn Onstot

Public Information Officer

Team Member Since:

February 2003

Core Responsibilities:

- Media Relations
- Press Releases
- Lead Content Writer
- Event Planning

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MEET THE STARTING FIVE



Tony Otero

Webmaster

Team Member Since:

June 2024

Core Responsibilities:

- Website
- Staff Portal
- Lead Graphic Designer & Brand Developer
- Document Layouts

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MEET THE STARTING FIVE



Fryendz Wallace

Video Specialist

Team Member Since:

July 2024

Core Responsibilities:

- Video Production
- Video Editing
- Principal Photographer
- Photo/Video Asset Archiving

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MEET THE STARTING FIVE



Abigael Killinger

Communication Specialist

Team Member Since:

March 2025

Core Responsibilities:

- E-Newsletter Production
- Social Media Coordination
- Content Writer, Designer, Photographer
- Data Tracking & Analysis

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MEET THE STARTING FIVE



RETIRING SOON!

Lynn Onstot

Public Information Officer

Team Member Since:

February 2003

Core Responsibilities:

- Media Relations
- Press Releases
- Lead Content Writer
- Event Planning

Lynn will be retiring on May 8, 2026
With 23 years of service to the City.

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METRICS & INSIGHTS

Media Relations:

160-175 press releases sent annually.

Average **over 5 media requests** per week.

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METRICS & INSIGHTS

Print Newsletters:

Mailed **quarterly** to every residential address inside the city...

24,408 addresses at last mailing.

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METRICS & INSIGHTS

Email Newsletters:

We began emailing **monthly** newsletters in November 2024.

July edition sent to **18,843 email addresses**.

Most recent **open rate: 51.1%**

Most recent **click rate: 2.8%** = 473 clicks.

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METRICS & INSIGHTS

Active Social Media Accounts:

- LinkedIn
- YouTube
- Facebook
  - 10 accounts owned by the City.
  - Some departments are more active than others in contributing/managing content on their accounts.

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METRICS & INSIGHTS

Facebook Accounts:

- **City Hall:** 21k followers
- **Parks & Recreation:** 14k followers
- **Police:** 61k followers
- **Fire:** 16k followers
- **Museum:** 4.3k followers
- **Health:** 5k followers
- **WIC:** 906 followers
- **Airport:** 1.3k followers
- ***Golf Course:** 1.5k followers
- ***Visit Joplin:** 16k followers

* These accounts are managed fully by their departments.

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METRICS & INSIGHTS

Facebook Posts to the City Hall Page:

- **2024 Q1:** 71 posts with total 291k reach
- **2024 Q2:** 71 posts with total 763k reach
- **2024 Q3:** 67 posts with total 227k reach
- **2024 Q4:** 65 posts with total 148k reach
- **2025 Q1:** 53 posts with total 265k reach
- **2025 Q2:** 71 posts with total 332k reach

Which means **2 million people** were reached in **18 months on Facebook**, and the **website took 24 months** to gain 2 million page views.

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METRICS & INSIGHTS

Website:

502 pages published on the website.

824k site visits over 2-year period (Aug. 2022 - Aug. 2024)

2.2 million page views over same period.

63% of site visitors use a mobile device. 36% use desktop.

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METRICS & INSIGHTS

Videos Produced:

- **1 State of the Community** video (thanks to Stormcloud Marketing)
- **4** Public Service Announcements
- **1** City Manager video message for staff.
- **11** Episodes of Show Me Joplin.
- **10** Episodes of the monthly Community Update with Mayor.
- **First episode** of Around Joplin with Fryendz.
- **Total: 27** video products since Oct. 2024.

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METRICS & INSIGHTS

Where to watch:

Our videos can be seen on **Facebook, YouTube, Vimeo,** and from the **Email Newsletter.**

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METRICS & INSIGHTS

Staff Newsletter:

July internal newsletter sent to **576 employee email addresses.**

Most recent **open rate: 55.6%**

Most recent **click rate: 5.2%**

Most-clicked link was to our benefits guide document.

