

List of Attachments

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Attachment 1: Results of Communications Survey 2020

What's the biggest issue you have with town communications and what would you like to see? Looking at the answers to this question, certain themes kept coming up.

Problems keeping up to date with current news and events:

"No clue what is going on ever"

"More easily accessible information for all public events, meetings, Schedules, schools, shows, town meetings, etc., all in one location that is searchable."

"News and updates on the web page, i.e. vote tallies on election night, not the next day."

"Current channels not used or used inconsistently. Please use MyExeterNH (bulletins for snow parking ban? trash pickup deferred?) or remove it. Do I go to FB for info about the previous examples or the web site? But overall, I can usually find what I'm looking for. Thank you for regularly posting."

"Mostly only online; would love to see some things in person downtown"

Calls for more outreach in terms of news:

"What communication? I am not on social media. Non partisan weekly email updates please"

"A weekly or biweekly newsletter would be helpful relating important news. I wasn't aware of the water restrictions or updates unless I checked the town website."

"Weekly department summary report from town manager"

"I am mostly unaware of what the town (departments) is doing other than what I read in the Exeter News-Letter. I am not a social media user and would value options for ways to get information like a monthly update via email."

"There should be a widely adopted mechanism for important messages to be "pushed", rather than expecting residents to remember to look for things on websites or having to stream meetings after the fact to discover what is going on. The announcements on the "construction signs" are a good effort, and work well. I would favor some similar kind of electronic bulletin board in a fixed central location. Facebook works, but it would be great if there was an alternative. Exeter newsletter and seacoast online do not work for me. Now that I don't have cable, I miss the old "scroll" on channel 22, although it always

bothered me that it was on 22 and 98 as in my opinion it should be 1 and 2 or something like that, Thanks for asking, as this has been a concern and question in my mind for years.”

“If you don’t have social media it’s hard to know what is going on in town unless you are constantly checking the website. It’d be nice to have a town bulletin board with upcoming events. Or to create an email communication list with important information. On some of the bigger and more important issues maybe even postal mail communication.”

“A list of services that are provided to new residents”

^IT Assistant (Bob Glowacky) proposes that the CAC and IT Department work with the town to develop a New Resident Handbook that covers everything a resident needs to know; Department contact info, list of services, how to vote, how to use the transfer station, how to get involved in politics, history of town, etc.

“I’d like to be notified of events/meetings before they happen.... a public calendar distributed/updated monthly but listing stuff for the coming 3 months would be good”

“It’s hard to find out about town meetings. If the notice of them is on the town website, it’s very hard to find. We missed both last year despite wanting to be involved.”

^could be addressed with simple changes to home page

Issues with the Website:

“I don’t see any easily posted info, I have to call departments to ask. Also, town website isn’t super intuitive.”

“An improved website - easier to navigate for current info”

“A website that is easier to navigate!”

“The website is not updated frequently enough and often has either wrong or outdated information.”

“Not being able quickly to find information on the Town website. The Search function needs improvement. Content and presentation need oversight by a good information manager.”

“Improve website/search feature”

^In progress--need cooperation with town departments

Social Media:

“I get a lot of my news from Facebook and I often don't see town information or see it late. Maybe if it is something important there could be a budget for doing a sponsored post”

“The general public is not kept informed in any consistent manner. Social media is not the only way that will reach everyone in town. Without a local daily outlet open to all, communication is a challenging dilemma.”

“limited reach. more social media engagement, perhaps?”

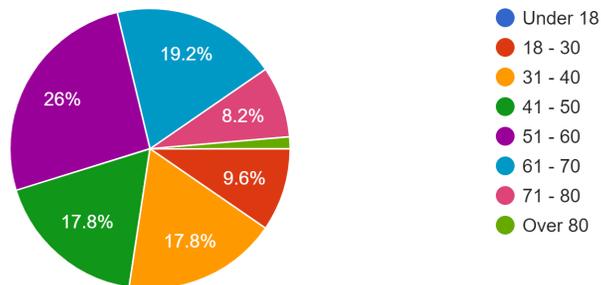
“Too many social media pages, I would prefer one page for town news.”

“Too many fb pages and websites without a central website. Central website should list all the other websites/fb pages, have a activities calander, town boards & comittees meeting calander and rec calander.”

“Use a medium other than facebook to consistently communicate information with residents: email lists, Twitter, Instagram”

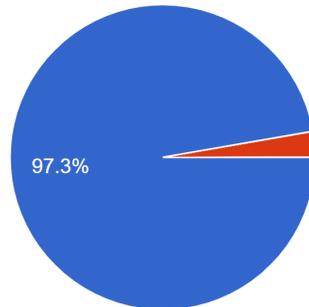
Demographics:

What is your age?
73 responses



Where do you currently live?

