

Making Government Interesting

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Service Line Program

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MAKING GOVERNMENT INTERESTING

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City of Independence





AGENDA

- Introduction
- The Plan
- The Strategy
 - Building Bridges
- Diffusion of Innovations
- Results
- Questions

INTRODUCTION

So, you think you can
communicate?



VISION 2040

Improve and expand communication and outreach channels in the community, sharing and network community news, upcoming activities and events, and announcements across multiple platforms.



CRAFTING A PLAN

Doing the groundwork

STRATEGY

Get in Front of Your Audience





BE THE GUIDE

BUILD A BRIDGE

- Builds trust
- Encourages ownership
- Enables community support

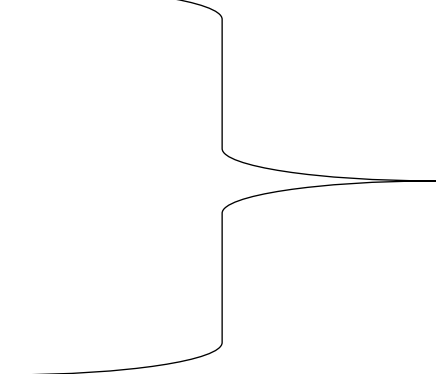


BUILD A BRIDGE

- Listen.
- Tell your city's stories.
- Keep it authentic.
- Show the process.
- Make it accessible and inclusive.



HOW?

- Social Media
 - Newsletter
 - Website
- 
- What about press releases?

Omni-channel media

BUILD A BRIDGE

- Housing Production Strategy
 - A complex topic brought to a human-level.
 - Easy to connect.
 - Resident in their own words.
 - This is the city guiding rather than being the hero.



SOCIAL MEDIA








Where it's at



SOCIAL MEDIA

- Consistent & accountable (3-5 times a week)
- Tailor messages to fit the platform
- Integrate
- Refer back to website when possible

SOCIAL MEDIA - BRANDING

 <p>70.3 TRIATHLON SUNDAY, JULY 25TH</p> <p>CALL FOR VOLUNTEERS Teamwork makes the dream work!</p>	 <p>INDEPENDENCE COMMUNITY DOG PARK</p>	<p>CITY HALL CLOSED MONDAY, JULY 5</p>  <p>AYUNTAMIENTO CERRADO LUNES, 5 DE JULIO</p>
<p>INDEPENDENCE DAYS JULY 3 & 4, 2021 4PM - 11PM</p> <p>PRE-PURCHASE ENTRY WRISTBANDS 6 AND OLDER: \$2.00 5 AND UNDER ARE FREE (BUT THEY WILL STILL NEED TO HAVE A WRISTBAND)</p>	<p><i>Please Remember</i> <i>Only Flush the 3 P's</i></p> <ul style="list-style-type: none"> - Pee - Poo - (toilet) Paper <p><i>Thank you!</i></p> 	 <p>GET SWIMMING Swim Lessons Aerobics Gym</p>
<p>WALK & BIKE MAY 22 & 23, 2021 Riverview Park Independence, OR</p> <p>STEPS 9AM - 12PM</p> <ul style="list-style-type: none"> PICK A ROUTE DROP THE HAMMER ON A STRAVA SEGMENT SUPPORT LOCAL PLEASE PACK A MASK <p>Complete details at: BikeInIdyOregon.com/hammer</p>	<p>\$50 MONTHLY DISCOUNT ON INTERNET \$ 50 DE DESCUENTO MENSUAL EN INTERNET</p> 	<p>Attention: Entrance Closure Atención: Cierre de Entrada</p> <p>May 13-16 13-16 de mayo</p> 

	<p>INDEPENDENCE FINANCIAL AUDIT SUMMARY 2025</p>  <p>INDEPENDENCE <i>Oregon's Story Begins Here</i></p>	<p>60second COUNCIL</p>
<p>TRANSITION Temp Street</p>	 <p>POLICE</p>	
<p>STORM WATER</p> <p>Master Plan Open House #1 Thursday, March 12, 2026 6:00 - 8:00 PM at the Independence Civic Center</p>	 <p>DO NOT ENTER CAUTION DO NOT ENTER</p>	

BRANDING



BRANDING

**Attention:
Entrance Closure**
**Atención:
Cierre de Entrada**

May 13-16
13-16 de mayo





DIFFUSION OF INNOVATIONS

Try new things!

