



Spokane Neighborhood Summit



Social Media & Marketing & Neighborhood Websites, OH MY!

Presenter:

Jessica Fisher, Public Information Coordinator



Spokane Neighborhood Summit



Meet Your Presenter Jessica Fisher

Jessica Fisher is the City of Spokane's Public Information Coordinator who doubles as the Social Media Coordinator. She grew up in Spokane's Southgate neighborhood. Jessica is a Central Washington University graduate with a degree in Public Relations. Outside of work, she loves exploring the Pacific Northwest, listening to live music, and cheering for the Gonzaga University basketball team!

Contact Info: 509-625-6749

jfisher@spokanecity.org

TODAYS

Agenda

Overview of Resources

Social Media

Marketing

Neighborhood Websites

Activity

Q&A





Social Media



As of 2023, the number of social media users worldwide was 4.89 billion. That's more than half of the entire population of earth!

Facebook

- 3 billion active monthly users
- largest demographic is male users ages 25 to 34
- Facebook is still the most popular social network

Instagram

- 2 billion monthly active users
- largest demographic is male users ages 18 to 24

Nextdoor

Spokane specific

- 72K members
- 48K claimed households

RESOURCES

Social Media

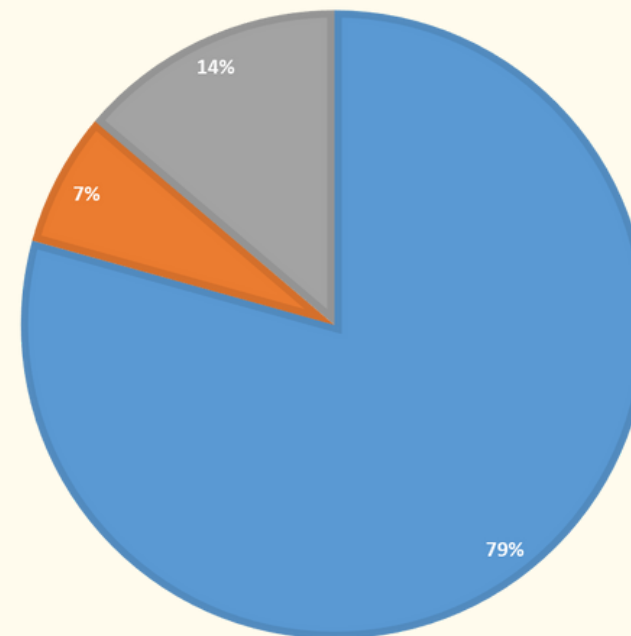
Most of the City of Spokane's 29 Neighborhood Councils are active on one or more social media platforms.