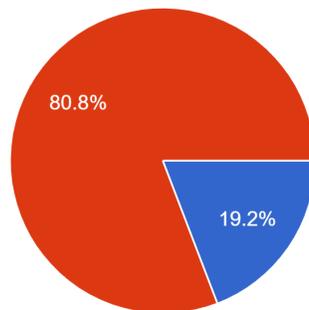
73 responses



- Exeter
- Seacoast NH (Outside of Exeter)
- Elsewhere in NH
- Outside NH

Have you recently moved to Exeter area? (In the last 1-3 years)

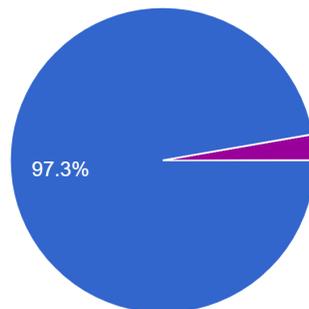
73 responses



- Yes
- No

How would you best describe yourself?

73 responses

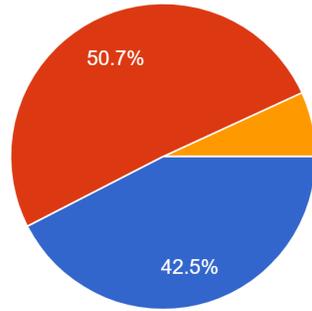


- I live in Exeter.
- I visit Exeter.
- I'm thinking about moving to Exeter.
- I work in Exeter, but do not live here.
- I am a business owner in Exeter, but do not live here.

How is the town doing?

How would you rate the quality of town communications?

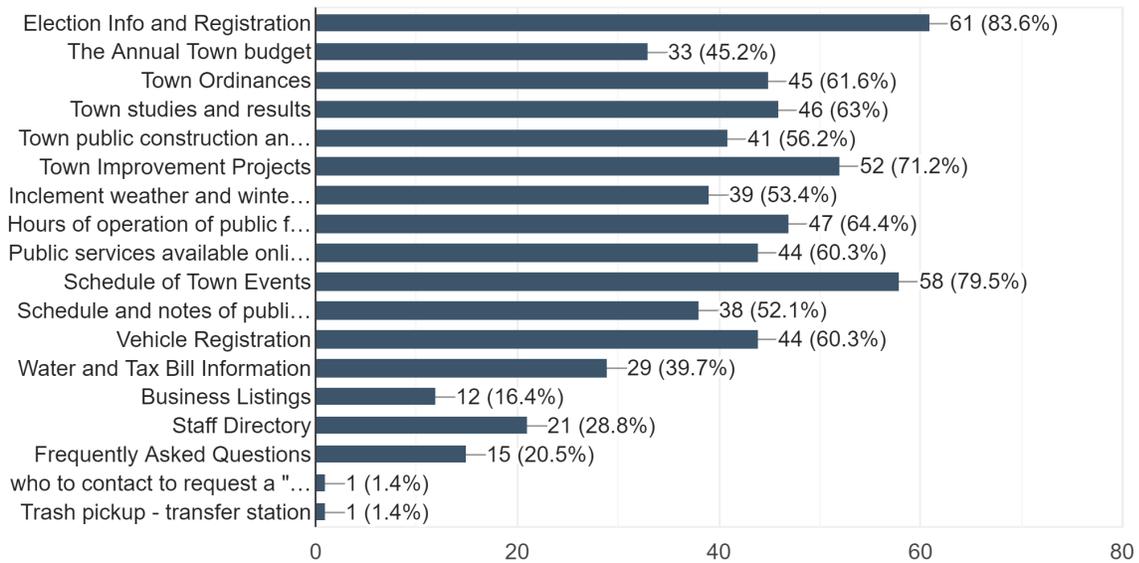
73 responses



- I am dissatisfied. Town communications are in need of major overhaul and improvement.
- I am satisfied. I receive the information I am looking for. Town communications need minor improvements.
- I am pleased. I receive all the information I need. Town communications do not require improvement.

What kind of town-related information do you currently look for? Please choose all that apply.

73 responses



What information do you most regularly seek out from the town? (Example: Trash pickup times, election information, meeting minutes and agendas, etc.) Do you find it easy to locate on town platforms?

“trash pickup times, recycling information -- easy to find on the website”

“There isn’t one thing I look for most. Info is usually fairly easy to find on the website.”

“Meeting info, yes, but I have it bookmarked”

“Election information and town meetings as well as public select board meetings. No, I have found it hard to find this info”

“public meeting agendas”

“I look at many places I find the town Facebook the least timely”

“Reports and studies. Not easy to locate”

“Election results, absentee ballot lookup, public works, water quality, parks, projects”

“schedule of town events. No, I hadn't found it easy to locate in the past. I did just add the App so I imagine that will help.”

“Meeting schedules, agendas, minutes; trash pickup holiday schedule”

“Yes, in most cases searching the town web page i can find what i need. The only thing i suggest is always having filters to drill down to refine searches. Thank you very much for asking.”

“Town clerk info. No, it is frequently wrong.”

“Town Meeting & elections, board meeting info, events in Swazey and other venues”

“These questions make me realize that accessing any town communication must be sought, not offered. I haven’t done much seeking unless absolutely necessary, but know there is much I could be more aware of, engage with but it’s not on my radar unless it’s in my inbox. Communication also has not been defined- writing on websites,minutes,etc is very different from verbal communication on phone or in person.”

