

Digital Marketing Plan- Executive Summary

Authors:
Henke, Shea
Parks, Ben
Pavas, Yeison
Samarawickreme, Chehana
Zovko, Ivan

Executive Summary

This Digital Marketing plan offers an economical, effective, realistic and comprehensive improvement to the City of Richmond's current online presence. The SWOT analysis demonstrates that the city's current social media presence is full of potential. Based on that, the Richmond Government should focus on expanding it's following on Facebook and Twitter, and adding Google+. These platforms in particular offer the opportunity to develop high quality content in an engaging and relevant way. In addition, this plan will help increase traffic on the official government website and to city social media sites while fostering two-way communication and engagement with citizens. The plan lays out the responsibilities and tasks for a city social media manager to oversee, publish, and manage content while additionally proposing the creation of a student internship partnership with the Earlham Business and Nonprofit Management Department.

The proposed channels of communication and tools, along with monitoring, will provide an opportunity to improve this plan even further. Fortunately, many of these effective tools are free and easy to manage. Because of this, the budget and time proposed are of minimal costs to the

city. This plan will help improve government transparency, participation, collaboration and engagement with citizens, and help foster its mission to serve the community.

Brief Overview

Over the last several years, social media use has become increasingly widespread within the public sector. Governments and politicians have adopted this communication channel following in the footsteps of citizens and the private sector. Social media sites help the government to see how well it is achieving citizen satisfaction as well as transparency, participation, and collaboration. Digital tools and social media platforms also offer government a way to garner feedback from the public while fostering two-way communication and interaction. Due to its numerous advantages for communication, government use of social media platforms such as Facebook, Twitter, and Google+ is projected to continue expanding.

City governments throughout the country, many comparable to Richmond, have worked to develop comprehensive social media plans to engage with citizens. With more and more people accessing the internet and creating personalized profiles on social media platforms, improving the official city social media pages presents the City of Richmond with a valuable way to further its involvement and interaction with community members.

Augmenting government reach on social media and responding to, as well as engaging with citizens over these platforms will help foster a positive relationship between the two parties and help citizens feel that the city is striving to serve the community.