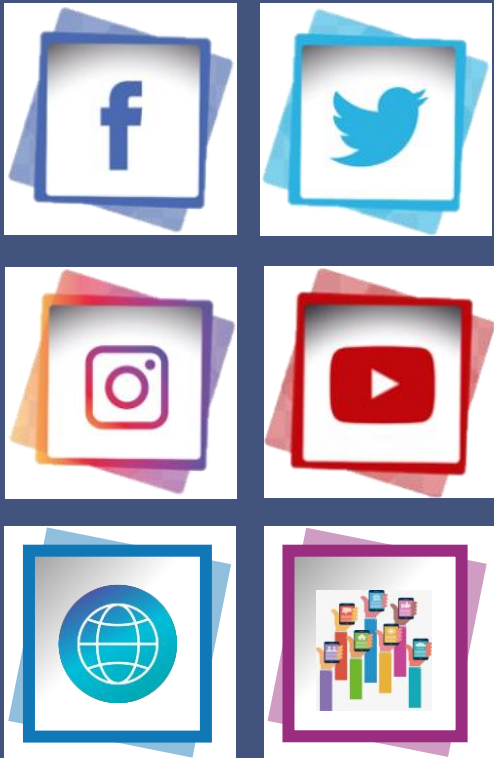


ENGAGING CITIZENS THROUGH ONLINE COMMUNICATION





The population of the Town of North Beach was 1,978 at the 2010 U.S. Census. The current population is estimated to be **2,039**.



The town covers **.34 square miles** of land that includes a 10-block waterfront, a beach, 1/2-mile-long boardwalk & bike path, a fishing pier, tidal marshlands, nature parks & a playground.



There are **over 40 businesses** located in the town that consist of food, drink & dining; lodging; salons and spas; shopping; wellness & miscellaneous services.



From May through September 2019, there were over **35,000 families** that visited the beach.



The Town of North Beach sees over **100,000 guests** each year.



It is unknown the number of dogs that visit the town each year, but we know the Waterfront Staff gave out **4,440 treats** in 2019!

RESIDENT POPULATION & GUESTS



The Jewel of the Chesapeake Bay
North Beach, Maryland



North Beach Maryland on Facebook

Posts include promotion of special events and local business specials, town happenings, emergency advisories and any matters of interest to town residents, businesses and visitors.



NorthBeachMD on Instagram

Photos of the Town of North Beach and its boardwalk and beach areas, nature parks and events. Users use #northbeachmd.org for occasional feature.



North_Beach_MD on Twitter

Posts include promotion of special events and local business specials, town happenings, emergency advisories and any matters of interest to town residents, businesses and visitors.



News on ***www.northbeachmd.org***

Emails regarding town news and events, public meetings, emergency advisories, job openings, bids and rfps, topics of interest including election, Census outreach, storm preparation, etc.



Town of North Beach Text Notifications

Announcements that directly affect residents, including meeting reminders, road closures, water shut off advisories, utility billing reminders.



Town of North Beach on YouTube

Town Council Meeting Videos and Community Conservation Videos

ONLINE COMMUNICATION TOOLS





11,991

Facebook Followers



617

Text Subscribers



3,631

Instagram Followers



Over
2,500

Website Email Subscribers



1,392

Twitter Followers



www.northbeachmd.org

JANUARY 1 TO SEPTEMBER 30, 2020

237.219
Pageviews

88,964
Users

FOLLOWERS & SUBSCRIBERS



- 1.** Online communication is used for **community outreach, marketing and promotion** of the town. This information sharing is of the utmost importance to ensure town residents and the general public are well-informed.
- 2.** One online communication tool, social media, is used to **direct users to the town website** which is the primary source of information for residents and visitors. Use social media to suggest that users visit the town website and subscribe to receive email and text notifications.
- 3.** Information provided in online communications must consist of **accurate, timely and effective information**. The interaction with social media users must remain positive and encouraging.
- 4.** Using social media requires a **commitment** to monitor sites, **engage the audience** and to **promote and maintain a favorable public image** of the town.
- 5.** When faced with **negative comments** or feedback, it is best to **ask the user to call or email a town staff member directly**. It is never a good idea to debate on social media. This will “stir the pot” and invite additional negative comments.
- 6.** Consult with **legal counsel** on how to handle **removing malicious or threatening social media comments** made by users. It is suggested to screenshot the post or comment prior to removing. This screenshot should be saved and archived with details surrounding the post, including the date and time.
- 7.** Use **social media** for **free advertising** (or pay to boost your post for further reach). Routine use of consistent **hashtags** makes content discoverable across social media platforms. A few examples:
 - #northbeachmd
 - #livenorthbeachmd
 - #nbnature
 - #calvertcounty
 - #chesapeakebay

7 BEST PRACTICES

Mike Benton

Mayor
Town of North Beach



443.646.2421



mbenton@northbeachmd.org

Dawn Richardson

Marketing and Public Relations
Town of North Beach



443.646.2416



drichardson@northbeachmd.org

LET'S CONNECT

