

## Media & Communications


Action Strategy Q4 Update  
December 9, 2025  
Amy Clancy, Director of Media and Communications


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# What's New?

## Podcasts

Not quite 3 months since last update – so social numbers will be year to year

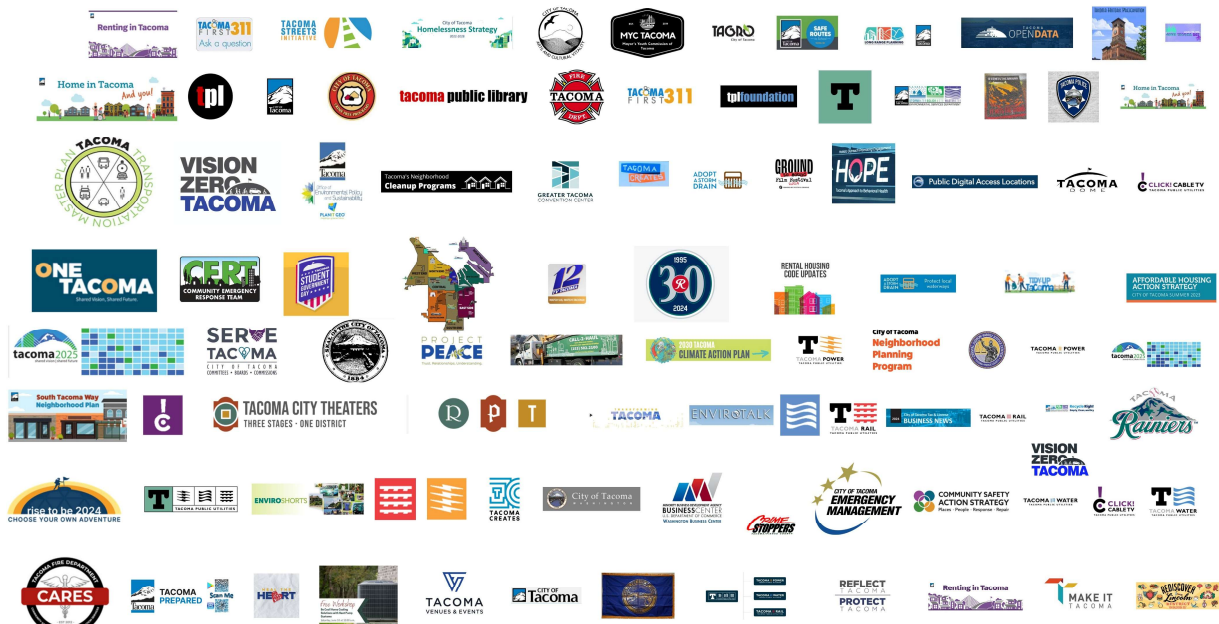




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Secondary logos being retired.  
Tacoma 2035 was first to implement the new report template.





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## City of Tacoma Brand Resources Page

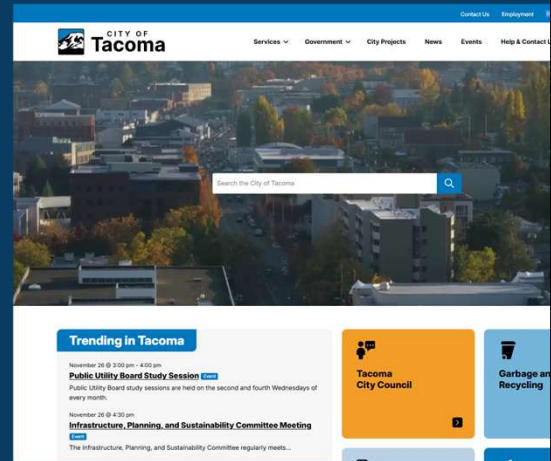


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# tacoma.gov

## Since launch on April 30

- 1.6 million+ total pageviews
- 553,000+ unique users
- 12 million event count - how many times people clicked on something, watched a video, filled out a form, etc.



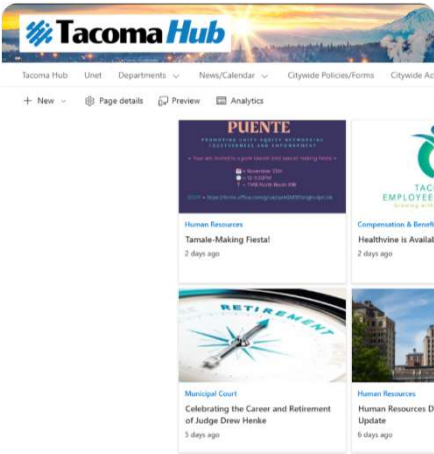
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## More Website News...

