



Media & Communications

Action Strategy Q3 Update

September 30, 2025

Amy Clancy, Director of Media and Communications

1



Cohesive Consistency in Branding

“Look & feel” of logo, colors, fonts, reports, power points, etc. – EVERYTHING - needs to be easily identified as “City of Tacoma”

2





10 January 2020

Learn more about us at www.fox.com

consequenter adipiscit vires, sed diem nonarum nihil exulcorat, frigidum ut loquar dulces magis aliquam esse vocat. Ut illi autem ad mentem veniant, quia nostrum esse dicitur, utinam corpus subacta laboris sui ut aliquo ex eis commodo consequatur. Quia autem vi autem diem in hederum in vespertine vi esse indicat, consequitur, vi diem totum autem frigidum esse facilius ad veniens et accipiens et iudicium dignum ut blandit praesentis luptatam ziti debent augere quia dolores de feugit nulla facili.

Loren ipsum dolor sit amet, consetetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Loren ipsum dolor sit amet, consetetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Duis aute irure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et justo odio dignissim qui turpis et pretium viverra suspendisse potenti nullam ac porttitor vestibulum ultricies t quisque egestas diam ut arcu.

Lorem ipsum dolor sit amet, consetetur adipiscing elit. sed diam nonummy nibh euismod
 tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis
 nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

with a group

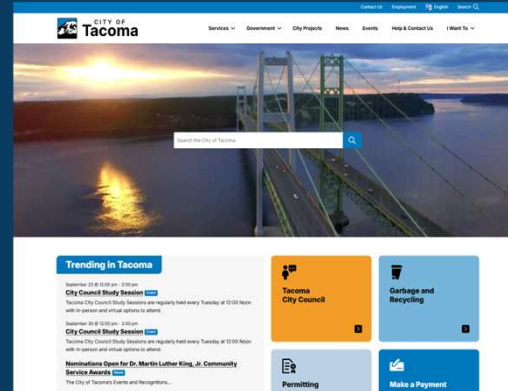


tacoma.gov Q3

June 1 – September 12, 2025

- 800,971 total pageviews
(Q2 = 350,000)
- 273,000 new users visited website
(Q2 = 126,000)
- 3.95 million event count - how many times people clicked on something, watched a video, filled out a form, etc.
(Q2 = 208,000)

These numbers are for JUST Q3



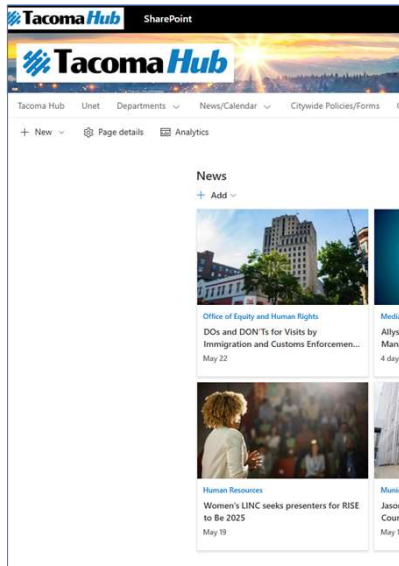
7

More Website Analytics...

- More than 1.1 million pageviews since site went live 5 months ago today
- 390,000 unique users visited since launch
- MCO/web stewards have made 712 updates to make sure info is current and relevant



8



Tacoma Hub (Sharepoint) Q3

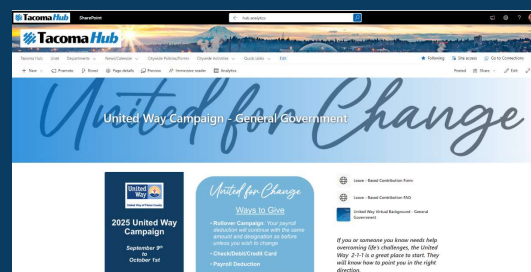
- 108,925 Pageviews
- 3,932 Unique Users
- 27 Total News Posts Added
- Top Visited Site = Home Page 101,551 visits
- Top Department Visited = Human Resources 2,040 visits
- Top Visited Link on Global Navigation is Employee Self Services



