



2024

COMMUNICATIONS SUMMARY REPORT



INTRODUCTION

This Communications Summary Report allows for transparency and open dialogue between staff and the Commission, and facilitates active monitoring of our collective communication efforts.

The report aims to:

- Evaluate communications data from 2024
- Find opportunities for improvement
- Develop communications strategies for 2025 to enhance living and working in Belleair.




COMMUNICATIONS MISSION

To deliver high-quality communications, services, and experiences throughout and within Belleair that have a small-town, personal feel.

2024 TOP STORIES



Devastating Hurricane Helene impacts
111.5 K views



Town of Belleair, FL Government

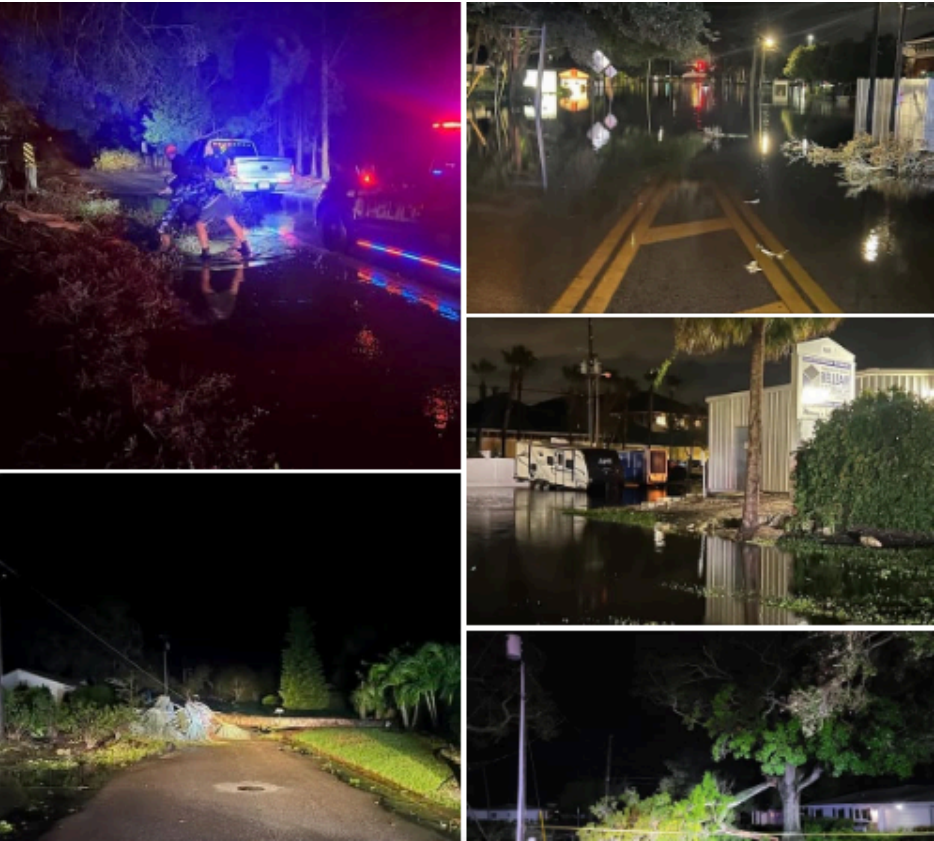
Published by Belleair Town Hall

October 8, 2024

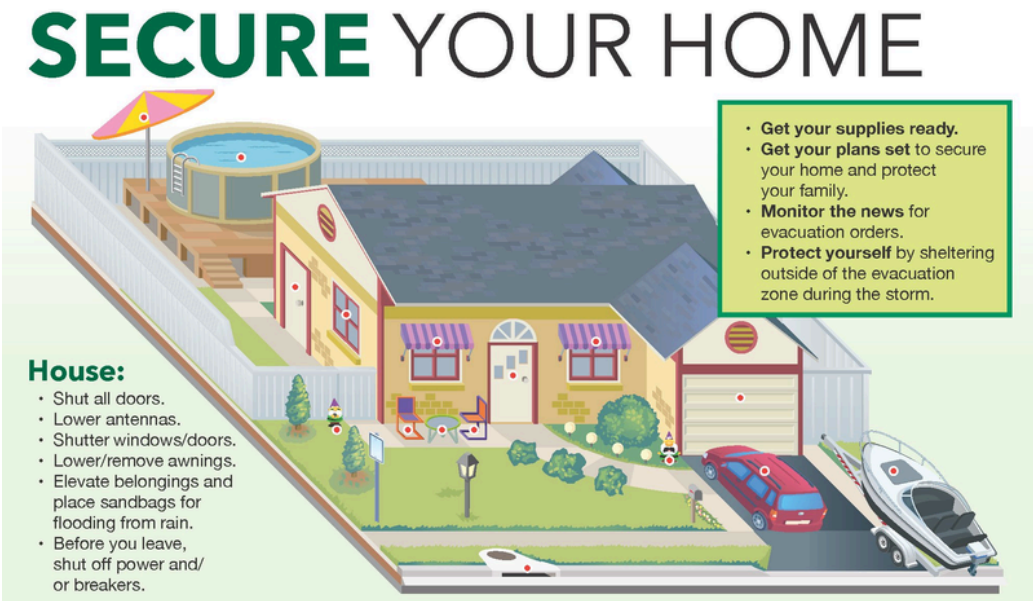
A message from the Belleair Police Department:

If you live in a mandatory evacuation zone and you choose to stay, please use a sharpie to write your social security number on your arm, so that you can be identified in a worst-case scenario. We realize that this request is grim, but it's reality. During Hurricane Helene, there were over 1,500 unanswered 911 calls in Pinellas County and this resulted in multiple deaths.