- **Making enhancements to back end and front end**
  - New Community Resources page which refers those facing challenges to partner websites offering help
- **Partnered with NCS to restructure homelessness services page**
  - Clear pages dedicated to where community members can find shelter, long-term strategies to end homelessness, how to increase affordable housing, etc.
- **7-Months since launch**
  - Working with departments to increase clarity, public awareness, community access



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## Tacoma Hub Sept 13 – Nov 16, 2025

- 39,377 Pageviews
- 2,959 Unique Users
- 44 Total News Posts Added
- Top Visited Site = Home Page 33,928 visits
- Top Department Visited = Human Resources 638 visits
- Top Visited Link on Global Navigation is Job Openings = 738 visits



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## Top Three HUB News Posts Nov 15, 2024 – Nov 15, 2025

- EEO Community of Practice – 2607 Page Views
- DOs and DON'Ts for Visits By ICE to City Offices or Events – 1274 Page Views
- Retirement Dept – Upcoming Changes to Retirement Calculations - 1217 Page Views

### DOs and DON'Ts for Visits by Immigration and Customs Enforcement (ICE) to City Offices or Events

Brown, Mansel  
Communications & Marketing Analyst, Print  
1 min read

#### [ICE Visit Employee Guidance](#)

This document outlines the actions City of Tacoma staff should follow when Immigration and Customs Enforcement (ICE) agents or representatives come to a City department, office, or event hosted by the City of Tacoma. This document does not constitute legal advice, but is meant to guide City of Tacoma employees to ensure legal compliance while protecting the rights and privacy of staff and others.

#### Additional Resources

The City is committed to providing immigrant and refugee community members with equitable access to city services and relevant information. The Office of Equity and Human Rights is diligently working to create equitable outcomes and facilitate change both internally and externally.

Here are some [resources on civil immigration enforcement in Washington State](#).



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# Facebook YTY

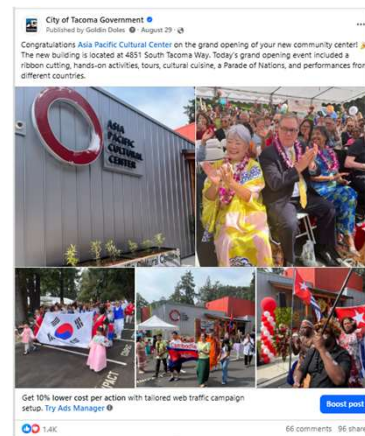
(November 15, 2024 – November 15, 2025)

- Content Viewed 5.4 million times
- 30,612 Followers
  - Gained 3,802 followers in past year
- 93,506 Reactions, Comments, Shares, Saves, Replies Etc.
  - 134% increase over year prior
- 15,098 Link Clicks
  - 103% increase over year prior
- 1,003 Posts in past 12 months



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## Top 3 Facebook Posts Nov 15, 2024 – Nov 15, 2025



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## Top 3 Facebook Videos – Nov 15, 2024 – Nov 15, 2025

Juneteenth



Dia de los Muertos Celebration



Daffodil Parade recap



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## Instagram YTY (Nov 15, 2024 – Nov 15, 2025)

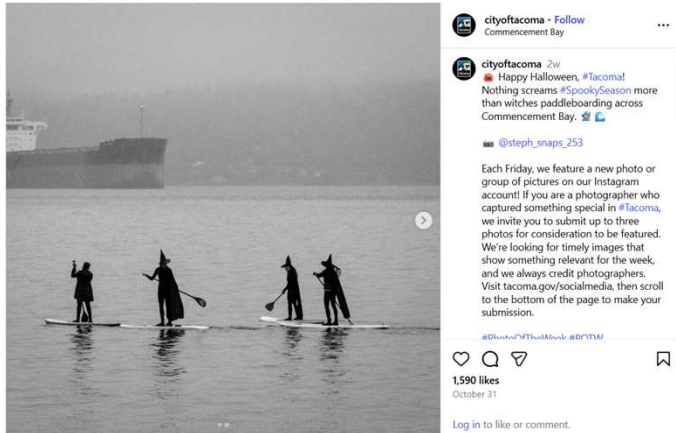


- Content Viewed 1,595,738 times
- 16,451 Followers
  - 71% increase over prior year (+2,922)
- 60,667 Likes, Comments, Shares, Saves, Etc.
- 688 Link Clicks
- 752 Posts