Other content includes: Letter from the City Manager, Employee Spotlights, IT Matters message, Wellness Works Information, Employee Anniversaries.

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METRICS & INSIGHTS

Special Events:

- Ribbon Cuttings/Groundbreakings/Press Conferences
- Coordinating the City’s presence/booth at community events.
- **State of the Community event coming up January 14, 2026.**

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METRICS & INSIGHTS

A Note Regarding Metrics:

- We can easily measure **how loud we are**.
- Sometimes we can measure **how many people hear** the message.
- **It's hard to measure our impact.** We would need to conduct before and after surveys asking the community how they feel about the quality and volume of public information from the City, ease of finding information, do you feel the City is transparent, and other such sentiment questions.

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KEY INITIATIVES

Major Projects In Addition To Our Normal Operations:

- **Website Redesign** - RFP draft in progress, goal to go live in May 2026
- **“Staff Portal” Intranet** - design & build in progress, goal to go live Dec. 2025
- **PAFR Document** (Popular Annual Financial Report) - 3rd Draft In Progress, goal to publish in September.
- **State of the Community event** - actively planning, Jan. 14, 2026
- **Expand & Enhance Proactive Communications** - Launched public and internal newsletters in November, launched 3 new video series, brought print newsletter design in-house, started employee spotlight program, etc.

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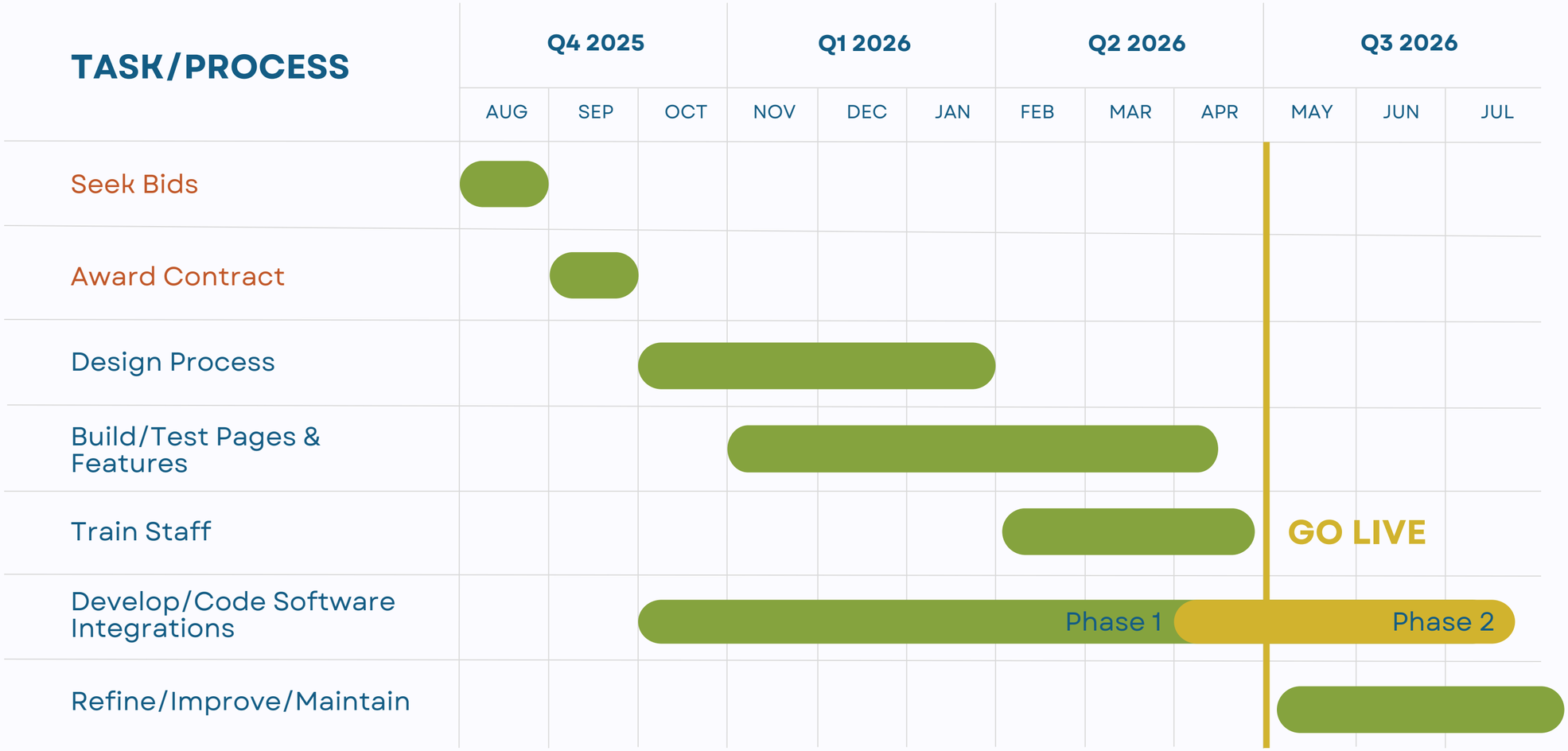
KEY INITIATIVES