DIFFUSION

- Don't be afraid to be risky(que).
- Try new things (Use humor, make videos, show the inner workings).
- Do the things no one else is doing.
- Adoption happens when people start referring to your work in the everyday nomenclature, "I saw that in the **city's newsletter.**"



DIFFUSION

- A shift to video content
 - Easy to communicate
 - Short form content king
 - Allows people to speak for themselves



DIFFUSION

- 60-Second Council
 - Modeled after 60 Minutes.
 - Short form.
 - Allows residents to get the highlights.
 - Encourages them to see the full thing elsewhere.
 - Had over 35k views on YouTube alone.
 - Easily replicable.



DIFFUSION



DIFFUSION

- Downtown Parking Video
 - First venture into humor.
 - Modeled after a YouTuber our staff's kids watch.
 - Tried to get folks to positively engage with a contentious topic.
 - A calculated risk.



DIFFUSION



**WHAT'S YOUR
DOWNTOWN
PARKING
EXPERIENCE?**

DIFFUSION

- Do the things no one is doing.
- We posted our audit on Facebook.
- People received the highlights and were forwarded to the full document on the website.
- This invites some questions, but at least it shows that you value transparency.
- Not everything needs to be a video, just do the things that seem different.

INDEPENDENCE FINANCIAL AUDIT SUMMARY 2025



INDEPENDENCE

Oregon's Story Begins Here

DIFFUSION

MORE HOUSING

SAME NEIGHBORHOOD

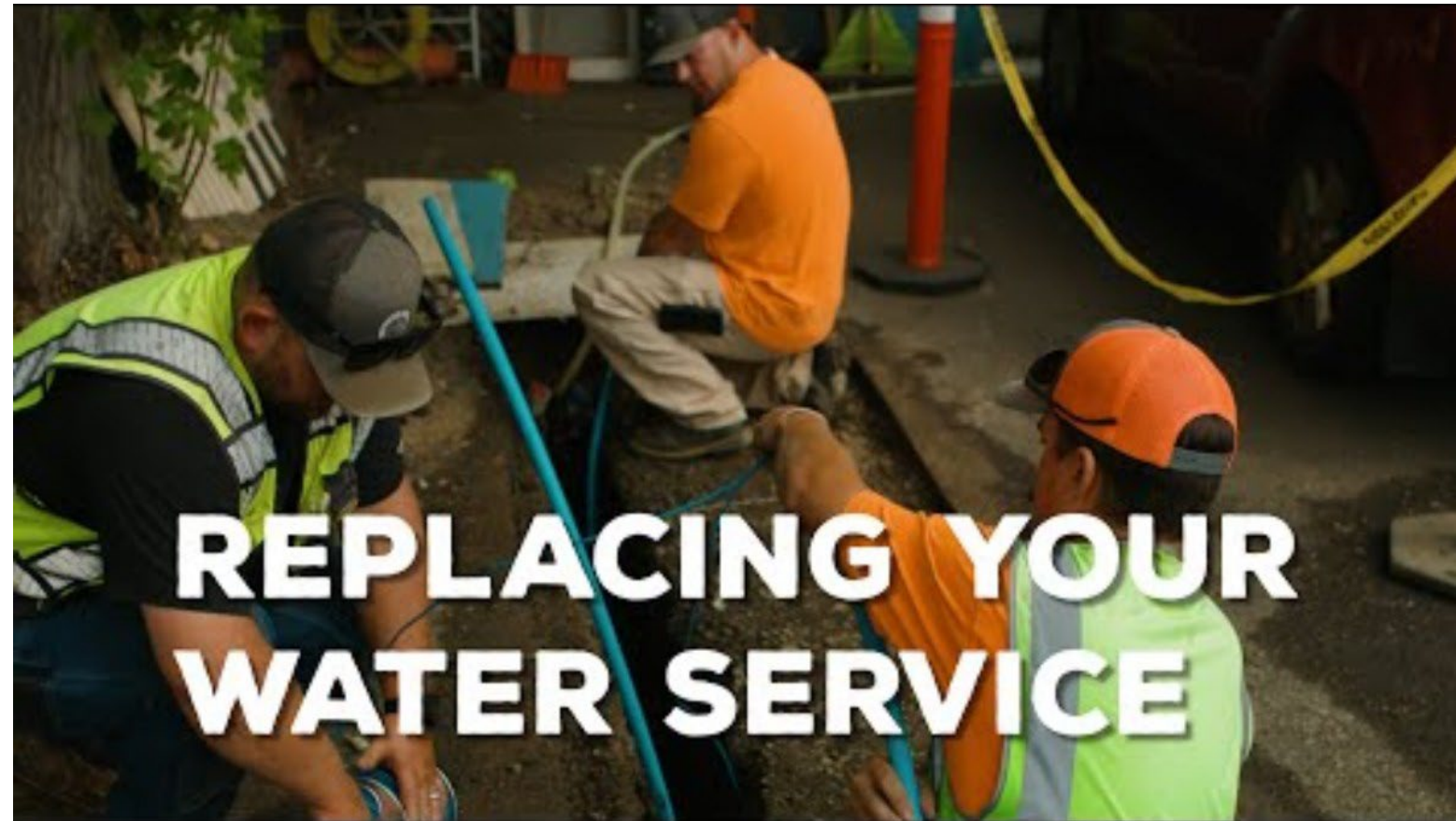


DIFFUSION



MI Trolley Impact
Richard Bunse

DIFFUSION



**REPLACING YOUR
WATER SERVICE**

DIFFUSION



**TREE VOUCHERS
NOW AVAILABLE**

RESULTS