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## Top 3 IG Posts Nov 15, 2024 – Nov 15, 2025



- #1 Photo of the Week Orca Makes Appearance At Dune Concert (1,897 likes)
- #2 Photo of the Week Witches On Paddleboards (1,509 likes)
- #3 New Pride Crosswalk (1,263 likes)



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## Top 3 Instagram Videos Nov 15, 2024 – Nov 15, 2025

- Pride Crosswalk and Flag Drone Footage = 1,265 Likes
- Pride Festival and Porchfest Are Happening = 430 Likes
- When You See Your First Fall Colors in Tacoma = 256 Likes



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# Other Social Media Trends Q4

- **X Followers Down 1,787 (58,357 Followers)**
  - We continue to see declining X followers but steady growth on FB and IG
- **NextDoor**
  - 74,599 members in COT and we can target posts to demographics/Council Districts
  - 12 posts since launch on August 21
  - 9,448 impressions
- **YouTube**
  - 5,679 subscribers (gained 714 in the past year)
  - From Nov 15, 2024 – Nov 15, 2025
    - 225,200+ content views
    - 596 videos uploaded



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# City of Tacoma PIO



## 5 Most Frequent Media Topics Q4

- Homelessness & Shelter (31 inquiries)
- Shelter Funding (34 inquiries)
- Greasetraps (22 inquiries)
- Mayor (16 inquiries)
- Home in Tacoma & Northwest ICE Processing Center (15 inquiries each)



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## PIO Strategies and Challenges

2024 - Top topic was also homelessness, but generated half the number of inquiries

2025 - Media questions escalating in pace and pressure

- **Intensification of Interest:** when an issue catches fire in 2025, it burns hotter and longer, requiring sustained engagement.
- **Complexity of "The Ask":** The shift from 2024's questions about *recycling and senior centers* to 2025's focus on *shelter funding deficits, business regulations (greasetraps), and international diplomacy* represents a massive increase in the complexity of the work. These topics have higher reputational stakes and require coordination across Legal, the Mayor's Office, and multiple other departments.
- **Sustained "Crisis" Mode:** PIO has handled the consistent high volume in the last quarter (averaging ~16 inquiries/week, with peaks of 24) as a continuous strategic operation.
- Maria STILL loves her job!



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## TV Tacoma



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# CityLine



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# The 253

In the Spirit



Live It Out Loud



TMB Restoration



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## Email Marketing/GovDelivery

**Nov 15, 2024 – Nov 15, 2025**

- E-newsletters/e-blasts/notifications sent = 508
- Delivered to 2.1 million recipients
- Total # of Subscriptions = 301,346
- Total # of Subscribers = 125,940
- Council staff have access to GovDelivery data/stats

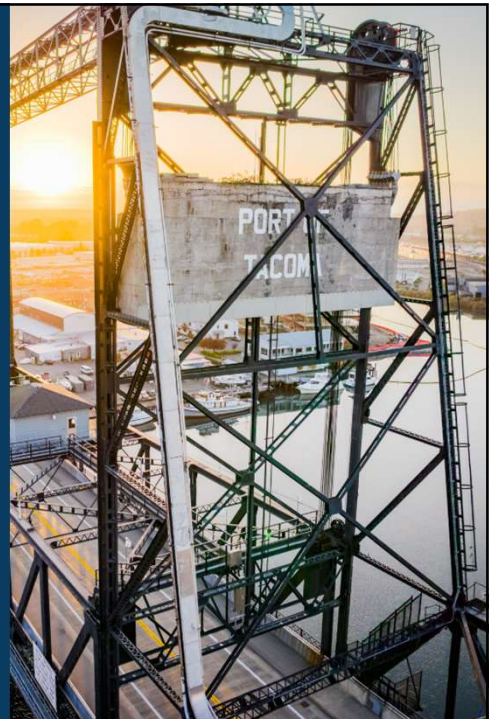


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## What You Don't See...

### Communications and Marketing Analysts

- Sharing work/coordinating comms efforts of all city departments
- Website and social media content
- Contributing to TV Tacoma/digital videos
- All-City emails
- Much, much more...



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## What's Ahead In Q1 And Beyond...

- Branding Consistency
- Podcasts Phase 1 = Meetings
- Podcast Studio Build
- Exploring AI options for [tacoma.gov](http://tacoma.gov)

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