

FRIENDS OF THE PUBLIC GARDEN

COMMUNICATIONS & OUTREACH REPORT

for the February 9, 2021 Board Meeting

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Communications

Our communications strategy continues to be a mixture of print and electronic content dedicated to expanding our narrative and increasing public engagement. We are communicating daily on social media, and our statistics continue to increase steadily, highlighted by some impressive increases in our Instagram analytics. We are working towards our goal of 10,000 followers on that platform, giving people the ability to swipe up and easily access our website link while watching stories. When we are able to be more out and about in the parks, we plan to increase our use of video and streaming content to engage a wider audience.

Marketing/Promotion

E-news, e-blasts, and advocacy: Through our electronic communications we continue to tell the story of the importance of the respite our parks provide, and how essential they are to people's mental and physical health. The [Shaw 54th Regiment Memorial Restoration Project](#) is proceeding, and we are hoping to create an event with the conservation experts talking about their process and providing "behind the scenes" information and access for the public. Our monthly Friends E-News continues to earn a high open rate at 38.8%, well above the competitor/ industry average of 30.3%. Links to interactive pages continue to succeed as 52% of recipients clicked through to see our [Year in Photos](#), and 44% of recipients clicked through to our [Colors of the Season](#) page. Our e-news provider allows us to easily track how people are engaging with the content we send, along with tracking their behavior and responses to our content. We continue to strategize on ways to make our e-news engaging and direct traffic to the Friends' website.

Media: As part of the continuing public interest in and appreciation of outdoor public spaces, Liz Vizza was featured in the [Boston Globe's coverage of winter placemaking](#) and a Friends' tweet was included in support of the [Globe's coverage of Boston's resiliency during inclement and cold weather](#). In addition, Denterlein was able to get coverage for our new Vice President of Advancement & External Affairs, Lynn Page Flaherty. Lynn's announcement earned coverage in the *Chronicle of Philanthropy*, [Massachusetts Nonprofit News](#), [Politico](#), and [State House News Service](#). Additionally, Denterlein secured a permanent listing for Lynn in the *Boston Business Journal's* (BBJ) [People on the Move](#). Denterlein continues to be an indispensable counselor to the Friends on the issues of the day and in advancing organizational objectives, including engaging with [King Boston and preparing for the King Memorial](#). We are also working with GBH Open Studio on an upcoming segment featuring a visit to the studio restoring the bronze bas-relief from Shaw 54th Regiment Memorial.

Publications: We are reviving our digital Annual Review this year after skipping last year, and we are hard at work on this yearly report including the favorite "By the Numbers," photo array, and financials. We will begin work on the spring newsletter, including our thanks to supporters, news, accomplishments, and photos of people enjoying our work in the parks. The paper newsletter is another means of engaging with and communicating to our Members and friends how busy we have been, and all the good that is happening in the parks.

Website

The Board Portal project on our website has been activated and we have introduced the new portal for use in this Board Meeting. The portal provides Board members protected access to current Board documents, previous meeting materials (a rolling two-year archive), and other relevant Board and organizational documents.

Social Media

Our social media channels continue to be robust and important tools for sharing the mission, advocacy, and programming of the Friends. New hashtagging (#) strategies have added followers, and increased frequency in posting has led to another high-performance quarter for Instagram. As a public facing organization, it is important that our social channels continue to share readily available information and updates to a wide, diverse audience. We work to share more unique, high-impact content relevant to our parks based on social media trends, analytics and demographic data from our channels.

- **Instagram:** Instagram is a curated photo-sharing app that focuses on the visual identities of our three parks and the people who enjoy them. Our feed is a high-profile, interactive, engagement-driven platform. We have begun to focus on an Instagram Story strategy to further increase engagement.
- **Twitter:** Twitter remains the voice of the organization on the web, sharing news, advocacy updates, and related community events to a large network of government officials, journalists, non-profit organizations, and members of the public.
- **Facebook:** Facebook is pivotal in sharing event updates and announcements, along with photo recaps of past events.

	December 2020 Meeting	New	February 2021 Meeting	Change (over % last reporting period)
INSTAGRAM				
Followers	7,141	+ 481	7,544	3%
Impressions	263,851	+ 96,110	359,961	45%
Direct Engagement	15,449	+ 7,986	23,435	47%
Daily Reach	4,264	+ 454	4,718	10.6%
INSTAGRAM STORIES				
Impressions	2,707	- 174	2,533	6.42%
Avg. Viewership	236	+ 47	283	20.9%
TWITTER				
Followers	4,863	+ 26	4,889	1%
Impressions	63,233	- 3,588	59,645	5.67%
Direct Engagement	1,265	+ 103	1,368	8.14%
Link Engagement	137	- 45	92	32.8%
Engagement Rate	2.0%	- 0.3%	2.3% <i>per impression</i>	0.3%
FACEBOOK				
Followers	3,736	+ 626	4362	16%
Likes	3,736	+ 60	3,796	1.74%
Impressions	24,955	- 1,023	23,932	4.09%
Direct Engagement	2,230	+ 77	2,307	3.33%
Link to website	59	+ 26	85	44.1%
Comments	113	- 3	116	0.2%
Engagement Rate	4.6% <i>per impression</i>	+ 5%	9.6% <i>per impression</i>	50%

Impressions, reach, and engagement are all important metrics for tracking the performances of our posts across the digital landscape. **Impressions** signify how many times our content was displayed no matter if it was clicked or not, whether scrolling by it on a feed or seeing it shared from another page. **Reach** is the total number of unique individuals that saw your content. **Engagement** is the golden metric. This signifies direct and tangible action people took with our content, whether they liked it, shared it, reposted it, click a link, etc.

Outreach

Video: Portions of the unreleased 50th Anniversary video footage will be included as part of the virtual 50th Anniversary Gala.

Events

Shaw 54th Memorial Restoration Project: Working with the Shaw 54th Partnership, we are planning the third virtual event entitled *A Community Conversation: Allyship and the MA 54th - Advancing our Journey to an Anti-Racist America*. Liz Vizza will be giving the introduction to both the event and the speakers on behalf of the Partnership to Renew the Shaw 54th Regiment Memorial. Outreach to potential speakers is in process as this conversation is planned for the end of March/beginning of April. Once the restoration is completed, the rededication of the Shaw 54th Regiment Memorial is planned for this fall, and will be virtual or in person, depending on the status of the pandemic. We are commissioning an original musical composition by Julius P. Williams (composer, conductor of Berklee Contemporary Symphony Orchestra) for the Boston Children's Chorus to sing as part of the rededication celebration.

Young Friends

You can join us for a fun virtual Young Friends Trivia event in mid-March focusing on facts about the three parks and Boston.

Public Programs

Planning has also started for our signature events, creating a fun and innovative Duckling Day, and an engaging and educational Making History on the Common. We expect that both will be virtual again this spring.