



VOORHEES TOWNSHIP MUNICIPAL COMMUNICATION STRATEGY

EXTENDED NARRATIVE

INVENTORY METHODS

Documentation of the Voorhees Township Municipal Communication Strategy began with reviews of the existing municipal, police department, and fire department websites. Particular attention was paid to regularly updated content and hyperlinks to additional communication channels. This review was followed by discussions with the Township Administrator, Chief of Police, and Fire Chief to uncover any supplementary communication methods used within the Township. A full listing of documented communication channels can be found in the attached Municipal Communication Channel Inventory.

No new communication channels were added as a result of this inventory. Although no research was conducted regarding the residents' use of existing channels, it is the goal of Sustainable Voorhees to conduct such an analysis in the near future and advise the municipal government as to the effectiveness of their current communication strategy.

COMMUNICATION CHANNEL USAGE

Although each of the inventoried communication channels obtain revision as needed, a number receive updates on a daily or nearly daily basis. These include the municipal Facebook page, municipal Twitter account, Police Department Facebook Page, and Police Department Twitter Account. Evidence of municipal use for these and other regularly updated channels can be found in the attached Municipal Communication Channel Screenshots.

MUNICIPAL WEBSITE MAINTENANCE

The municipal website contains a wide array of information about the township, municipal services, and services provided by affiliated organizations. In addition, it is regularly updated with current news and weather, a weekly Mayor's Column, residential bulletin board postings, board and committee agendas and meeting minutes, and announcements of community importance.

The framework of the website was constructed and is maintained by Peachtree Designs, LLC, a private consulting firm specializing in website design and maintenance for small businesses and municipalities. The Township Clerk is charged with maintaining the accuracy of the website's information as well as posting new notifications and is authorized to upload, update, or otherwise change areas of content within this framework.

No structural or content changes other than regular updates were made to the municipal website as a result of this investigation into the Township's communications strategy.