



Digital Communications

UNIFIED COMMUNICATIONS PLAN

Strategic Plan



Evaluate and Implement a Coordinated
Citywide Public Communications Plan

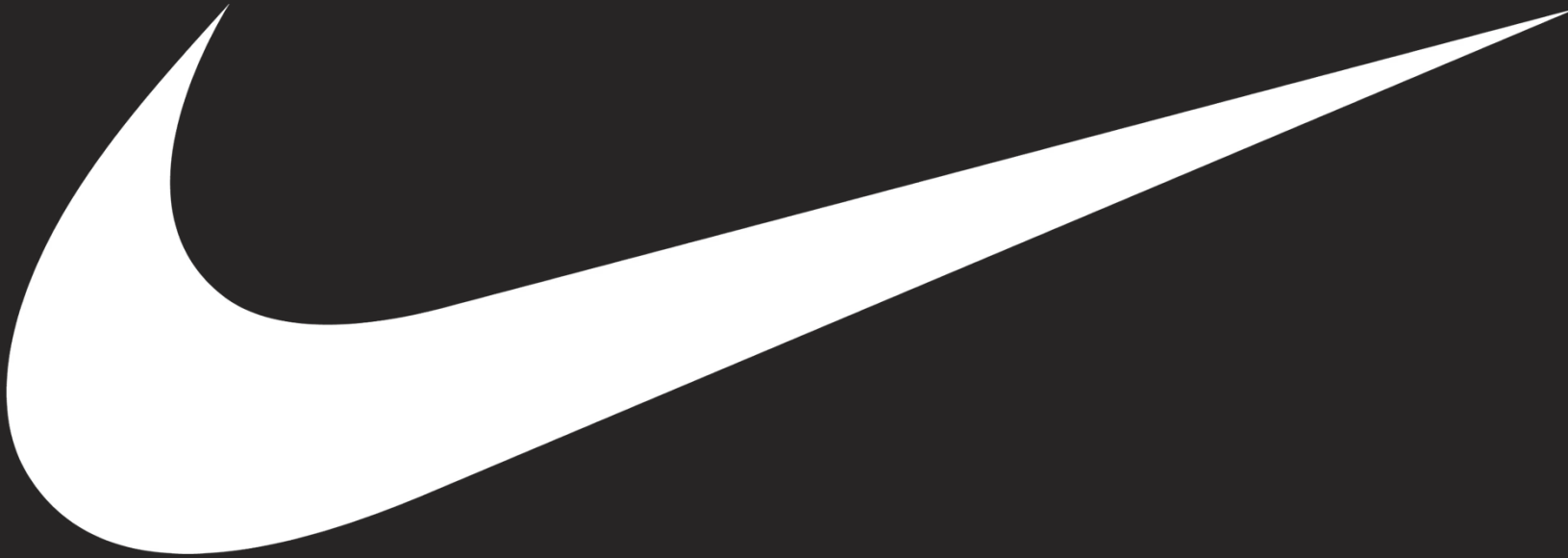


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STRATEGIC PLAN