9

Top Three HUB News Posts

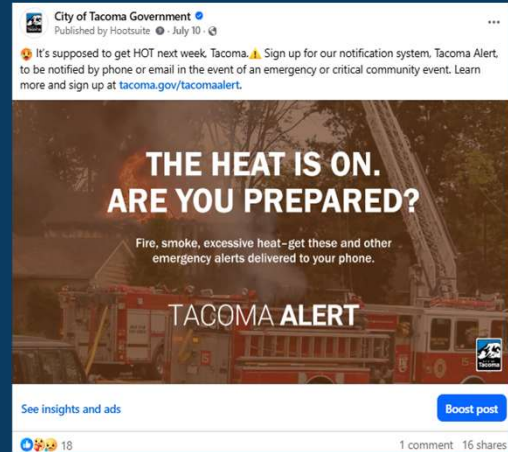
- United Way Campaign – General Government – 641 Page Views
- New Centralized Grant Application Process Begins July 15 – 412 Page Views
- Travel Policy Update – 386 Page Views



10

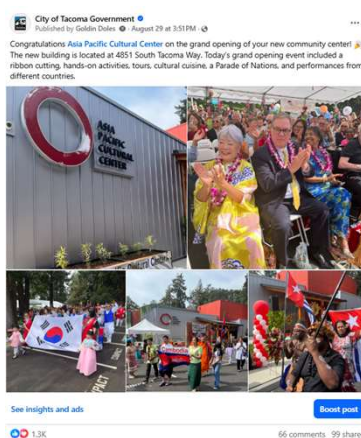
Facebook Q3 (June 1 – Sept 12)

- Content Viewed 1,776,363 times
 - 26% increase over Q2
- 30,089 Followers
 - 3.4% increase over Q2 – 993 new followers
- 27,767 Reactions, Comments, Shares, Etc.
 - 10% decrease over Q2
- 2,954 Link Clicks
 - 48% decrease over Q2
 - (Q2 had a 69.7% increase over Q1)
- 300+ Posts
 - 23% increase over Q2



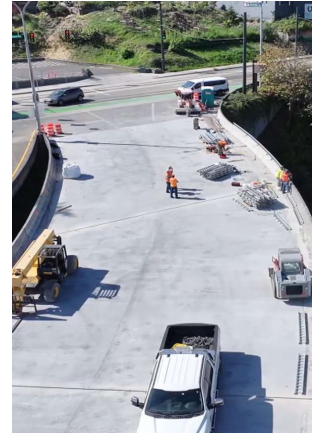
11

Top 3 Facebook Posts Q3



12

Top 3 Facebook Videos – Tacoma Report



13

Instagram Q3

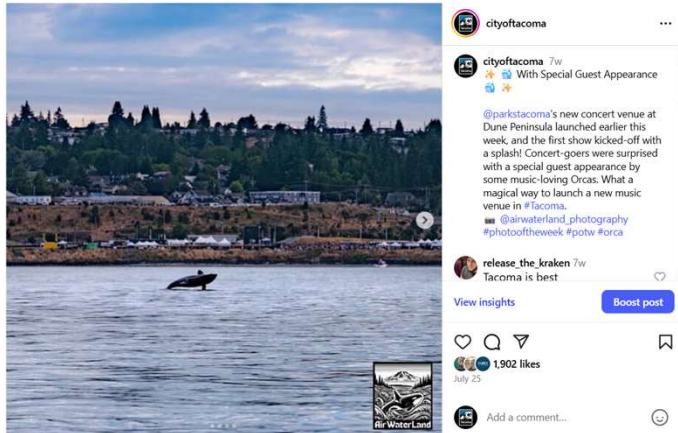


- Content Viewed 579,677 Times
 - 80% increase over Q2
- 15,865 Followers
 - 6% increase – 917 new
- 26,342 Likes, Comments, Shares, Saves, Etc.
 - 72% increase
- 174 Link Clicks
 - 20% decrease
- 242 Posts
 - 23% increase