“Hours of operation and what is going on”

“Trash, easy. Election info, not easy”

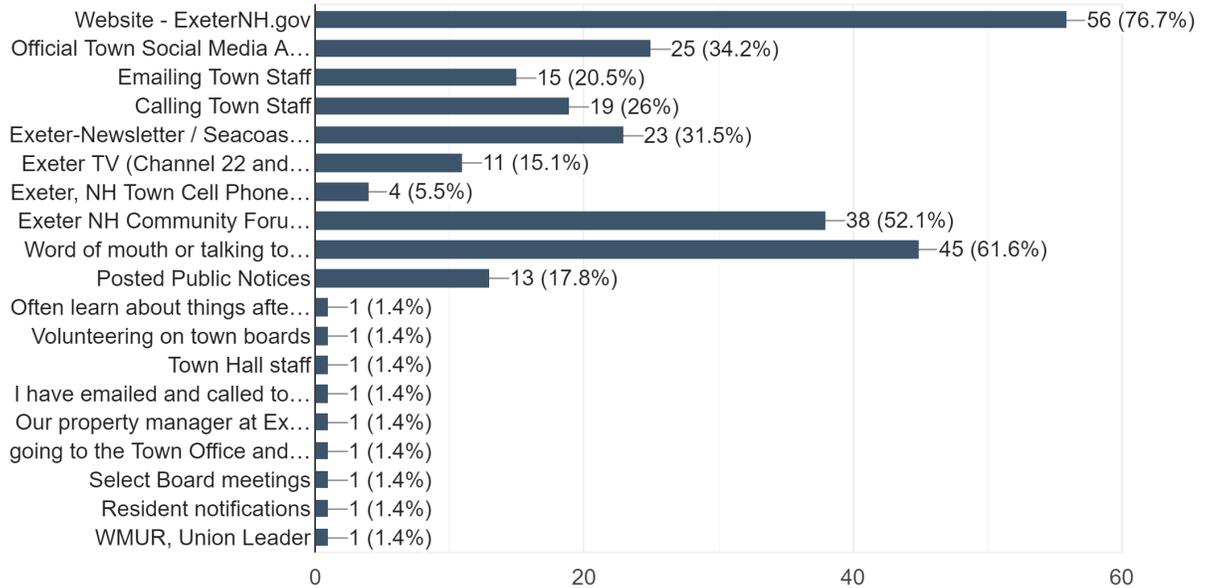
“It’s difficult to find the town elected officials and contact info for them on the town website.”

“Meeting minutes and agendas are much easier to locate on this website than the previous one”

“Seek is the key word here. The town should push more info, so we don't need to seek.”

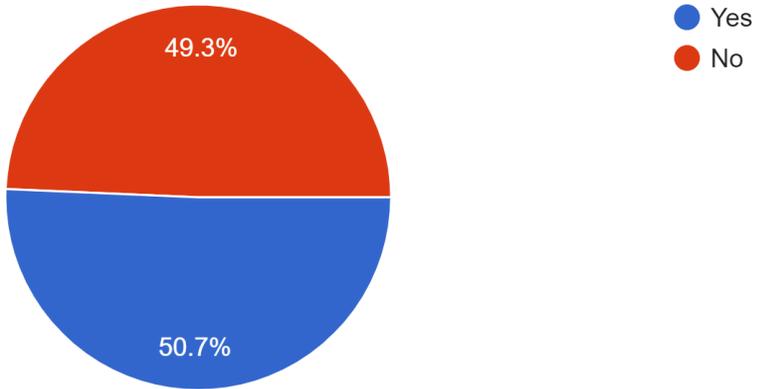
How do you currently receive Town of Exeter information?

73 responses



Have you ever attended an official town public meeting in person?

73 responses



Why or Why Not? [Have you ever attended an official town public meeting in person?]

No:

Do not know what you learn during them?

Life's busy- I volunteer a lot

Did not know when they occurred

I am unsure where to find the info

We didn't know when they were and we missed them

Exeter TV - I can tune in and tune out, fast forward and rewind

Too late. I'm an early morning activist.

I have a difficult time walking around so my issue is mobility

Work full time and have 2 small kids

Yes:

support local organization with an issue before ZBA

Yes, to be part of the town

To better understand issues pertinent to the town and my family

“Wanted to see/hear some of the things but found some of the process for voicing difficult without rebuttal to other comments”

To provide public comment and/or comment on an agenda item.

To participate in town decisions

I like to know hear is happening and what might happen

To support a specific issue

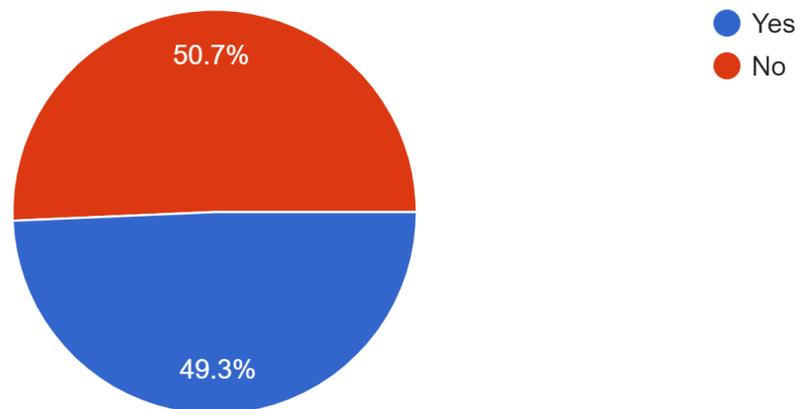
I had a ridiculous water bill

Interested in how decisions are made, wanted to hear topics of interest.