CITY OF SPOKANE



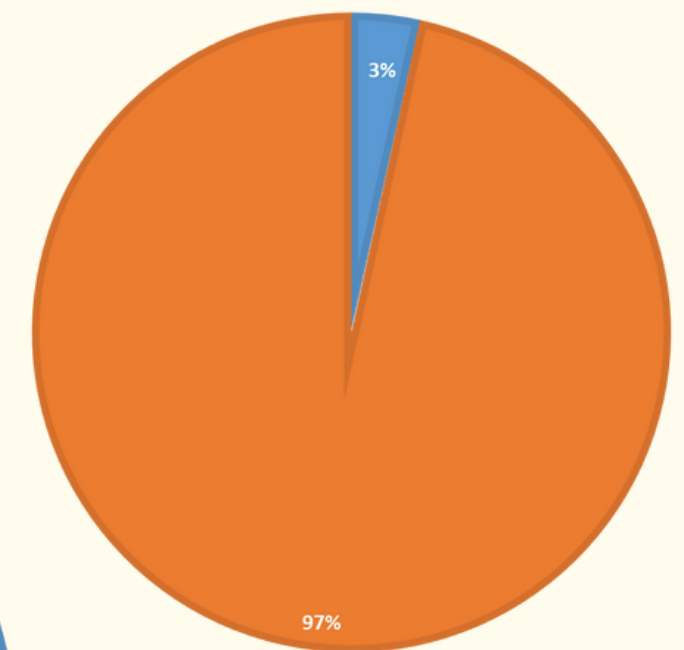
FACEBOOK

Facebook Page Private Facebook Group No Facebook



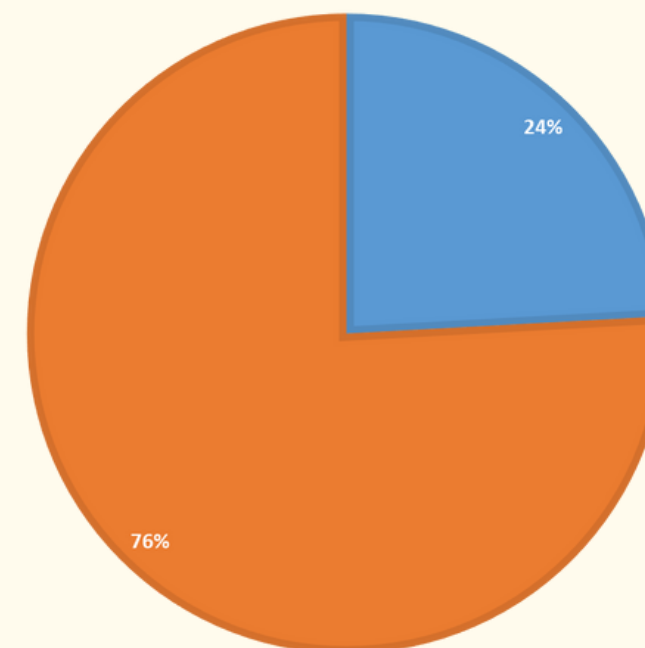
INSTAGRAM

Instagram Account No Instagram



NEXTDOOR

Nextdoor Account No Nextdoor





Social Media



Whitman Neighborhood
5d · 🌐

<https://www.youtube.com/watch?v=-AEinWIZ0P4>



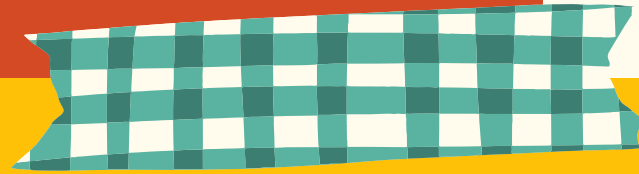
YOUTUBE.COM

New Playground Equipment for Wildhorse Park Oct. 20th, 2023



Social Media





Follow City of Spokane social media accounts for content ideas.

Social Media



Follow City social media for content ideas!

2024 Content Calendar

Jan.	Feb.	March	April
May	June	July	Aug.
Sept.	Oct.	Nov.	Dec.

