

# Media & Communications


Action Strategy Quarterly Update  
March 18, 2025  
Amy Clancy, Director of Media and Communications


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## Project Cobalt

### Tacoma.gov

- Content migration complete
- Training for website editors (aka stewards) and administrators
- Collaborated with IT and migrated web platforms to address and improve site performance
- Communications internal/external
- Conducted focus groups and usability tests to gather feedback on both desktop and mobile
- Stewards have completed review and content update phase for their department's web pages
- MCO is in the process of conducting the final review of the new site before launch



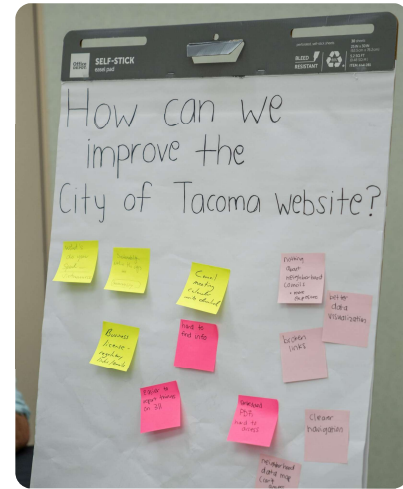


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## Project Cobalt

**January 1 – March 5, 2025**

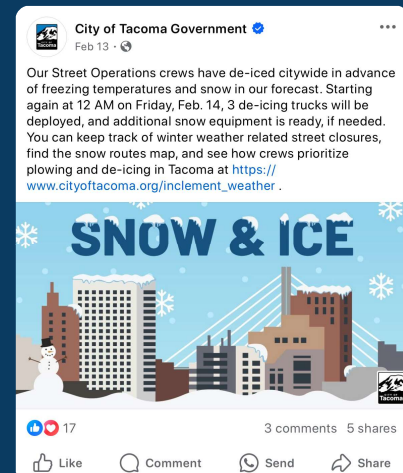
- 624,730: total page views
- 1.8 million: event count  
(engagement - how many times people clicked on something within our site, watched a video, filled out a form, etc.)



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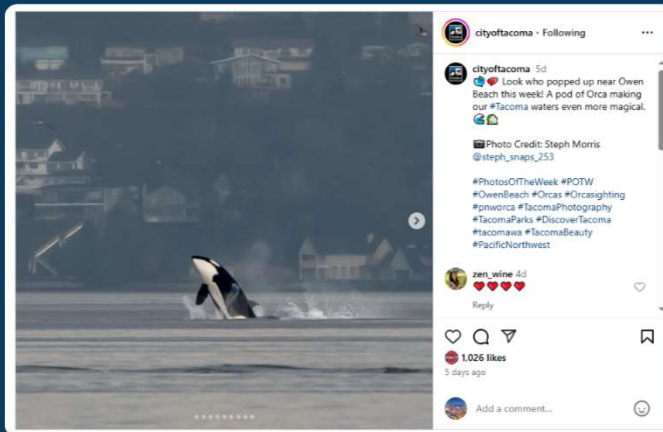
## Social Media - Facebook

- Content Viewed 1,136,783 times
- 28,448 Followers
- 19,848 Reactions, Comments, Shares, Etc
- 3,557 Link Clicks
- 160+ Posts



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## Social Media - Instagram



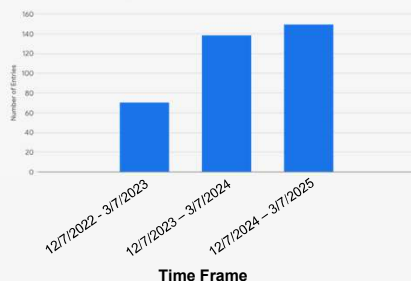
- Content Viewed 165,618 Times
- 14,381 Followers
- 8,892 Likes, Comments, Shares, Saves, Etc
- 98 Click Links
- 150 Posts – 134% Increase Over 2024
- Top Three:
  - Photo of the week - Orca at Owen Beach (1,015 likes)
  - Photo of the week - Hylebos Bridge in a sunny haze (395 likes)
  - Destiny City Rewind Toyota Tacoma launch – abridged version (347 likes)



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## City of Tacoma PIO

Media Inquiries Volume Trend



The City of Tacoma remains committed to keeping the public informed.

The City's proactive and strategic approach to media relations plays a crucial role in achieving this goal.

### Media Inquiries

3-month period Dec-March

2022-23 = 70

2023-24 = 138

2024-25 = 149

### Media Outreach # Advisories & Releases

2023 = 163

2024 = 232

2025 = 56

(as of March 7)

### What is Media's Focus?

2022-23 Core Services/Strategy

2023-24 Infrastructure/Legal

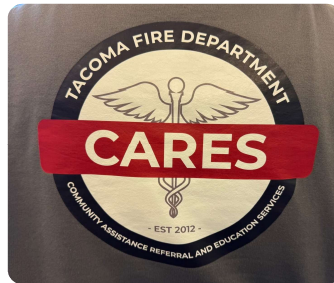
2024-25 Social Challenges, Leadership, Local Government Administration



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## Tacoma Fire PIO

- Whole Blood Program Launched
- Emergency Alert System Change
- Showcasing TFD on Social
- Fire Stations – Popular!
- HOPE, CARES, Prevention
- Facebook +250
- Instagram +180
- BlueSky placeholder
- Next Door



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## TV Tacoma



### 36 Hours

of live mtg coverage up to March 4th

**Council Meetings**

**Study Sessions**

**TPU Board Meetings**

### Tacoma Report

**Ground to Sound Film Fest**

**EV Charger Expansion**

**Library Reopening**

**Hilltop Healthy Kids Carnival**

### The 253

**Lunar New Year  
Tacoma Light Trail**

### CityLine

**50+ Local Interviews**

**Home in Tacoma**

**Tacoma Streets Initiative II**

**United Way of Pierce County**



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## What's Ahead in Quarter 2...

In addition to regular duties...

- Project Cobalt Launch
- Domain Change
- Branding Consistency
- Increasing Social Engagement

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CITY OF  
**Tacoma**

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