Concerns regarding land management

Have you ever attended a virtual public meeting with the Town of Exeter?

73 responses



Why or Why Not?

No:

Too many meetings

Didn't know that was an option

Did not know when the meetings were

Didn't know I could

I don't really enjoy those type of meetings

No, only because I'm working double time to keep my business from failing due to the pandemic, and I can't take the time out to watch a meeting

Yes:

Saw on Facebook recently

Easy and I knew about it well ahead due to social media

For information. Selectmen meeting via zoom. I watch the recorded sessions

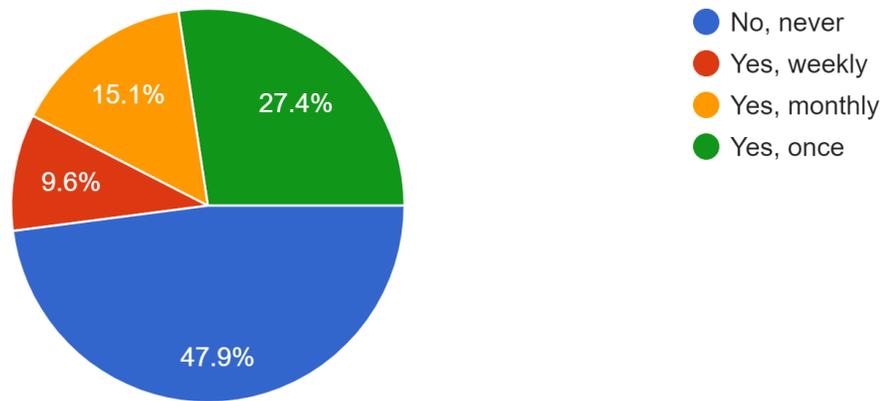
Convenient

So much easier to watch virtually

Interested in how decisions are made, wanted to hear topics of interest.

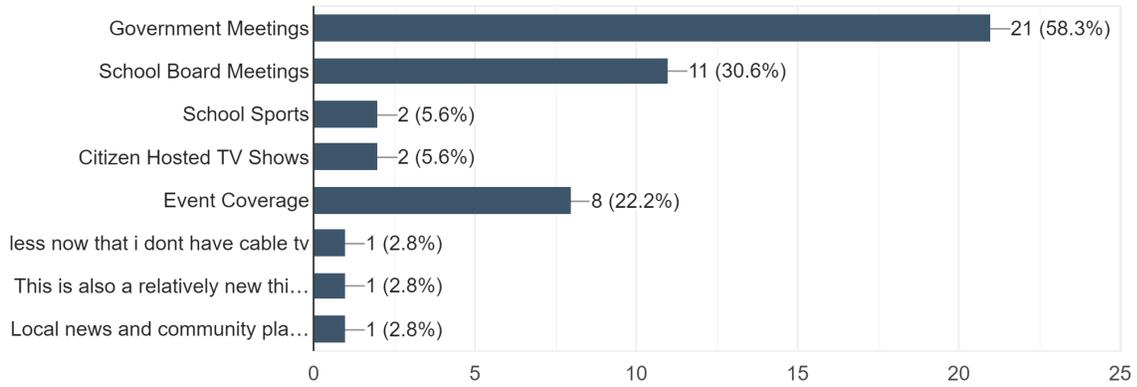
Do you watch Exeter TV?

73 responses



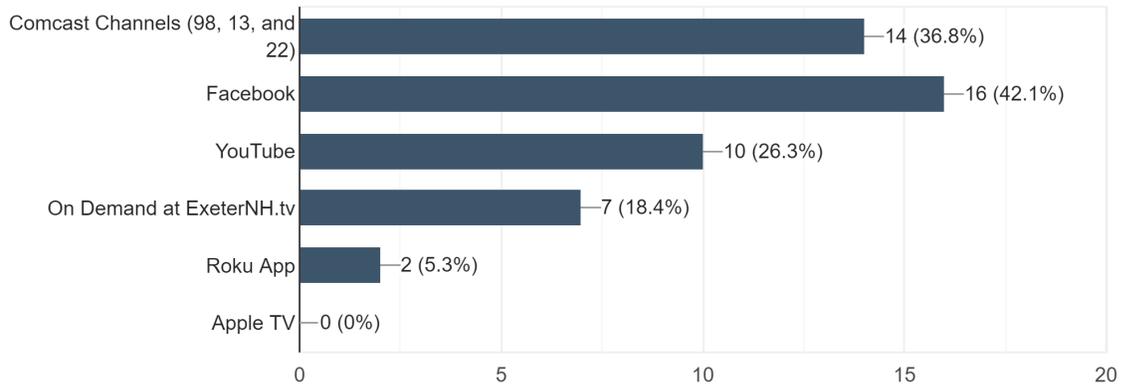
If you watch Exeter TV, what is the primary content you're watching?