14

Top 3 IG Posts Q2



- #1 Photo of the Week
Orca Makes
Appearance At Dune
Concert
• 1,902 Likes
- #2 Pride
Crosswalk/Pride Flag
Drone Footage
• 1,265 Likes
- #3 Photo of the Week
Mt Rainier Drone
Shot
• 914 Likes



15

Top 3 Instagram Videos

- Pride Crosswalk and Flag Drone Footage = 1,265 Likes
- Pride Festival and Porchfest Are Happening = 430 Likes
- Tacoma Police Officers Receive Medals of Valor = 413 Likes



16

Other Social Media Trends Q3

- **X Followers Same Since Q2 (60.1K Followers)**
 - We continue to see declining X followers and little engagement on this platform but steady growth on FB and IG
- **YouTube**
 - 55,692 Content Views (1% Increase Over Q2)
 - 5,540 Subscribers (3.3% Increase, 179 New Followers)
 - 149 Videos Uploaded
- **Top 3 YouTube Videos Q3**
 - River – CityLine Pet of the Week (1,484 Views)
 - Beginnings: The First 100 Years of Tacoma's Neighborhoods (published in 2018) (2,500 Views)
 - "Grease" at the Tacoma Musical Playhouse Interview on CityLine (615 Views)



17

City of Tacoma PIO



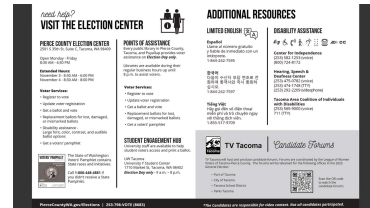
5 Most Frequent Media Topics Q3

- Homelessness & Shelter (27 inquiries)
- Housing, Planning & General Development (20 inquiries)
- Business & Economic Development (15 inquiries)
- Police Operations & Crime (14 inquiries)
- Home in Tacoma & ADUs (also 14 inquiries)



18

TV Tacoma



19

CityLine



20

Email Marketing/GovDelivery

- E-newsletters/e-blasts/notifications sent = 131
- Delivered to 349,493 recipients
- Total # of Subscriptions = 306,287
- Total # of Subscribers = 115,752



August 2025

A Message from the Director

Dear Tacoma Community,

I'm pleased to welcome you to the first issue of *The Work Zone*, our new monthly newsletter from the City of Tacoma's Public Works Department. This newsletter is part of our effort to strengthen communication, share meaningful updates, and stay better connected with you, the residents and stakeholders we serve.

Public Works plays a central role in the day-to-day life of our city. Whether we are repairing streets, improving pedestrian access, installing traffic signals, or supporting City vehicles, our work helps keep Tacoma running safely and efficiently.

Over the past year, we have heard clearly that trust in government is something we must continually earn. That trust comes from being transparent, responsive, and engaged. This newsletter is one way we are working to rebuild that trust by offering more consistent and accessible information about our work.

We've also launched a new [Streets Initiative I Milestones](#) webpage where you can explore detailed progress on completed projects funded by the initiative. It's another step toward showing how your tax dollars are at work and demonstrating our commitment to accountability.

In each issue, we will provide project and program updates, important road closure notices, hiring opportunities, and ways you can participate in public meetings or give feedback. We will also spotlight some of the people doing this work every day so you can see the dedication and pride behind the projects.

We know there is more work to do to close the gap between the services we provide and the understanding of how and why we do them. *The Work Zone* is one of the tools we will use to keep that dialogue going.



21



 Nextdoor



What's New?

- Public Works – The Work Zone via GovDelivery and implemented “Your Streets Initiative 1 Dollars at Work” weekly campaign to highlight progress city-wide
- City Manager’s Weekly Report – elevated on Tacoma.gov, now being shared on social, and Good News highlights in Weekly Report
- COT on Next Door but BlueSky on pause due to costs associated with adhering to public records/archiving requirements
- Began soliciting Photos of the Week for Instagram to highlight work of local photographers. Entries are collected via website.
- YouTube Live

22



What's Ahead In Q4 And Beyond...

- Branding Consistency
- Podcasts Phase 1 = Meetings
- Phase 2 = New, Original Content (early 2026)
- Political Coverage
- Exploring AI options for tacoma.gov

23



CITY OF
Tacoma

24