



OVERVIEW

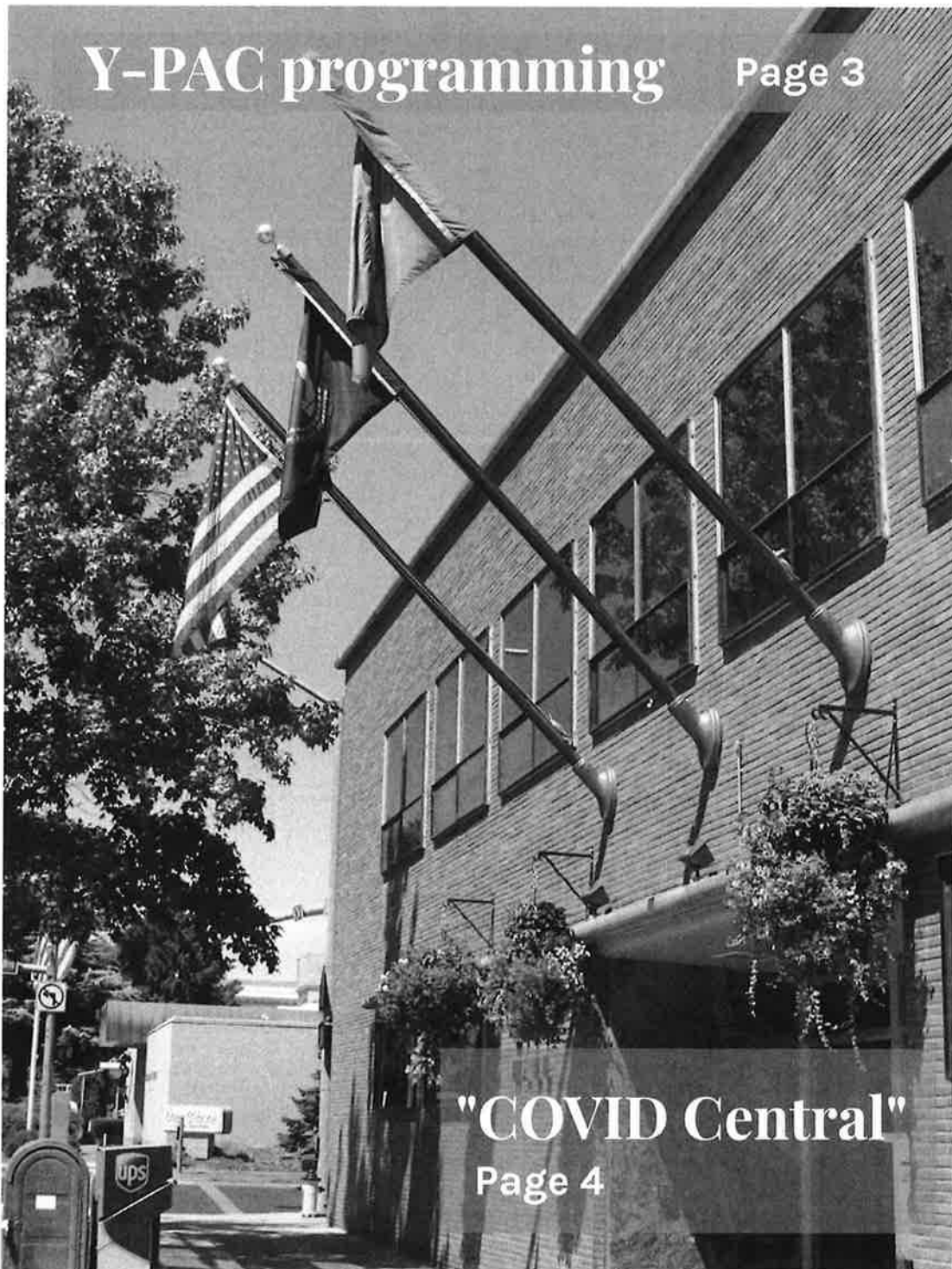
City of Yakima Communications in 2020

Annual report: City of Yakima Community Relations Office

Vol. 02

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Y-PAC programming

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"COVID Central"

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Social Media - 2020 OVERVIEW

City of Yakima social media

Combined totals for City Facebook, Twitter, Instagram accounts



City of Yakima social media in 2020 was a key governmental source in the region for COVID-19 information.

For example, during March 2020 - the first month of the pandemic - there were 89,800 interactions on City social media in response to posts about COVID-19.