36 responses



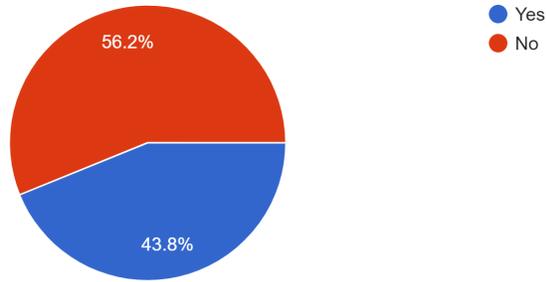
If you watch Exeter TV, where do you most often watch content?

38 responses



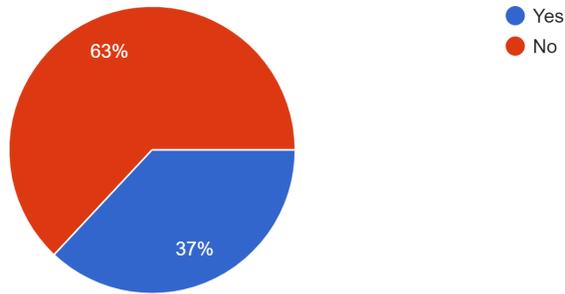
Did you know the town has its own mobile app, MyExeterNH? (More info about the app can be found here: <https://www.exeternh.gov/it/myexeternh-mobile-app>)

73 responses



Have you downloaded the MyExeterNH Mobile App?

73 responses



Did you know that the town uses RAVE- Exeter NH Alerts by Smart911 as an emergency notification system to communicate with community residents ...e-exeter-nh-alert-smart911-rave-mobile-safety)

73 responses



Do you have any comments, questions or feedback about either of the town's mobile apps?

I turned off the alerts because of annoying irrelevant non emergencies

Clearly you need to do better about telling people these resources exist. :)

I just installed both

It would be nice to see that broadcasted around town or even the social media channels. I had no idea these existed until taking this survey. I'm not sure that it's widely known as I've never heard anyone talk about it either.

I downloaded MyExeterNH app on my old phone, never used it -too small, so have yet to download it on my new phone. I get automated phone calls from the town regarding emergencies on my landline . But never signed up for the app.

Need to be promoted better

I downloaded the SMART911, but never receive any notification for over 3 months, yet there were incidents in town that I will later get to hear about later. I removed it.

I don't think the mobile apps are being utilized enough and I would put those funds to a more widely used communication method.

I signed up but have not ever received any notifications

I don't find them useful or helpful. I would just go to the Town website

Doesn't appear to be updated, i.e. with Coronavirus opening/closing (i.e. the library)

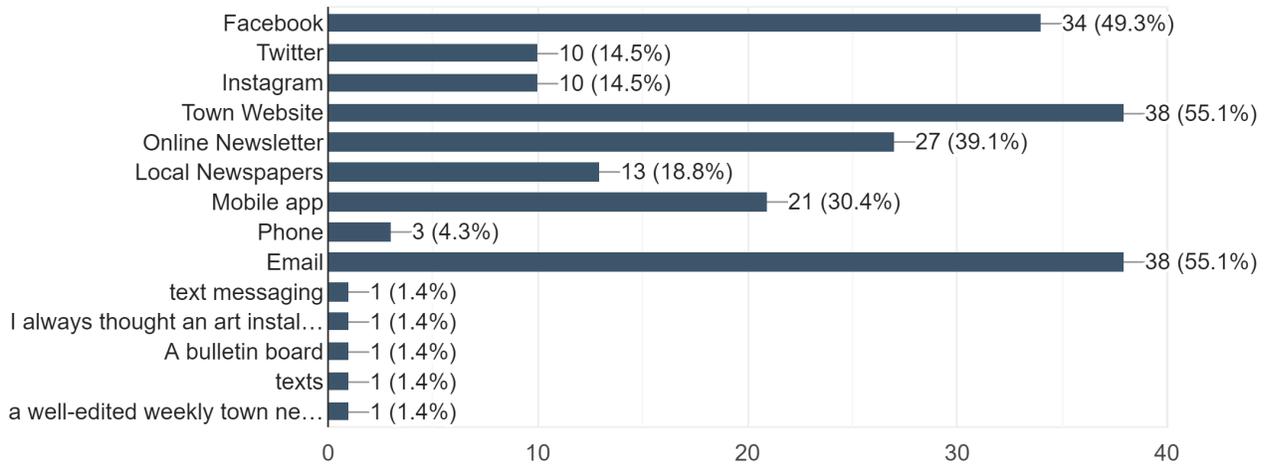
I'm unlikely to use any mobile apps as I am usually home when I look for info

Mobile app is a great idea but it needs attention and up to date relevant info. to make it useful. Otherwise it is another unused app on the phone that eventually gets deleted.

