Communications & Community Outreach Department

Community Outreach Update

What We Do



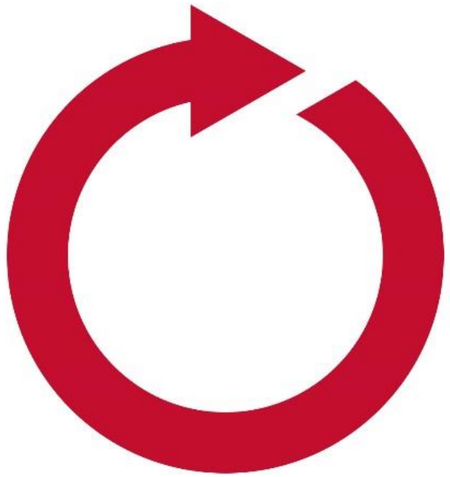
- Educate
- Inform
- Engage

Engagement



Intentional, relevant, two-way communication between the City and our constituents.

Constituent Groups



Sustain



Develop



Explore

Social Media

38 Separate Channels



Plano
Social Media

- **Facebook**
  - City of Plano
  - Live Green in Plano
  - Plano Animal Shelter
  - Plano Arts & Events
  - Plano Economic Development
  - Plano Emergency Management
  - Plano Event Center
  - Plano Fire-Rescue
  - Plano Parks & Recreation
  - Plano Police Department
  - Plano Public Library
  - Plano 9-1-1
  - Visit Plano
- **Twitter**
- **YouTube**
- **Instagram**
- **Pinterest**
- **LinkedIn**
- **Nextdoor**

Citizens Government Academy



- 10 years
- 40 participants
- 12 sessions, held monthly

Coffee with the City



- Started June 2016
- Facebook Live broadcast
- Held quarterly

Neighborhood Leadership



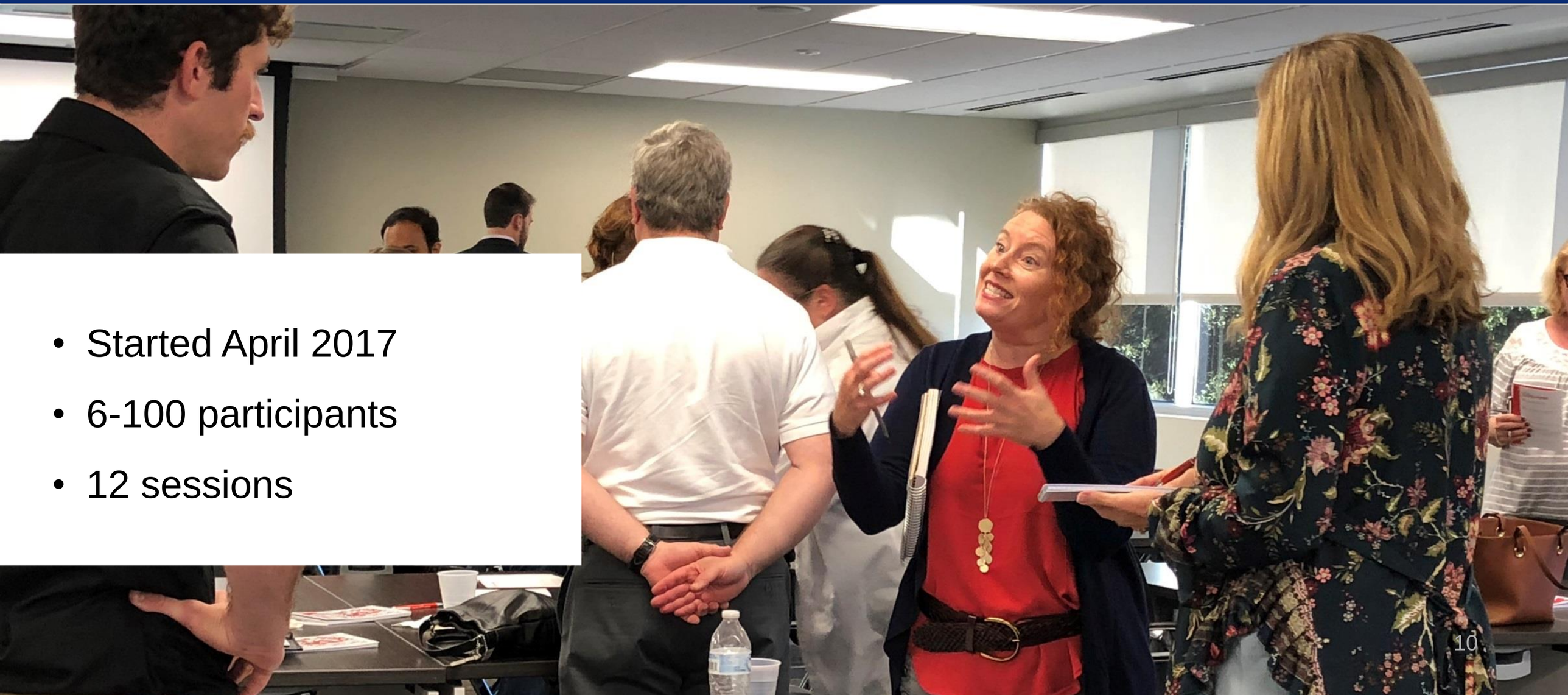
- HOA, Neighborhood Association and Crime Watch presidents
- Facebook Live broadcast
- Held quarterly

Town Hall



- Q&A format
- Phone, social, in person
- Held quarterly

TEDxPlanoSalon Series



- Started April 2017
- 6-100 participants
- 12 sessions

Facebook Live Broadcasts



Outreach Partnership with Community Facebook Groups

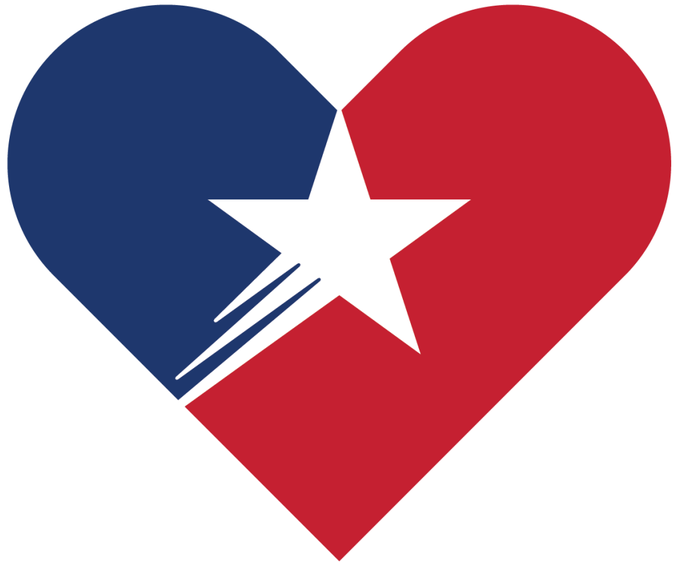
- Storm sirens
- Safety
- Parks & Recreation programs
- Library programs
- Water maintenance
- Recycle Right
- Building strong neighborhoods

New Outreach Initiatives



- Expansion of Facebook Community Group relationships
- Expansion of Plano Government Citizens Academy – Plano Government UniverCity Workshops

Questions?



loveplano