



CITY COUNCIL COMMUNICATIONS COMMITTEE

MINUTES FROM AUGUST 23, 2022

Huntington Beach City Hall
ZOOM

Call to Order at 3:31PM

Roll Call

- Council Liaisons: (Present) Council Member Carr, Council Member Moser; Council Member Kalmick
- Staff Liaisons: (Present) Hopkins, Carey, Frakes
- Public: Matt Liffreing, Chris Epting

Public Comments (3 minutes per speaker)

- *NONE*

Approve Minutes from July 26, 2022 meeting.

- *APPROVED*

ADMINISTRATIVE ITEMS

1. **PIO Update**

- SurfCityBreak.com
 - 17% more newsletter sign ups in last month
 - 21% more article views in last month.
 - Top posts: 1. OCPA; 2. CommUnity Picnic; 3. US Open
- Ongoing Projects
 - Standardization of Social Media Audit: Ongoing. Working with City Attorney's Office on Administrative Regulations. Will begin with Sprout Social on September 6 with 23 City Social Media Sites.
 - New Equipment in place, working through set up. Had a tour of Riverside's studio for reference, and they have offered to help with HB set up. Long Beach has also offered their help.
 - Live Stream Equipment ordered. Plan to test on September 7.
 - Press/Media/Branding Policy – working on standardizing responses to all press/media inquiries per upcoming branding policy.
 - Exec Leadership Team (ELT) & Deputy Leadership Team (DLT) will be having a brand visioning session on August 24 where we will present draft branding guidelines, and will also bring to next Communication Committee meeting.
 - Review of Social Media numbers (please see attached presentation). Councilmember Moser asked about different options to get the word out about upcoming events, like CommUnity Picnic. Carey will look into community partnerships and media notices.

2. **HBTV Programming**

- Review of current content (see attached PP Presentation).
- Review of upcoming content (see attached PP Presentation), and excited to introduce new programming, "FlashBack".

3. **Review of Upcoming Events** (see attached PP Presentation)

- Councilmember Carr asked for information relating to 9/11 events. Carey will follow up in the next week.

Adjournment – 4:07pm. *The next regularly scheduled meeting will be on September 27, 2022 at 3:30PM.*



Communications Committee

August 23, 2022

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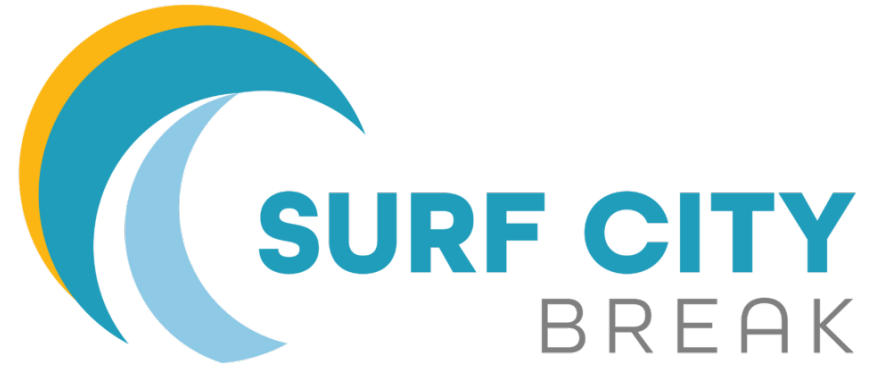
- **Public Information Update**
 - Surf City Break
 - Ongoing Projects/Priorities
 - Social Media
- **HBTV Programming/Content**
 - Content Update
 - Upcoming Events





Public Information Update

Surf City Break



- 17% ↑ Newsletter Signups (3,519)
- 21% ↑ Views in Past 30 Days (15,792)
- **Top Posts:** OCPA Transition Details (1,814), CommUNITY Picnic (835), Vans US Open Highlights (763)
- **Top Referrals:** Facebook, City's Website, Twitter



Ongoing Projects

- Standardized Social Media Policy
 - Administrative Regulations – City Attorney Review
 - Sprout Social – Onboarding 9/6
- Equipment in Place – Testing Setup/Format
- Livestream Equipment Ordered
- Press & Media Policy/Branding Policy
- ELT & DLT Brand Visioning Session – 8/24



Social Media - Facebook



Thu Aug 11, 10:40am
CommUNITY Picnic



Reach 9,077



Sat Aug 6, 2:00pm
Over the next couple of weeks, we will be bringing...



Post

Reach 8,524



Social Media - Instagram



Sat Aug 6, 3:00pm

Over the next couple of weeks, we will be bringing...

Post

Reach 10,073



Thu Jul 28, 1:01pm

The City of Huntington Beach is hiring for Account...

Post

Reach 9,073



Thu Aug 11, 12:00pm

During the pandemic, restaurants & retailers faced...

Post

Reach 9,436



Tue Aug 2, 9:01am

Join us on Monday, August 8 at 11am as we unveil ...

Post

Reach 7,939



Social Media - Twitter

Tweet impressions
35.5K ↓34.9%



Profile visits
6,095 ↓44.0%






Mentions
81 ↑20.9%



Followers
9,983 ↑52



Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
	City of Huntington Beach @CityofHBPIO · Aug 10 Beginning Monday, 8/15, HB residents may notice low flying helicopters throughout the week as part of annual pipeline inspections being conducted by @socalgas. This is a routine inspection & there is no cause for alarm. For more info, please contact SoCalGas at (800) 427-2200. pic.twitter.com/qj7C3CEHqt View Tweet activity			2,319	110	4.7%
	City of Huntington Beach @CityofHBPIO · Aug 2 Join us on Monday, August 8 at 11am as we unveil the new & improved Bluff Top Park & trail! The event will take place on the trail along Pacific Coast Highway, south of Goldenwest. We look forward to seeing you there! pic.twitter.com/xuZBDXS9nV View Tweet activity			1,368	81	5.9%
	City of Huntington Beach @CityofHBPIO · Aug 6 Over the next couple of weeks, we will be bringing you great perks offered by the Huntington Beach Library in addition to checking out physical books or other materials! Find out what exciting perks are offered, visit bit.ly/3p19ZHn pic.twitter.com/UQoFFuQpaT View Tweet activity			1,255	108	8.6%





HBTV Programming

Current Content on HBTV

- Hidden Huntington Beach
- Surf Scene
- Legendary Locals
- Surf City Highlights – Creating New Format/Testing Downstairs Studio
- Surf and Skate Films by Human Relations Committee for US Open
- Huntington Beach Public Library – Story and Craft Time
- HB Symphony Orchestra
- Council Meetings/Planning Commission



Upcoming Content on HBTv

- Weekly Update with Mayor Delgleize (New Surf City Highlights)
- FlashBack
- CommUNITY Picnic
- HB Senior Center Promotional Video
- Bike Safety Tips



Upcoming Events

Upcoming Events

September

- 3 – Oak View Cleanup
- 11 – Patriot Day Ceremonies
- 11 – Blessing of the Waves
- 17– Surf City Days/He'e Nalu Aloha Fest.
Rockin Fig Festival/HSS Demo Day
- 17 – HBCOA Active Living Expo
- 17 – 24 ISA World Surfing Games
- 20 – California Surfing Day
- 24 – Sunset Beach Chili Cook off
- 25 – Surf City 10
- 30 – 2 Pacific Airshow



Questions?