Thank you for offering them. Both are useful.

What platforms or methods should the town use more?

69 responses



What would be your preferred method of communication, if available or improved?

71 responses



Have any questions in this survey alerted you to communications platforms or methods that you were not previously aware of? If so, which ones:

ExeterTV, mobile app

Mobile app

Yes, didn't know about any apps

Yes, the mobile app and RAVE

I wasn't aware of the Mobil app or RAVE & will get them both

Yes all the apps and computer services

Social Media

Police need to give out more information: someone was picked up by police van on my front lawn. when i asked what was going on the reply was: don't worry about it, you don't need to know! as an owner and resident i do need to know.

yes, the town virtual news paper

Yes. Town Apps and Exeter TV Roku

Exeter TV

Yes I didn't know about town social media, and some others. Now I wish I had a list sent to me after finishing with all the handles etc!

What additional information would you prefer to see communicated by the Town of Exeter?
Please fill in your own answer.

current status of Covid outbreaks in town, traffic disruptions

Information on projects that have been delayed should be initiated by the Select Board. Too many times, the public has to ask about the status of such projects. The most recent example is the Kingston Road shoulder widening. Regular status reports on all projects should be part of every Select board meeting: studies that have been funded, delays and cost overruns are not anticipated. The town hears about a delay after some board member or a member of the public inquiries about it. I have seen that occur for many years so it truly is a problem that needs to be addressed. If the town loses state funding for a project that was already approved by the voters, that only adds to a loss of confidence in leadership.

I wish we could subscribe to meeting agendas and they should be posted on social media when they are posted to the town website. I wish there were a searchable database of meeting minutes.

More info on decisions that could have public input

The weakness in the Exeter Newsletter leaves an information gap that needs to be filled. A weekly Town-sponsored newsletter could help fill that gap and tie the community together, regardless of what other enhancements may be made to the website and social media accounts.

Town Events. Highlights from Meetings - for example discussion on summer programs not being offered this past summer or other such closures, lack of outdoor dining downtown etc... should not have to weed through town meeting min. to get relevant highlights. Why not make a section on the website for highlights - have each dept. responsible for identifying monthly highlights and posting in their section of the website. People should not have to dig for info. No one has the time or patience for that in this digital day and age.

road closures, parking restrictions and/or construction particularly in the downtown area

More social media push of select board topics

[^Exeter TV has started publishing photos with a link to the agenda of upcoming meetings](#)

Any Final Comments?

Thanks- we are happy to be residents of such a wonderful town. Look forward to becoming more involved.

This survey was a good way to share different services.

Thanks for all you are all doing! These are crazy, scary times we are in & I am just one of many who appreciates you!

What is the best way to communicate with police dept?? To actually speak to a caring officer?? Thank you for all the town does ... also maybe more info for all the seniors that live here. The Senior center certainly isn't there for the seniors.

Yes I think that PEA should not close off their trails to the town

When I first moved here (6 years ago), I found it difficult to find info on everything. I don't know if things have improved, or if I'm just more familiar with the town. One of the biggest problems I had for the first couple years was that when info was given, it was given upon the assumption that the listener already knew things about the town. This example isn't based on an instance, but as an example: "meeting at 7pm in the Nowak Room" vs "meeting at 7pm in the Nowak Room, town offices building upstairs, 10 Front St". Info should be given as fully as possible, the first time. Yes, we can all look things up further, but we're all also balancing work/family/school/etc and extra effort usually stops most people from following through.

I'm glad this is an area of concern, but I only found this when I waited on a long line for the town clerk. I participated on the Rec Department Senior Council and method of communication was a big challenge. Seniors need more than apps and social media for sure!

Thanks for putting this together

Good use of traffic signs for community awareness. Improve the website with easier access, timely information

Appreciate the members for putting this survey together and look forward to quick implementation of the outcome.

I hope that this committee will look into the lack of transparency since you can only communicate the information that you are made aware of. Thank you.

An email or web newsletter with links would be good. Town site navigation needs to be rebuilt from the ground up.

Simplify!!! Too many places to look for info.

The phasing out of town bonds would be great as a tracker on some easy to find page. People are always worried about adding another project because they don't realize a lot of bonds are finishing up

Exeter needs an information officer to coordinate the official information the Town makes available. Such a position could facilitate each department's communication of its information to the public and standardize communication practices. This would improve the public's perception of and confidence in the Town's work and services.

It is important that the town understands the urgency of setting up proper communication channels and utilizes "best-practices" for the channels already set-up. This urgency for better communication was certainly highlighted for all by the Pandemic situation. The town has all the tools in place now it is just a manner of managing them better inter-departmentally for the benefit of the whole town.

I wish it was easier to voice a concern and have it addressed. It seems the fractured nature of our political bodies leads to more finger pointing then action for some issues.

It may not be possible, but one- or two- stop locations for finding all information would be great, or provide clear links in one place. Many thanks for all of your work!