Visit Spokane event calendar. www.visitspokane.com/events

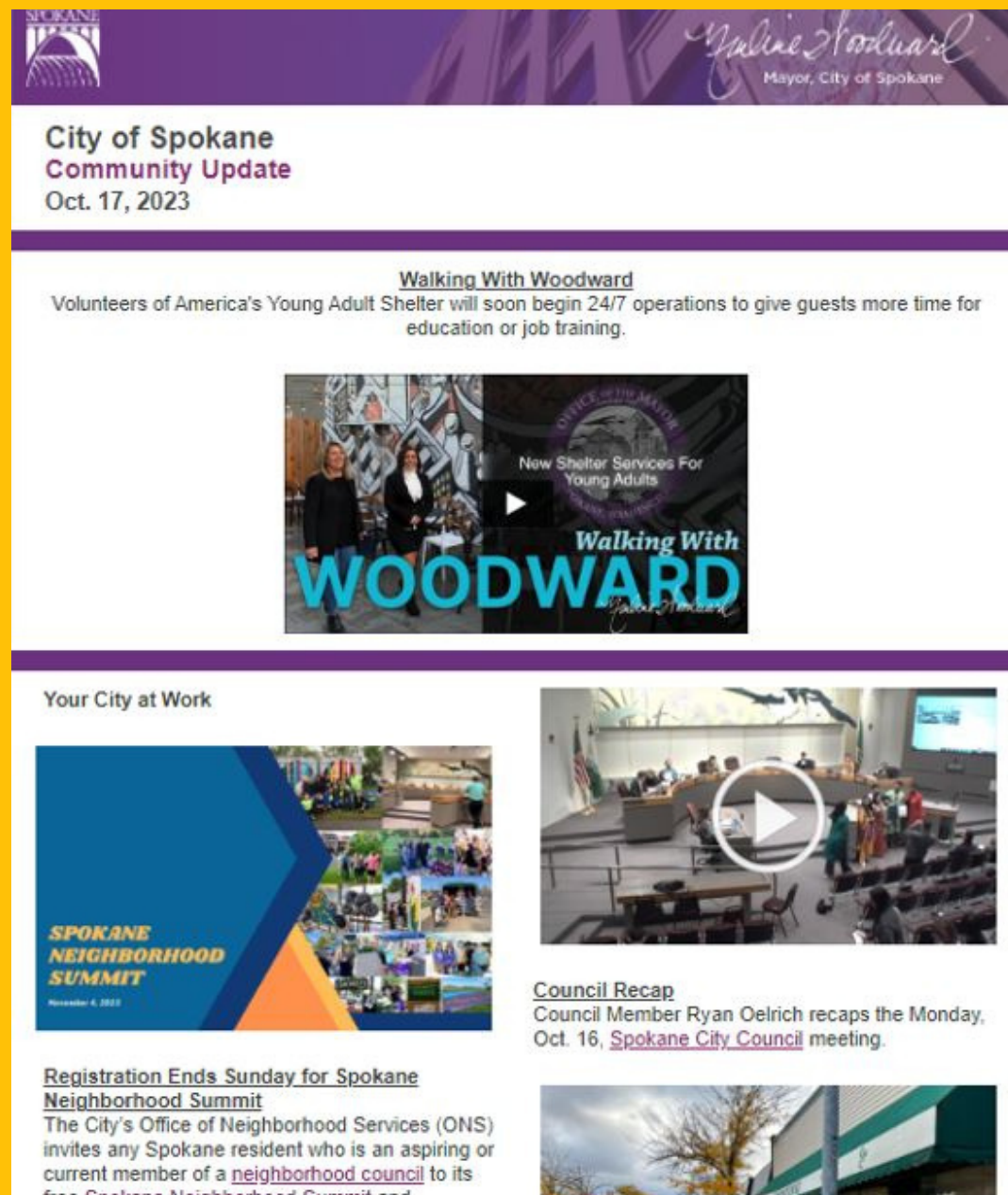
Marketing



Community Update

- City of Spokane newsletter
- Every Tuesday
- 80K people
- 36% open rate

If you would like to feature your event in the Community Update newsletter or City social media please contact your staff liaison!



Marketing

FREE RESOURCES

Free Resources for Neighborhood Councils

- Canva
- Free printing at Spokane Public Libraries
- Grammarly

Grammarly is checking your writing.



Graphic created on Canva!



Neighborhood Websites

All neighborhood councils have access to WordPress through the City of Spokane.

Here are some tips to create a useful neighborhood council website.

- Neighborhood map
- Benefits of joining a neighborhood council
- Upcoming meetings and events
- Links and resources
- Include past meeting minutes
- Contact info
- **KEEP CONTENT UP TO DATE!!**



EXAMPLE

Neighborhood Websites

Shiloh Hills Neighborhood Council Website



- Links
- City of Spokane Website
 - Community Assembly
 - Nextdoor Social Network
 - Report your animal complaints, graffiti and potholes online
 - Shiloh Hills Page (City Website)
 - Spokane Neighborhoods Services

Shiloh Hills Neighborhood Council

The Shiloh Hills Neighborhood Council was established in 2016 following a split with the Nevada/Ledgerwood Neighborhood;



We were developed after citizens in the northern part of the council's district voiced their concerns about the district being too

large and not being able to handle the issues of the City's northernmost district. So, on September 19th, 2016, the Spokane City Council voted unanimously in favor of creating the Shiloh Hills Neighborhood, charting the council boundaries that run from the North side of Francis Ave to the South of Hawthorne St and between Crestline & Perry. Our Neighborhood is about 2.5 miles long and 1.5 mile wide, and includes over 10,000 households with nearly 20,000 residents, plus about 850+ businesses, bringing in over 5 Million in revenue for the City of Spokane.