- **More than 3.8 million digital impressions** across city-managed platforms.
- **3.63 million social media impressions.**
- **242,000 website page views.**
- **180,797 YouTube video views.**

RESULTS

8 AM Update: Gun Club Road is now open. High Water Notice on Gun Club Road High water is affecting the area near the Gun Club Road ...
 Post · Published on: Dec 18, 2025

Total performance Facebook Instagram

Overview

Views	Interactions	Link clicks	Follows
53,878	333	0	0

Views 53,878
 51,687 from Facebook
 2,191 from Instagram

Total Followers

City of Independence, Oregon
 Published by Emmanuel Golcochea · December 18, 2025

8 AM Update: Gun Club Road is now open.... See more

Boost

Kate Schwarzler and 143 others · 17 comments · 61 shares

Like Comment Share

Most relevant

Crews are making steady progress on infrastructure work at the Southwest Crossing development site on Talmadge Road, Oregon...
 Post · Published on: Oct 21, 2025

Metrics data affected for April 1-4, 2026
 From April 1 - April 4, 2026, some metrics may be inaccurate due to a temporary reporting issue. The issue has been resolved, but data for this period may not fully reflect actual performance.

Overview

Views	Viewers	Interactions	Link clicks	Follows
16,877	9,807	138	--	0

This post received more views compared to your recent Facebook posts.

Views 16.9K

Total Audience

City of Independence, Oregon
 Published by Hootsuite · October 21, 2025

Crews are making steady progress on infrastructure work at the Southwest Crossing development site on Talmadge Road. Ongoing work includes grading, preparing detention ... See more

