

WARRINGTON TOWNSHIP
COMMUNICATIONS ADVISORY BOARD
2017 ANNUAL REPORT

Mission Statement: To promote and enhance township external communications for the benefit of Warrington Township Residents, as well as identify potential problem areas as they arise.

2017 Highlights

- Township social media review and analysis
 - *Regular review of township social media statistics and recommendations for improvements to social media policies and procedures,*

- Meeting Video Capture Platform
 - *Support of township meeting video capture platform*
 - *Planning for adding content to township TV channel,*

- Cable franchise Renewal
 - *Continued review of cable franchise renewal services via the Bucks County Consortium,*

- Public website
 - *Review and recommendations for Warrington's new public website,*

2018 Goals and Objectives

- Improve the information on the township website and develop a strategy for new content on the public television station,

- Support township personnel in the selection of a new content for the TV station.

- Continued support for the renewal of the cable franchise agreements.

- Improve the overall Communications Plan for the Township by identifying communication tools (including email lists, social media, etc.) which are most useful to Township residents.

- Consult with the Township and Township's architect on communications package and systems to be used in the new Police Building.