Safe & Vibrant Community



COMMUNICATION EVOLUTION

THEN



40,000 RESIDENTS

NOW

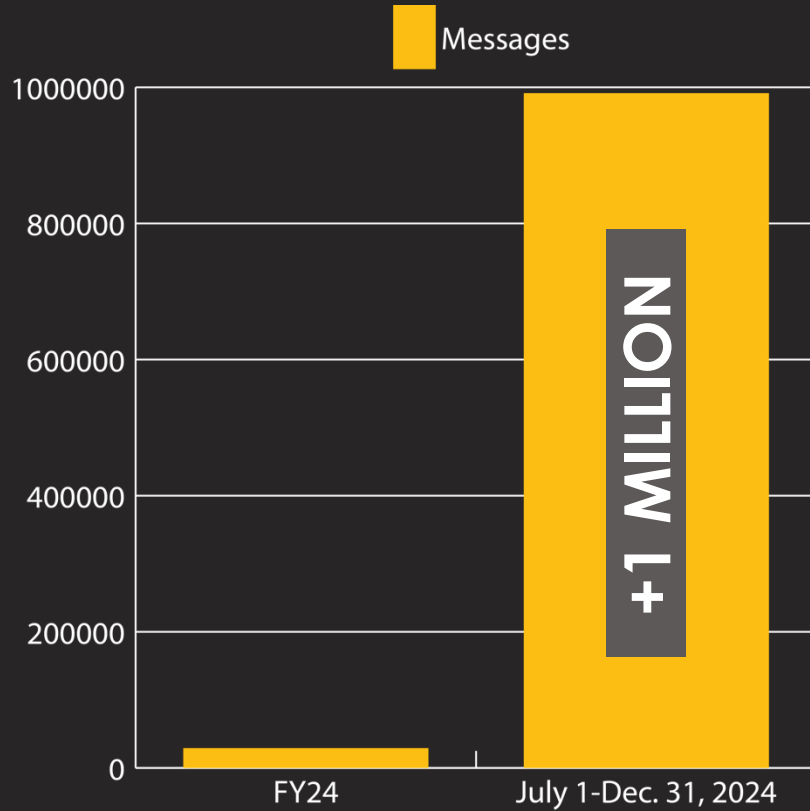


117,000 RESIDENTS

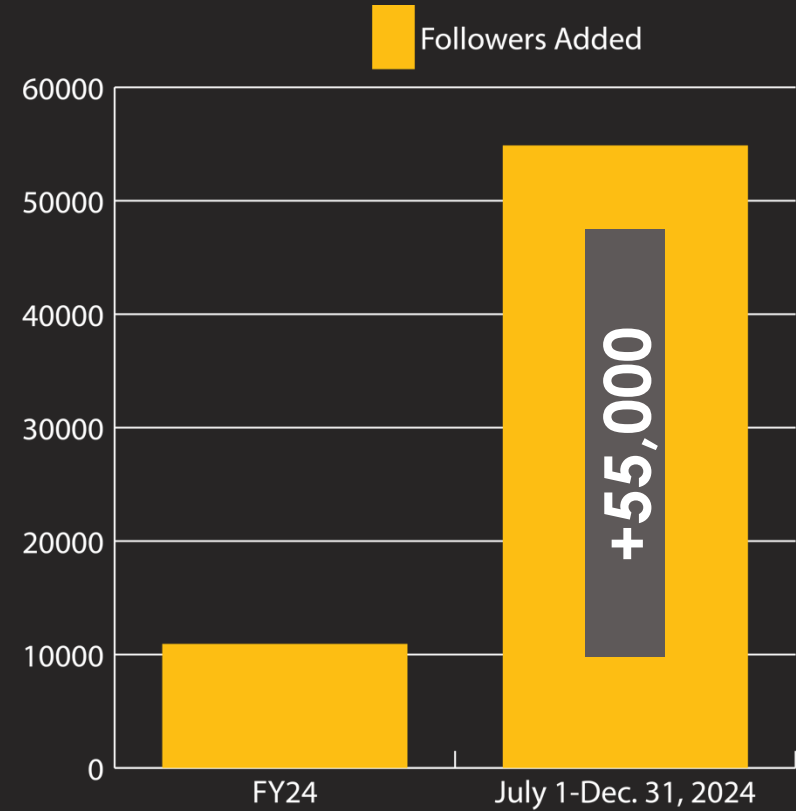


Unified Communications Plan