Hurricane Milton Evacuation Warning
31.7 K views



Stay Where You Are Message - Hurricane Milton
17.5 K views



Secure Your Home infographic
13.3 K views



Video of fallen trees from Hurricane Milton
14.6 K views

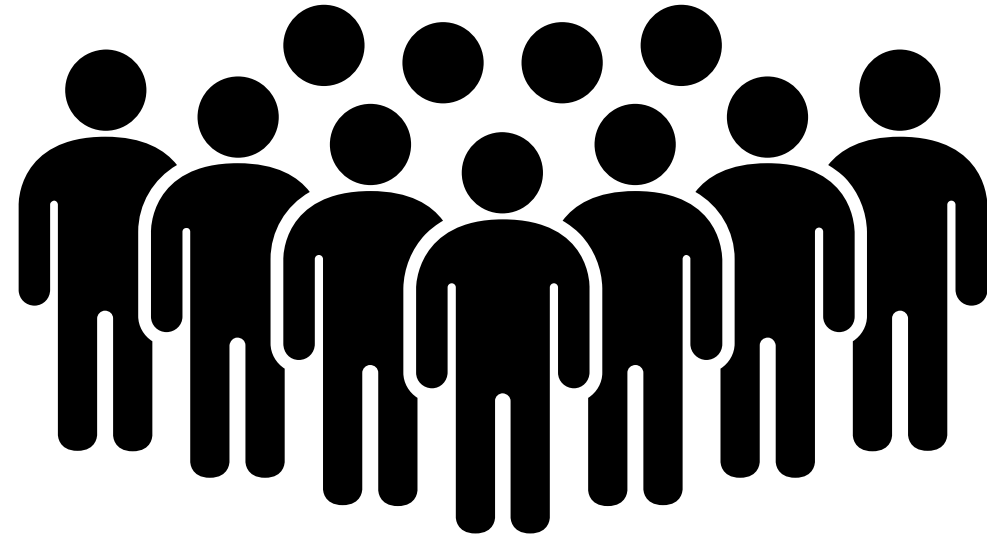


Early signs of flooding - Hurricane Helene
13.1 K views