Our neighborhood council is about empowering people ...

...to better their community as volunteers and activists – serving neighbors and working with federal, state & local agencies to optimize the use of public resources. We take an active roll in city government and encourage neighbors to become aware of problems and opportunities that merit their attention and involvement. We also sponsor and/or assist with social activities, fund raisers, cleanup programs and other neighborhood activities.

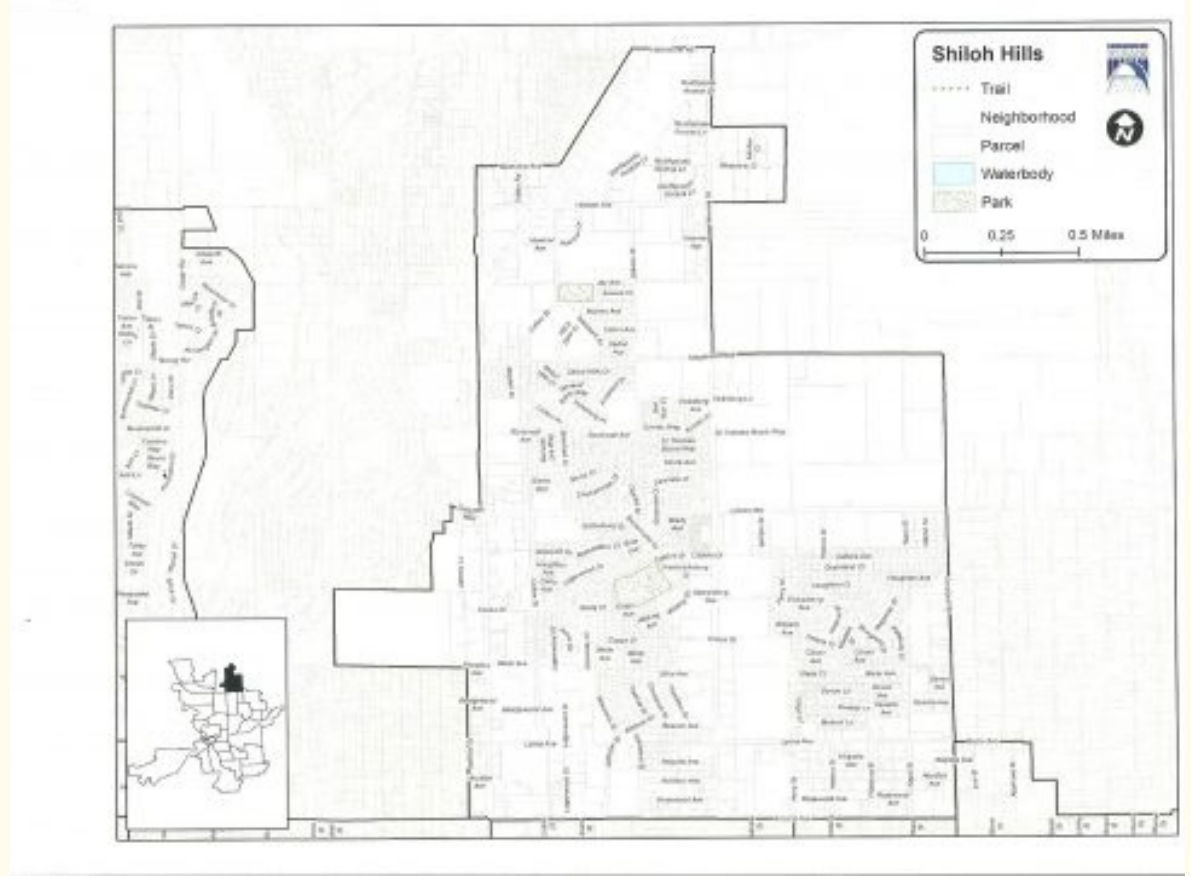
Get a hold of the Shiloh Hills Neighborhood Council by...

... Liking our Facebook page, contacting us here, or contacting the Executive Committee below.