Attachment 2: External Communications Analysis 2019 by Nick Campion

In 2019, Nick Campion completed the 2019 External Communications Analysis for a Capstone project at the Carsey School of the University of New Hampshire. The report can be viewed on the town website by [clicking here](#). A few key items from the report are listed below:

- Short Term Recommendations:
 - Celebrate and promote town successes
 - Consolidate social media communication

- Long Term Recommendations:
 - Develop a Communications Master Plan
 - Hire a Communications Officer

- Departments don't budget for communications
- The MyExeterNH app failed to take off

Town of Exeter, NH Communications Plan



Drafted Month, Day, Year

By Robert Glowacky, It Tech/EXTV Coordinator
And the Communications Advisory Committee

Table of Contents

Mission Statement

Communications Workflow
Idea to Distribution

Map of Communications Network

Tools

Website
Social Media
Mobile App
Email Newsletters
Telephone
Exeter TV
Print
Public Meetings
Email [maybe not needed]
Other

Future Plans/Considerations

Mission Statement:

The Communications Advisory Committee drafted this plan to help streamline communication. To do so, this plan establishes a standard of best practices to be used by town staff when using various communication tools. In addition, the plan outlines policies for the operation of the various tools.

Key objectives of the plan include:

- Keeping residents informed with up to date information
- Reaching residents on a variety of platforms and methods
- Increasing community engagement through proper communication
- Establish expectations of town staff for what communication is required of them

Communications Workflow

How town staff or committee members take information from idea to distribution... Making sure that staff and committee members know who to work with and how to distribution information.... To prevent slow dissemination and confusion in the communication process, it is important to identify a streamlined process to take ideas to distribution.

When trying to disseminate information, town staff should:

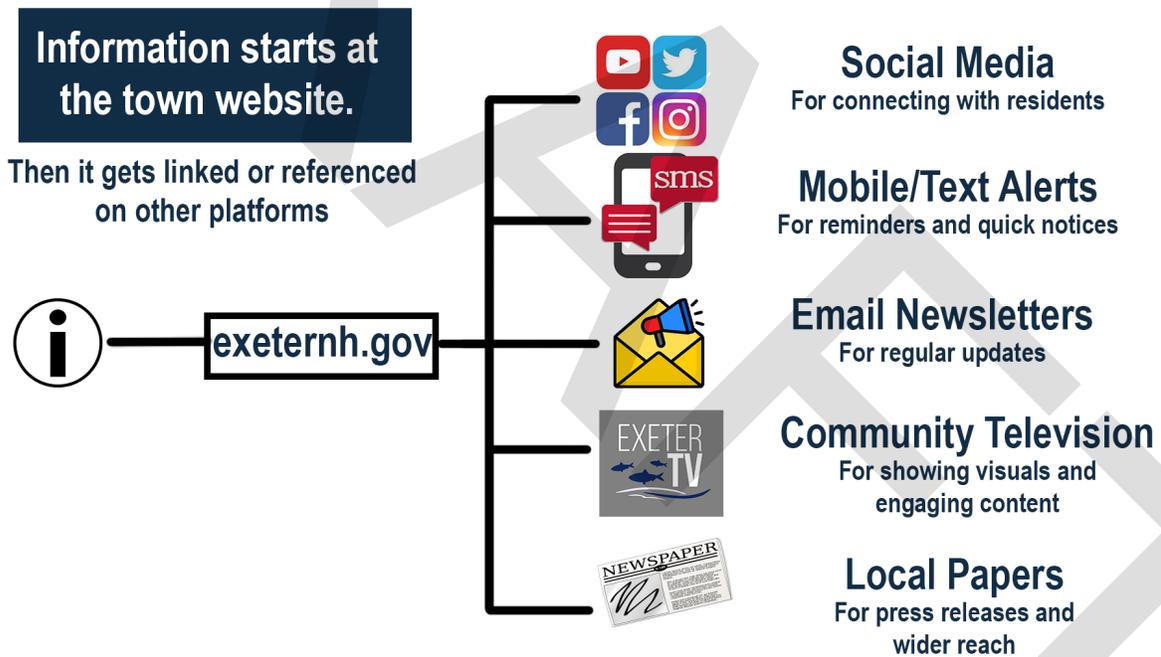
1. Identify the tools that they want to use
2. Identify the gatekeepers for those tools

Tools of Communication

With an ever diversifying landscape of communication tools it is important that the town takes into consideration the different ways it's residents and visitors prefer to communicate.

Almost all pieces of information should start with the town website and emanate from there. Depending on the importance and urgency of the information, more than one method of communication may be required.

Map of Communications Network



Website:

One of the main tools available to town staff and committees is the town website. The website is located at exeternh.gov. Listed on the site are all town departments and committees, services available to residents, and a calendar of events and meetings.

Website Policy:

- Only Town Staff or other approved designees can post on the town website
- Information on the town website should be kept as up to date as possible

Best Practices:

In order to keep the website more uniform, it is recommended that departments adhere to the following guidelines with their departmental or board pages on the town site.