HIGHLIGHTS

City Council Facebook

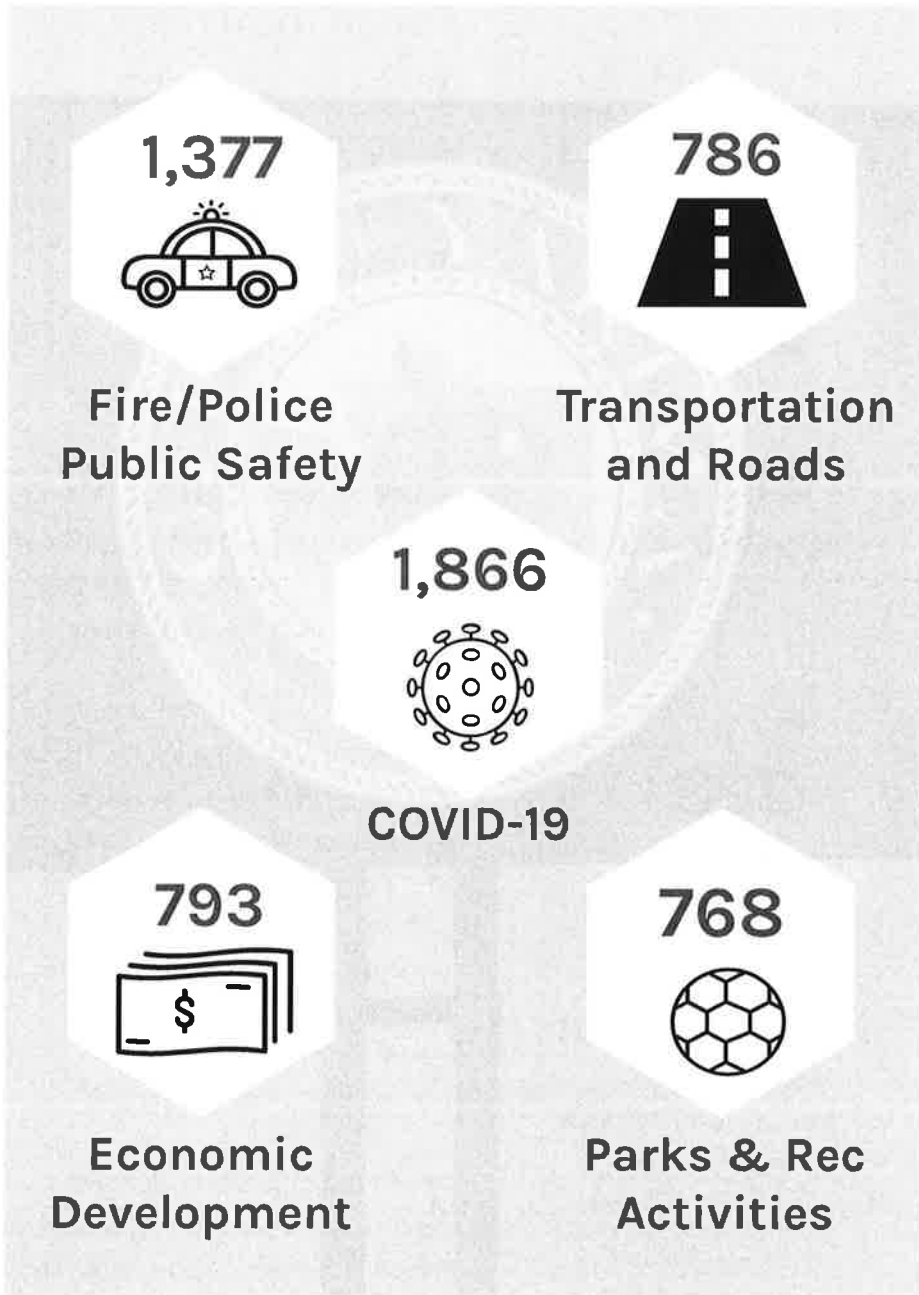
In 2020, the Community Relations Office - in conjunction with IT - began administering and primarily responsible for content on Facebook pages for three Council members. This is in addition to pages the office also administers for the City of Yakima, Police and Fire.



Outreach by subject matter - 2020 OVERVIEW

Community Relations Office

*outreach in 2020 included...



*Points of contact: videos, photos, social media, newsletter, Y-PAC coverage, bulletins, web content and news releases.

HIGHLIGHTS

Y-PAC programming

In 2020, the Community Relations Office produced 281 programs for the Yakima Public Affairs Channel (Y-PAC).