Phone (509) 325-4623

shilohhillsnc@outlook.com.





Neighborhood Websites

Shiloh Hills Neighborhood Council Website

Home Documents Calendar Contact Us

November 2023						
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
		1	2 * SHINC Executive Committee Mtg	3	4	5
6	7	8	9	10	11	12
13	14	15	16 * General Membership Council Mtg	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

Calendar developed and supported by Kieran O'Shea

Links

- City of Spokane Website
- Community Assembly
- Nextdoor Social Network
- Report your animal complaints, graffiti and potholes online
- Shiloh Hills Page (City Website)
- Spokane Neighborhoods Services

Neighborhood web sites are maintained by neighborhood council volunteers. Neighborhood organizations are separate and autonomous from the City of Spokane. To access the City of Spokane neighborhood program website, please visit www.spokaneneighborhoods.org.

Please join us at our next General Neighborhood Council Meeting

Our Thursday October 19th 2023 meeting is at 7:00 pm at Holy Cross Lutheran Church E Cozza and N Nevada (7307 N Nevada)

- Read our [September 2023 e-newsletter](#)
- View Shiloh Hills [executive presentation](#) to City Council on September 18th 2023
- View the [Neighborhood Services Report October 2023](#)
- [2023 Neighborhood Traffic Calming Program](#)
- View [Neighborhood Traffic Concerns](#) (Shiloh Hills is on page 11-13)
- View July 2023 [Magnesium Traffic Island Study](#)
- See Spokane City's [2022 Traffic Speed Report](#). (Shiloh Hills is on page 10 & 11)

Everyone is invited at our meetings, so tell your neighbors.

Check out the [Documents](#) page for an archive of our current operating bylaws, and more!

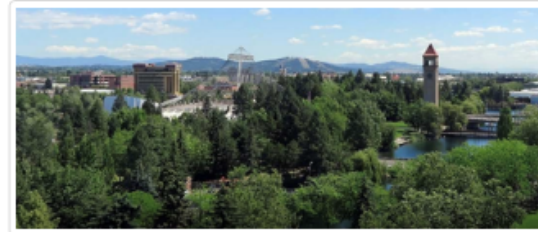
Subscribe to Shiloh Hills monthly newsletter

* indicates required

Email Address *

First Name

Last Name



Activity

CONTENT CAL.



Follow City social media for content ideas!

2024 Content Calendar

Jan.

- Snow season (ongoing)
- Christmas tree pick up (Jan. 2-6)
- 2024 Spokane Neighborhood Leadership Academy starts

Feb.

- Snow season (ongoing)
- Neighborhood clean-up training
- Curbside food & yard waste collection resumes (Feb. 26)

March

- Construction season (ongoing)
- Disposals passes go live (March 1)
- Snow season ends (March 15)
- Community Engagement grant training

April

- Construction season (ongoing)
- Neighborhood clean-ups
- Graffiti cleanup
- Neighborhood clean-up and graffiti volunteer opportunities

May

- Mobile speed feedback trailers (ongoing)
- Construction season (ongoing)
- Bloomsday (May 5)
- Neighborhood clean-ups
- Neighborhood clean-up and graffiti volunteer opportunities

June

- Mobile speed feedback trailers (ongoing)
- Construction season (ongoing)
- Hoopfest (June 29 & 30)
- Water Wise Spokane drought precautions

July

- Mobile speed feedback trailers (ongoing)
- Construction season (ongoing)
- Fire safety

Aug.

- Mobile speed feedback trailers (ongoing)
- Construction season (ongoing)
- National Night Out Against Crime (Aug. 6)
- Primary elections (Aug. 6)

Sept.

- Mobile speed feedback trailers (ongoing)
- Construction season (ongoing)
- Back to school safety tips
- Neighborhood clean-ups

Oct.

- Construction season (ongoing)
- Neighborhood clean-ups

Nov.

- Construction season (ongoing)
- General election (Nov. 5)
- Snow season starts (Nov. 15)
- Curbside food & yard waste collection ends (Nov. 29)
- COPS holiday shopping & safety tips

Dec.

- Snow season (ongoing)
- Holiday gatherings

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Question & Answer