THE SOCIAL MEDIA NUMBERS



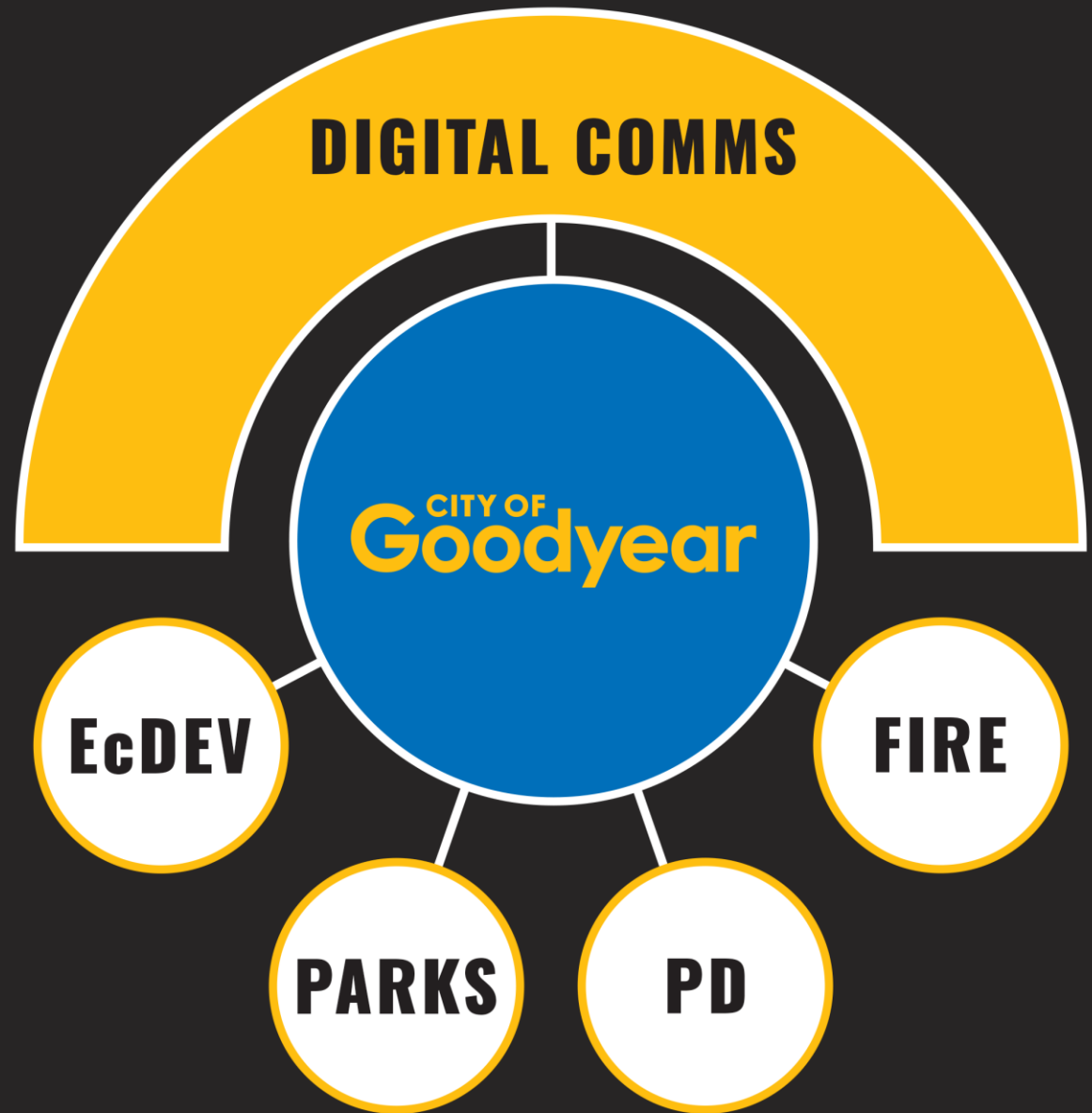
MESSAGES RECEIVED



FOLLOWERS ADDED

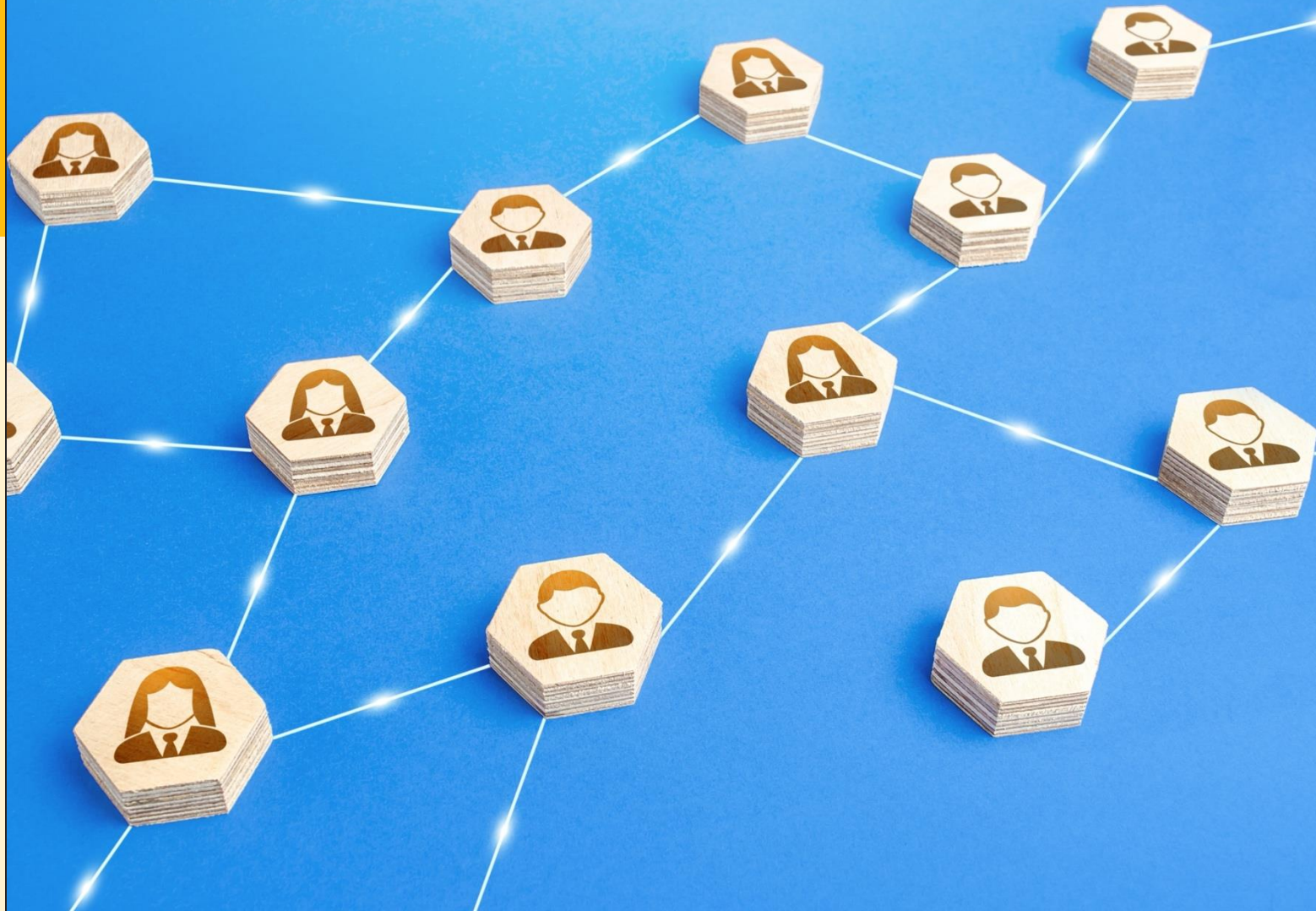
DECENTRALIZED GROWTH OVER TIME

Communications and marketing grew independently in a decentralized structure.