Boost

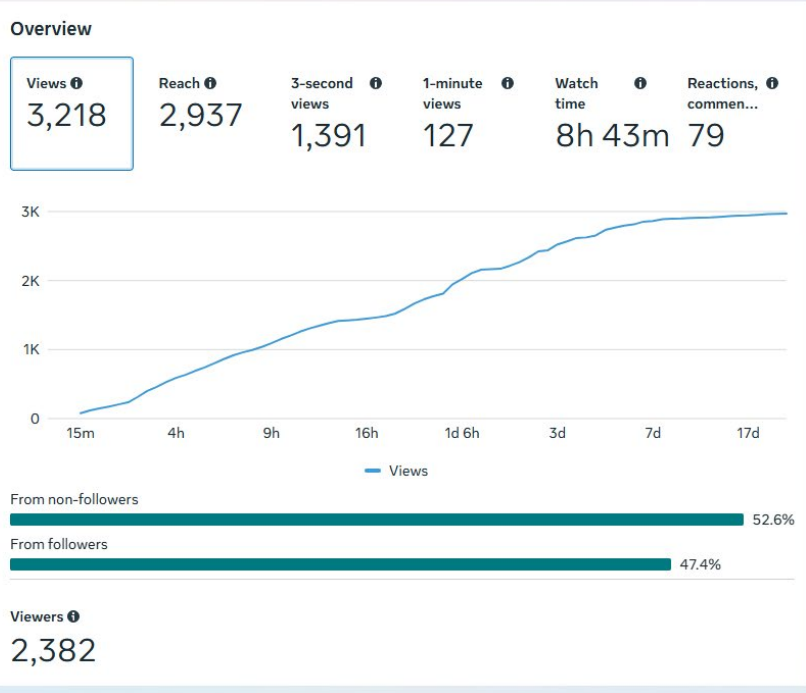
68 reactions · 69 comments

Like Comment Share

Most relevant

RESULTS

UPDATE: All 19 vouchers have been claimed! The city of Independence is partnering with Pacific Power for the Right Tree in the Ri...
 Reel · Published on: Oct 24, 2025



Feed preview

City of Independence, Oregon
 Published by Emmanuel Goicochea
 October 24, 2025

UPDATE: All 19 vouchers have been claimed!... See mo

Boost

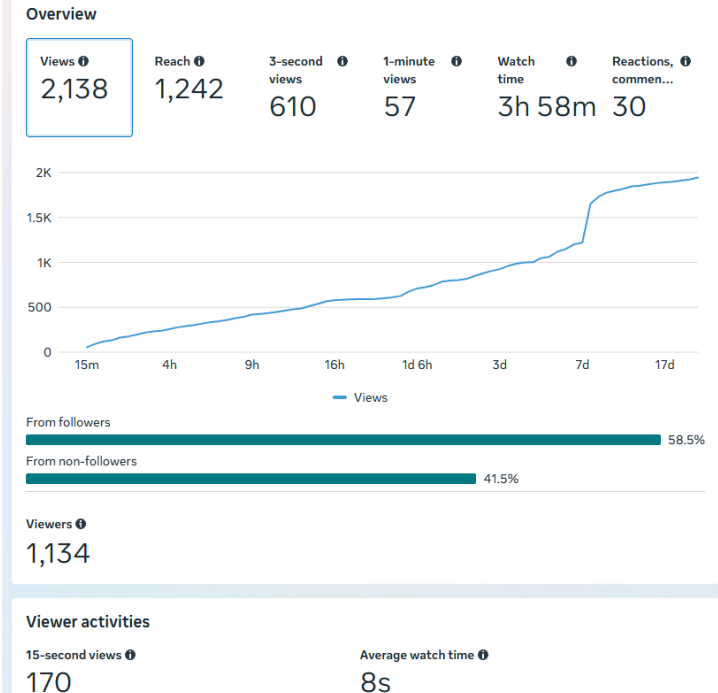
47 reactions, 4 comments, 9 shares

ost relevant

Comment as City of Inde...

Top fan: Liz Reiser

On Tuesday evening, the Independence City Council worked through a full agenda and covered several key items: -The meeting ope...
 Reel · Published on: Dec 11, 2025



Feed preview

Boost

13 reactions, 8 comments, 2 shares

ost relevant

Comment as City of Inde...

Vickie McCubbin: Thank you for the Council summary, so helpful.

Top fan: Tom Anderson: Vickie McCubbin summary of their lies? Ask em to produce proof of their own cuts. Good luck

RESULTS



RESULTS



Hey Jude, don't make it bad, take a sad intersection and make it better! This week, our fab public works crew made more improvements to the intersection on Ash and William