2024 COMMUNICATIONS DATA

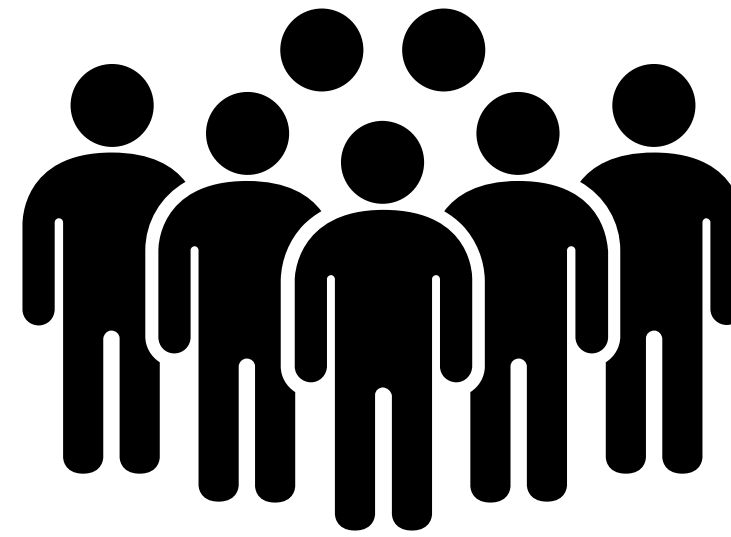
TRADITIONAL SOCIAL MEDIA OVERVIEW



FACEBOOK

Town: 3 K followers

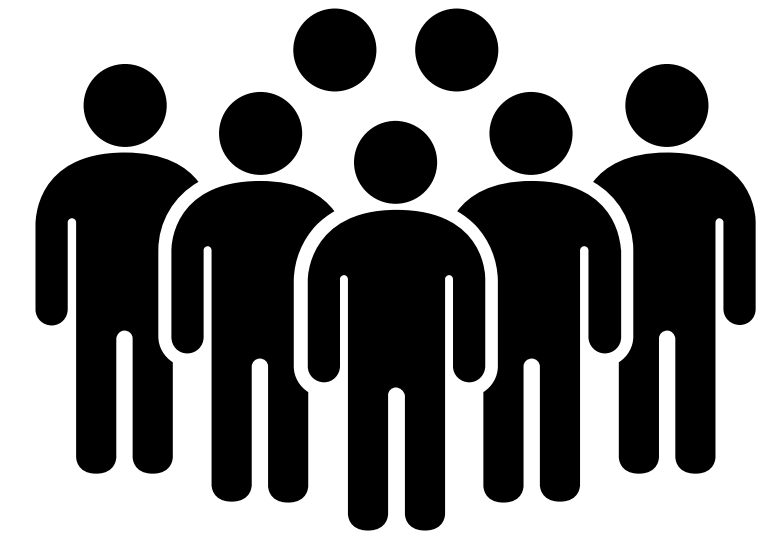
Rec: 2.7 K followers



INSTAGRAM

Town: 786 followers

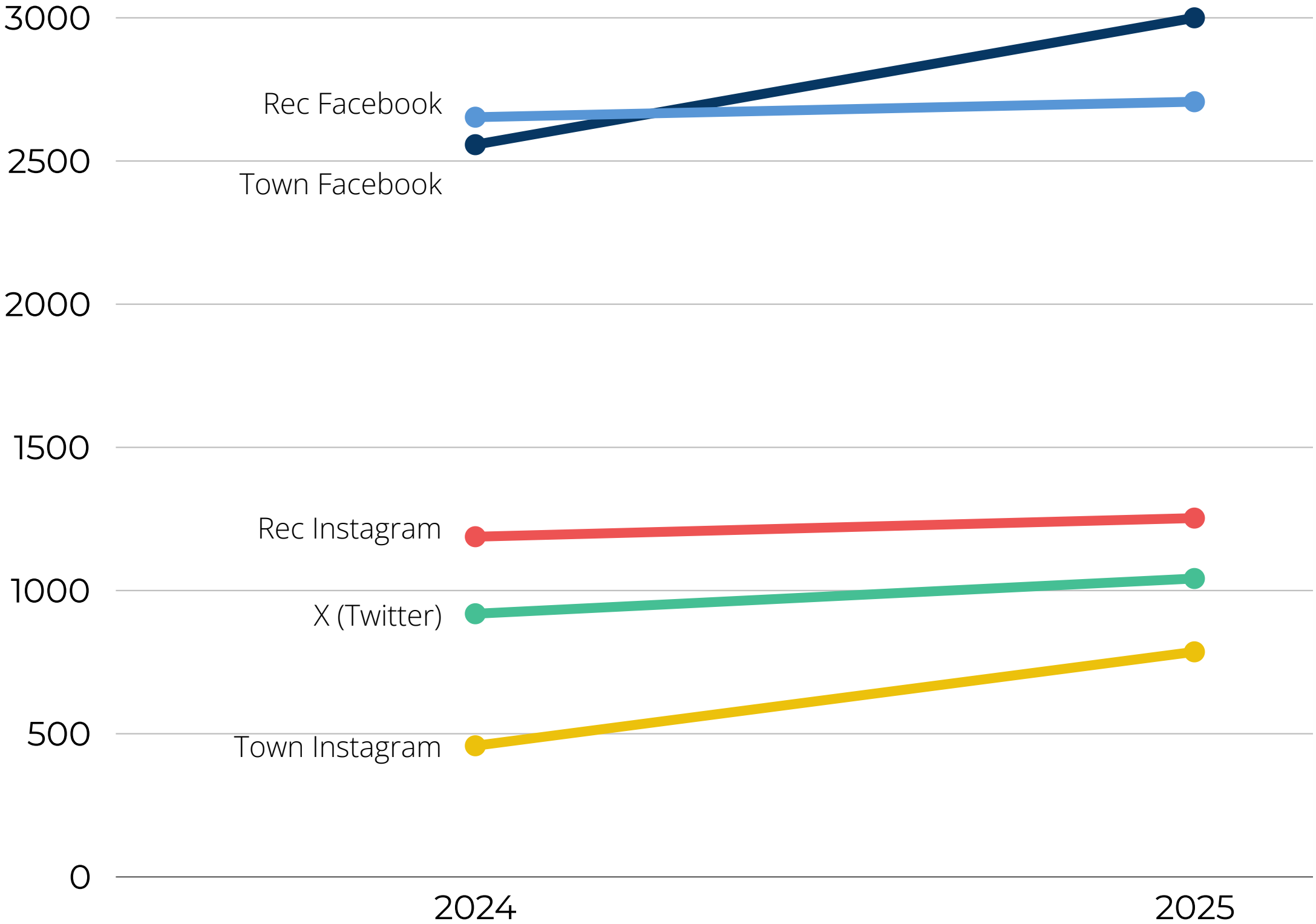
Rec: 1.2 K followers



X (TWITTER)