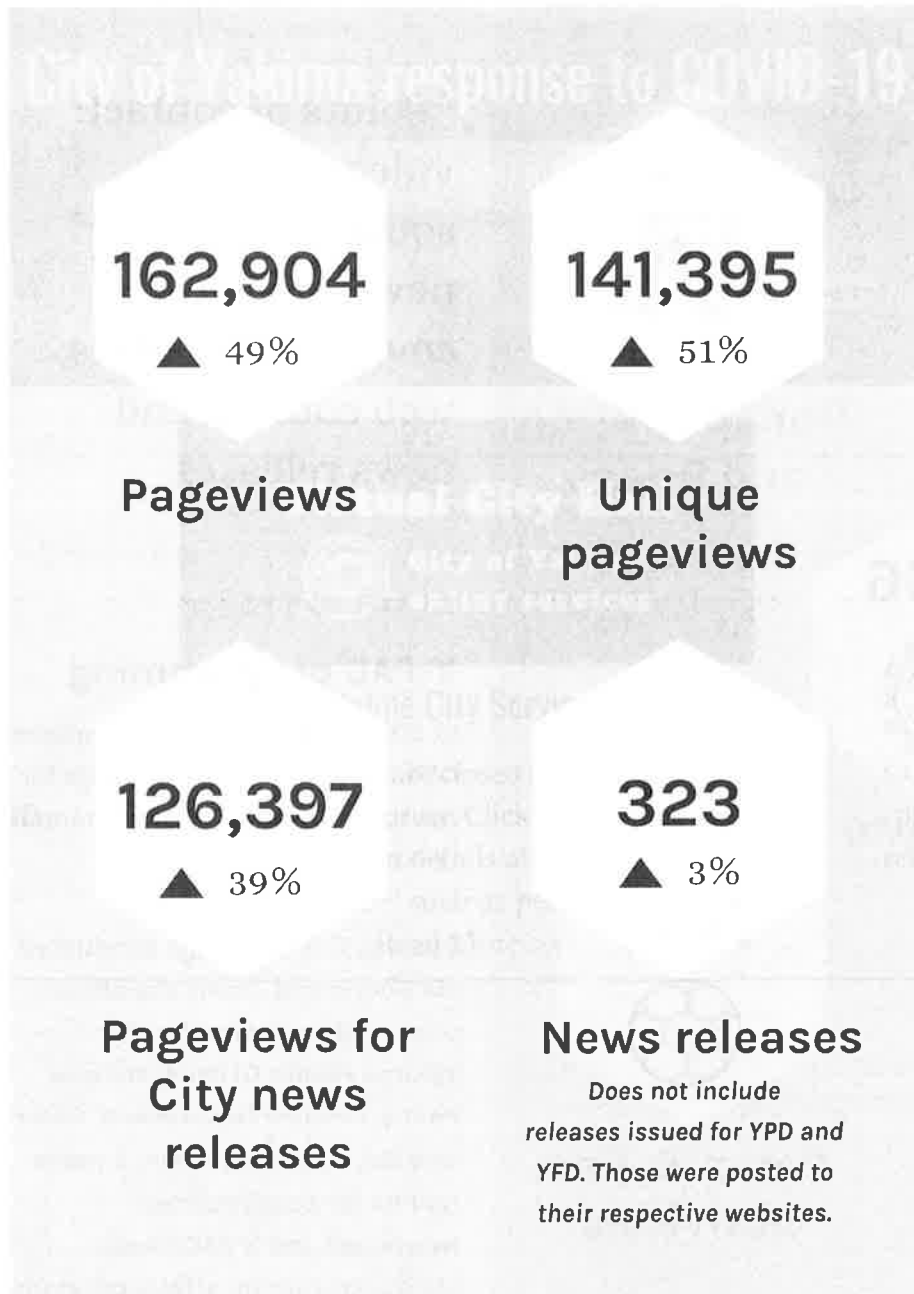
Besides City meetings conducted via phone and Zoom, the office produced programs for the Yakima Health District, Yakima Police, Finance Department, Parks and Recreation, tourism, a mask-up PSA for Congressman Newhouse and Y-PAC Check-ins governmental affairs program.



Website content - 2020 OVERVIEW

Community Relations Office

*web content by the numbers...



*2020 totals for City website content created by the Community Relations Office

HIGHLIGHTS

COVID Central

The Community Relations Office's web content related to COVID-19 resulted in 50,089 pageviews during 2020.

That total was achieved in about nine months. The pageviews were generated by multiple web pages and Points of Interest the office created to highlight precautions, virtual City services, support for local businesses and grant opportunities for small businesses and non-profits.

That's in addition to 120 news releases the Community Relations Office issued in 2020 related to the pandemic.

Data per Google Analytics. Percentages as compared to 2019 data.



OVERVIEW

City of Yakima Communications in 2020

Questions
about 2020?

Suggestions
for 2021?

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