Website Redesign Gantt chart:



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OTHER PROJECTS

Marketing Plans:

- **Airport Marketing:** Vendor contracted, Plan in progress
- **Bike Park Branding:** Vendor selection in progress for branding, then marketing.
- **Recruitment:** Not started.
- **Brand Awareness:** Not started.
- **Website Promotion** (After new site goes live): Not started.
- **Parks Programs & Aquatics:** Not started.
- **Transit:** Some work done for Trolley re-launch, but comprehensive marketing plan not started.
- **Museum:** Not started.
- **Golf:** Not started.

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OTHER PROJECTS

Policies & Procedures to Develop:

- Policy for Official Use of Social Media
- Review personal use of social media policy in employee handbook.
- Policy for Website Content Maintenance
- Policy for Promotion of Community Events/Initiatives
- Procedures for Email Marketing
- Review/Update Communications Portion of the Crisis Communications Plan.
- Written expectations for Communications Workflows.
- Review & Update Brand Standards

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FUTURE VISION

Ways Our Department May Contribute More In the Future:

- **More brand storytelling** - Feature stories showcasing the human impact of our programs & services.
- **Livestream video podcast** - Long-form interviews about complex topics where we could answer the public's questions.
- **Voter Education** - For any ballot issues that the Council may decide to put forward.
- **Expanding Community Engagement** - Assist various city projects and initiatives with community involvement through new website tools, surveys, and in-person activities.
- **Redesign All Publications** - Bring brochures, flyers, etc under consistent development & branding.
- **Standardize Social Media** - Bring all social media content for all accounts under standardized policies, procedures, and graphic design/branding standards.

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FUTURE VISION

More Ideas for Future Growth:

- **Promotional Materials & SWAG** - Coordinate the planning & purchase of all promotional materials to ensure a complementary strategy, consistent branding, and overall cohesion across depts. while possibly establishing a single vendor/shop to create savings for the City and allow employees or the public to purchase their own branded materials to show their Joplin pride.
- **Explore Sponsorship Opportunities** - Study and potentially implement a plan for coordinating the sale of sponsorships and advertising to create an additional revenue source.
- **Monthly Video Newscast** - Half-hour video newscast of the newsletter content.
- **Improve Customer Service** - Explore ways to improve customer service.
- **Digital Signage** - Explore possibility of digital signage in lobbies and outdoor digital billboards for public-facing messages, and digital signage in break rooms for internal communications.

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CONCLUSION

Thank you.

Questions?