Post · Published on: Thu Jun 13, 12:01pm

Overview

Reach ⓘ

17,738

Higher than typical

Impressions ⓘ

18,865

Higher than typical

Interactions ⓘ

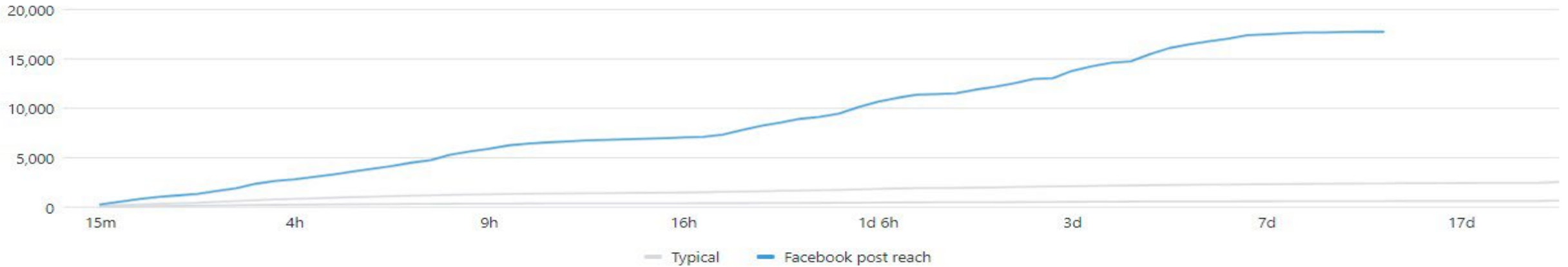
222

Higher than typical

Link clicks ⓘ

--

Reach



Interactions ⓘ

Reactions ⓘ

190

Higher than typical

Comments ⓘ

21

Higher than typical

Shares ⓘ

11

Higher than typical

Saves ⓘ

0

Typical

RESULTS



Trying to find the best places to take that special someone next week? Try something local! Peruse our "Date Night in Independence" itinerary and waltz your way through dinner, drinks, sweets, and even a late-night movie. And the best par...

Post · Published on: Fri Feb 9, 2:00pm



Boost

Overview

Reach ⓘ

20,409

Higher than typical

Impressions ⓘ

21,214

Higher than typical

Interactions ⓘ

112

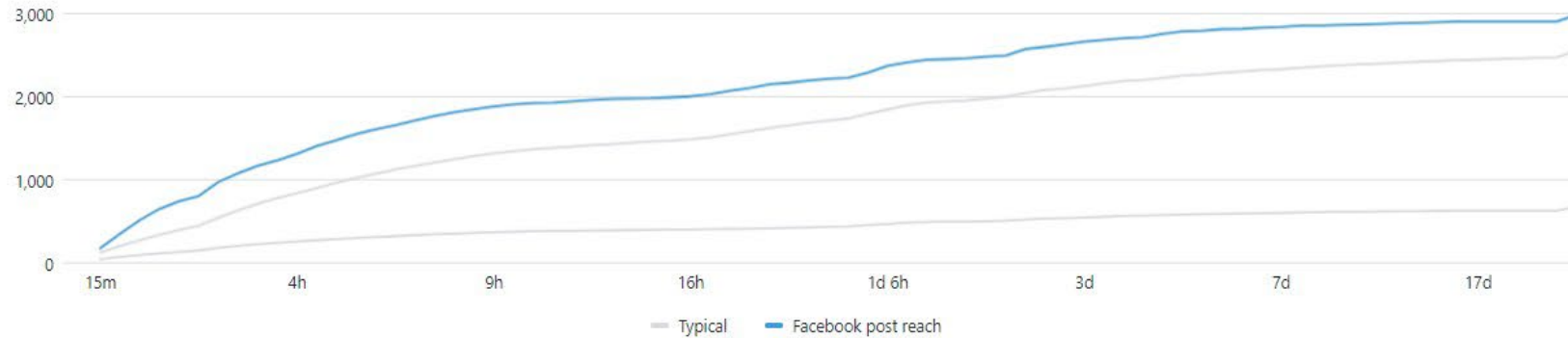
Higher than typical

Link clicks ⓘ

118

Higher than typical

Reach



Interactions ⓘ

Reactions ⓘ

97

Higher than typical

Comments ⓘ

11

Higher than typical

Shares ⓘ

2

Typical

Saves ⓘ

2

Higher than typical

Feed preview



City of Independence, Oregon

Published by Hootsuite · February 9 ·

Trying to find the best places to take that special someone next week? Try something local!

Peruse our "Date Night in Independence" itinerary and waltz your way through dinner, drinks, sweets, and even a late-night movie. And the best part of all? All our options are locally sourced amenities found only here in the Willamette Valley. With all these stops and more, your next date night in Independence is sure to leave your loved one smiling.

Find our complete itinerary here... [See more](#)



See insights and ads

Boost

97

11 2

Like

Comment

Share

FINAL THOUGHTS

- Be the Guide.
- Try new things.
- Put people first.





QUESTIONS?

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