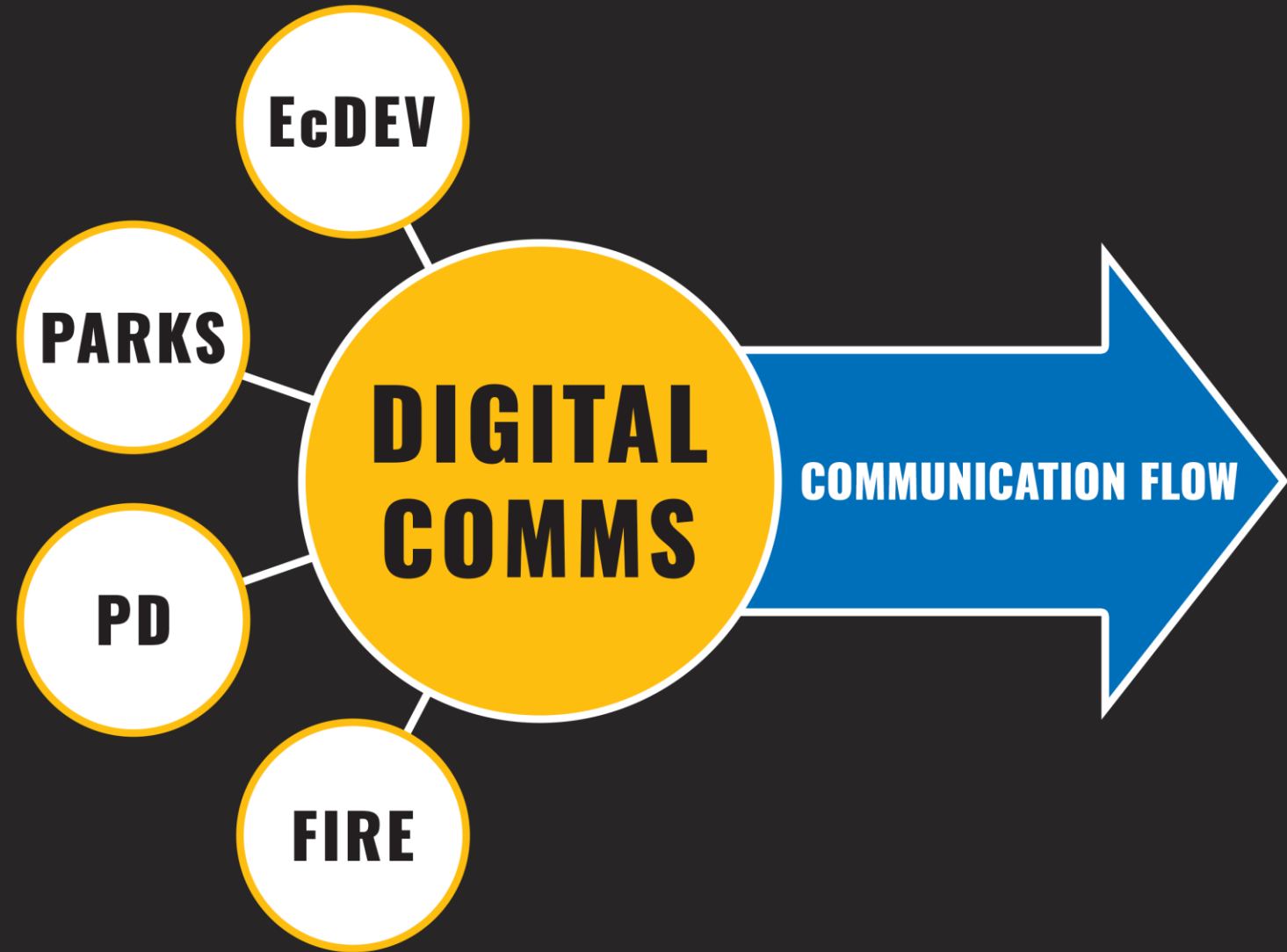


CENTRALIZED MODEL

- IT
- Legal
- HR
- Finance



SHIFTING TO A CENTRALIZED MODEL



Core Functions of **DIGITAL COMMUNICATIONS**

- Media Relations
- Photography
- Video Production
- Graphics Creation
- Drone Content
- Website
- Social Media
- Public Messaging Campaigns
- Internal Communications
- Podcast
- Printed Publications
- Live Production
- Setting Brand Standards





Unified Communications Plan

STAFF TRANSITIONS

Move to Digital Communications



PARKS



EcDEV

Remain in Department



POLICE



FIRE



Meeting Growing Demand with Award-Winning Service









goodyearaz.gov

Phoenix

GOODYEAR WINS GOLDEN POST AWARD FOR SUPERIOR SOCIAL MEDIA CUSTOMER SERVICE IN GOVERNMENT

 By Taylor Johnson

Published on April 19, 2024



New York City



25°F

Thu		43°F 25°F
Fri		36°F 24°F
Sat		34°F 27°F
Sun		39°F 28°F
Mon		37°F 25°F
Tue		33°F 22°F
Wed		28°F

Goodyear's Digital Communications team has snagged the coveted Golden Post Award for Best Social Media Customer Service, leaving competitors in the dust at the Government Social Media Conference. The city's crew, from sunny Arizona, showed how it's done with swift fingers and sharp replies on social platforms, beating out nearly 450 entries to claim the win on April 17.

This is no small feat for the small city's big team, which has been grinding away, responding to a staggering 2,400 comments a month on average, according to the [City of Goodyear](#). Their strategy, shifting towards customer service