1 K followers

TRADITIONAL SOCIAL MEDIA OVERVIEW



2024 Follower Growth		
Town Facebook	↑	17%
Rec Facebook	↑	2%
Town Instagram	↑	65%
Rec Instagram	↑	5.5%
X (Twitter)	↑	13%

ADDITIONAL COMMUNICATIONS PLATFORMS



Town Newsletter E-blasts



Everbridge Emergency Alerting



Print Media, Mailers, Utility Billing Inserts



Resident Information Guide



Town Website



SeeClickFix

TOWN WEBSITE

170,748 website views in 2024

Top Visited Pages

Building
Parks and Recreation
Hurricane Helene
Special Events

Top Search Items

Pickleball
Permits
Jobs
Trash

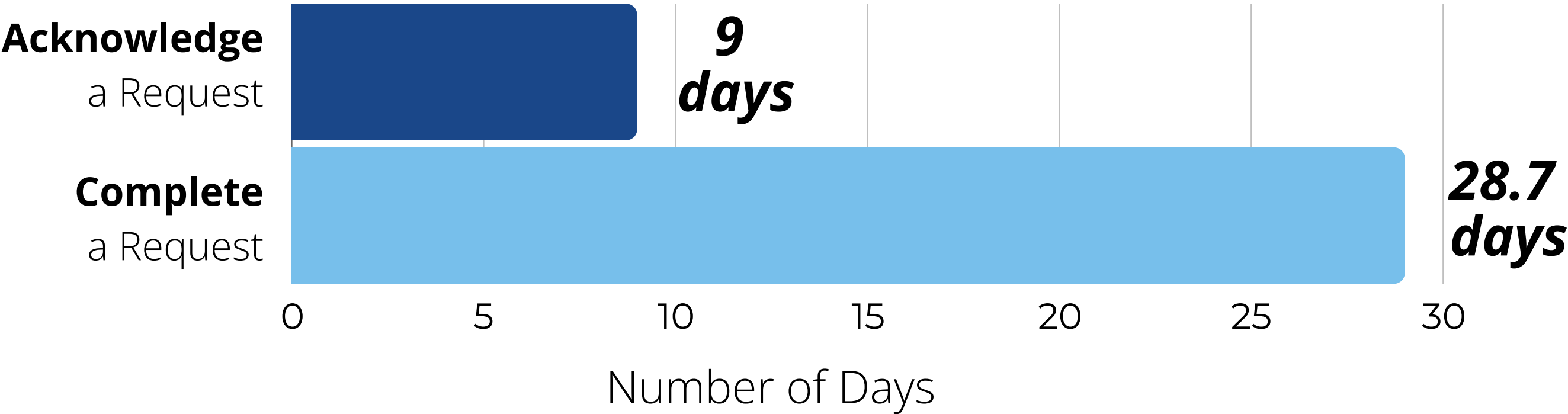
Top Downloaded Documents

Belleair Zoning Map
FY 23-24 Budget
Utility Billing Rates
2024 Summer Camp Schedule

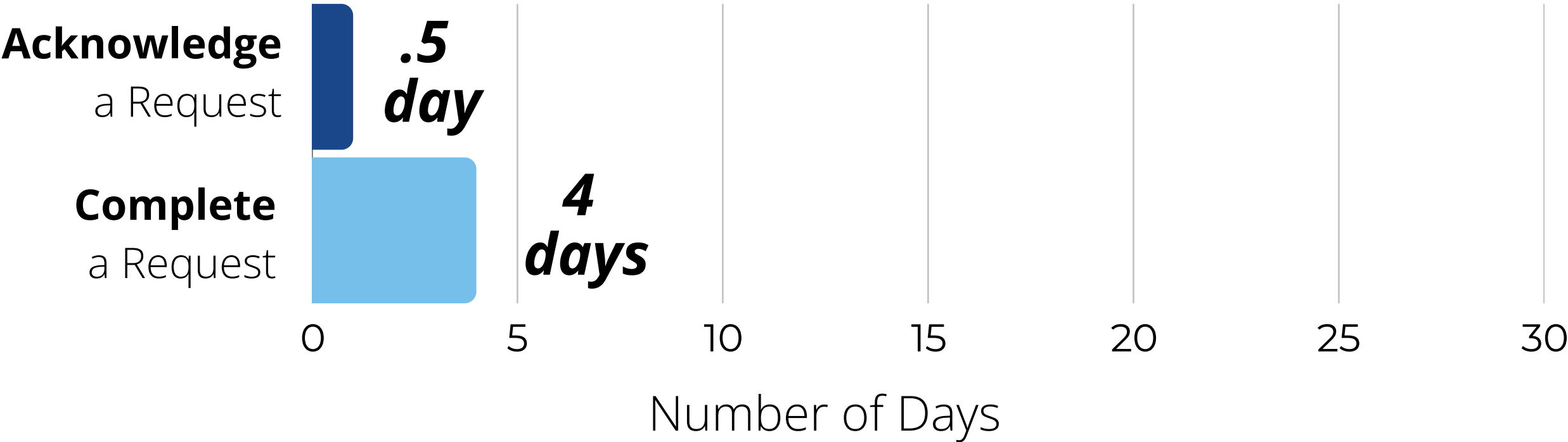


SEECCLICKFIX

2023 Average Staff Response Rates



2024 Average Staff Response Rates





2025 COMMUNICATIONS GOALS

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COMMUNICATIONS MISSION

To deliver high-quality communications, services, and experiences throughout and within Belleair that have a small-town, personal feel.

GOAL 1

Improve the processes by which we communicate to all of our stakeholders



GOAL 2

Create Town of Belleair communications that are our “best foot forward”



GOAL 3

Empower employee engagement and success through proactive initiatives and projects



STRATEGIES

- Work to continue increasing social media following, especially on the Town Instagram, to improve online engagement
- Work toward implementing a website re-design

- Create and post more reels (videos) on social media accounts
- Take better advantage of Everbridge’s selective location messaging feature

- Create and post more behind the scenes stories and highlights that feature Town employees
- Explore options for a new text notification service