

Summary

Indiana Mosaic will provide the Town of Yorktown with public relations and communications management with an emphasis on their social media properties and digital traffic; the primary goal is to elevate information awareness and engagement while reducing the workload on the town's operational staff.

Biweekly Strategic Planning Meetings - Alongside the Town Manager, align immediate and future communication priorities, evaluate community feedback and reports, arrange scheduled projects, and uncover innovative opportunities.

Social Management - Manage social presence and information awareness; increase community following and engagement through online content creation and campaigns.

Traditional Media - Create and distribute press releases and communications for Brand Positioning in addition to utilizing alternative channels for communications.

Photo Services - Capturing visuals (for social media and the town's web site) to be used in communication strategies in promoting events, highlighting community engagement activities, promoting development opportunities, and spotlighting the town's features and services.

Communication & Design Services - Resourcing small projects in print design, content writing, video, or other brand needs.

Accessibility for On-Demand Crisis PR in the event of an urgent situation.

Detailed Breakdown of Services

1) Biweekly Strategic Planning Meetings

We will meet in person every other week in order to ensure that what is critical to the town's strategies and efforts is making its way out and into the public. These meetings involve not just the immediate, but also identify long range opportunities and brand positioning.

Feedback and updates from previous efforts and listening provided to help inform strategy.

Lastly, as dreamers and marketers with a finger on the pulse of the public, we will help, with ideation and innovation for events or services (aesthetics, environment, programming, etc).

2) Social Management

The Town of Yorktown's social media presence is a communications pathway that will improve the lives of those in, and near, our community. Campaigns to expand reach, following, and engagement in different channels/properties will be used to create multiple message-touch-points that will help to ensure that messages are connecting with residents and visitors.

Mosaic will manage all social media channels and interactions for the town, create lively and meaningful content to promote events, inform through effective announcements, identify and repost relevant and associated content, and position the town’s identity to help the public to respond positively and in a manner that invites action.

In managing the social media properties, we will address connections, engagement, and concerns with a care for the town’s residents, not only the town’s image and reputation.

3) Photos Services

Mosaic will capture photos and video clips around Yorktown that are necessary for creating relevant and compelling content. Additionally, Mosaic will maintain a media library that can be used by the town for any function or use; all items in this library include a perpetual use license.

4) Communication & Design Services

Time may be scheduled for immediate and long range projects that include: Print Design (flyers, brochures, billboards, etc), Video Production, Web Technologies, Brand Needs (signs, mailings, business cards, stationary, etc), or Communications Writing.

5) Accessibility for On-Demand Crisis PR

In the event of an unplanned moment where Crisis Press Management and Communications Assistance is needed, Indiana Mosaic is ready to serve Yorktown. Once assigned a principal contact from the town and brought up to speed, we will assist in strategizing the message and talking points, monitoring and moderating social media channels, and providing any necessary media outlets and social channels with an aligned and on-point message.

Agreement Pricing

- Monthly Services Fee - \$4,750.00 / month
- Ongoing with a 90 Day Advance notice by either party for cancellation of terms
- Rates to be addressed every 2 years

Chase Bruton, Town Manager
Town of Yorktown, Indiana

Date

Ryan Gernand, Co-Owner
Indiana Mosaic

Date