Trending in Phoenix

● About 2 hours ago

Half-Ton Cocaine Bonanza Bust on Arizona Highway, Truck's Secret Stash Foils Trafficking Plot

● About 2 hours ago

11-Year Sentence for Driver in Chandler DUI Manslaughter Case, Maricopa County Attorney Stresses Consequences

● About 7 hours ago

Arizona Correctional Officer Terminated and Arrested for Smuggling Drugs into Lewis Prison

● About 6 hours ago

Arizona's Youth Driver Education Program Empowers Foster Youth with Driving Skills and Financial Aid for Vehicle Ownership

[Load More](#)



Unified Communications Plan

SOCIAL MEDIA CUSTOMER CARE



Goodyear Resident
Speaking of Bullard Wash Park, can y'all pls turn on the lights before sunrise???

22h Like Reply 10  



Author
City of Goodyear, AZ USA 

Our parks team says they'll have them on by Tuesday at 5:30 a.m.

3h Like Reply 



Goodyear Resident
I would like to work for the City of Goodyear. This looks like fun! How do I get my foot in the door?

22h Like Reply 10  



Goodyear Resident
Goodyear, thank you for always keeping us up to date on what's happening!

22h Like Reply 10  



PLAN BENEFITS

Consistency, efficiency and impact

- Consistency of message
- Reaching more residents
- Efficiencies
- Better ability to tell the city's story





TIMELINE

- Budget Amendment – **FEB. 10**
- Recruit (from vacancy) to Support Plan – **EARLY SPRING**
- Staff Transitions – **MAY**
- Implementation of Plan – **BY END FY25**