- Have a landing page with a brief introduction to your department
- Use embedded pages with buttons under intro on landing page for additional sites
- Create concise sections on the sidebar menu
- Title pages accurately for Search Engine Optimization (SEO)
- Keep pages short--add extra information as attachments (PDFs)
- Create user-oriented content
- Use plain language, avoid or explain advanced terminology
- Create schedules for periodically checking and updating information
- Website administrator should regularly review analytics and suggest improvements

How to best post various types of information - using the right tools

- Meeting or event
- Temporary notice or update
- Records or permanent documents (compliance)

Creating an event or meeting:

[insert pictures instructions, etc]

Social Media:

rs can be beneficial in sending out regular updates to residents in town who subscribe.

The town adopted its current social media policy

[\[Old Social Media policy still on website\]](#)

Benefits of social media:

- Engage directly with residents where they are
- Build and set expectations
- Quickly spread information

Text Alerts/Mobile App:

Text and mobile communications have rapidly become the favored method of communication for most people. To this end, the town should utilize text alert or mobile systems to send messages directly to residents' phones.

In 2018 the town launched MyExeterNH, a smart-phone application from MyCivicApps (acquired by Tyler in 2019). This mobile application...

Text Alert/Mobile Systems operated by the town:

- MyExeterNH mobile app
- Exeter NH Alerts

Email Newsletters:

Email newsletters can be beneficial in sending out regular updates to residents in town who subscribe.

Currently there are several departments using email lists or email marketing services to send messages out to the community. The lists include:

- COVID-19 Business Updates from the Economic Development Department

- Monthly Content/News updates from Exeter TV
- Periodic construction updates from Public Works
- Updates from Parks and Recreation

Email Newsletter Policy:

Best Practices:

- Aim for consistency
 - Regular schedule
 - Uniform style and look
 - Keep length similar from issue to issue
- Information should reference and link back to town website
- Use buttons, links, and images

Email:

All town staff have email accounts. Staff email accounts are acquired through the IT Department and give staff access to the Google Suite of apps including calendar, sheets, drive, and more.

Staff email accounts are the first initial followed by the last name of the employee ending with @exeternh.gov. These accounts cost roughly \$6/month/user.

Select Board members are also given email accounts for official town business.

Currently other committees are not given access, however it is recommended by the committee that chairs of the various boards get an email account...

Telephone

A phone number directory is organized by the Executive Assistant in the Town Manager's Office. This lists all of the town staff with phones and their numbers.

The main line for the town is 603-778-0591 and has an automated line... This automated routing should be evaluated on a quarterly basis to ensure that it is up to date.

Exeter TV

Exeter TV is the town's community media station operated by a subdivision of the town's Information Technology department.

Under the direction of the IT/TV Tech the part time staff carry out several key duties:

- Covering and broadcasting government meetings
- Producing citizen-led programs for Public Access
- Producing promotional materials for town departments, committees, and community groups
- Filming events
- Operating AV equipment for town events

In terms of town communications, departments are encouraged to use this resource to their advantage. Exeter TV offers several options to help departments communicate:

- Public service announcements (short videos for social media)
- Promotion of events or programs in our Weekly Report show
- In depth documentary style videos about topics (10-30 minutes)
- Rotating informational slideshow on Channels 22 and 98
- Graphics creation and assistance
- Social media and website assistance

Public Meetings

Print

Other

Future Plans

In addition to the communication tools and

Ongoing Evaluation by Communications Advisory Committee

To ensure that the town stays on top of new trends and methods of communication, the Communications Advisory Committee should periodically evaluate and advise town staff about potential changes that need to be made. Using the database communication channels, the committee should especially look for duplicate, missing, or out of date information.

As new needs arise, the committee can offer suggestions to town staff further best practices and suggest ideas for which tools and methods to use.

Exeter Resident Handbook

In other communities [[Rye for example](#)], information about the town, how it operates, and how it is governed is compiled into a handbook. These handbooks can cover topics including contact information for town departments, annual community events and resources, and how town meeting works and elections are carried out.

With our town website, information is often buried deep in departmentalized pages, away from the eyes of residents. While this information may need to stay in those locations, compiling it in one place for residents would offer a potential solution.

Especially important to highlight in a handbook would be items that are regularly requested by residents such as waste collection, election registration questions, and

_____.

Sections suggested for the Town of Exeter, NH to incorporate:

- Department and committee directory
- Hours of operation
- Services offered by departments
- Duties and responsibilities for town boards, committees, and commission
- Election information
- Additional information
 - Brief town history
 - Annual cultural events
 - Points of interest
 - Non-profit partners

[***DRAFT -- meant to be an appendix to the communications plan/best practices***]
[Needs the addition of non-department pages/infrastructure; e.g Boards and committee pages, community section etc.]

Appendix: Infrastructure and Staff

Town of Exeter, NH

- [Website](#)
- Social Media
 - [Facebook page](#)
 - Managed by the IT/EXTV Department and the Town Manager
 - Sharing content from other Town Social Media accounts as well as the website -- general alerts from town to the public
 - [Twitter](#)
 - Currently not in use
- Phone
 - Robotic routing of incoming calls to relevant departments based on key entry

Assessing

- [Website](#)
 - Managed by Assessing staff
 - Information about Tax rate, exemptions, credits, and other assessing department functions
- [Maps online](#) / Vision
- Phone: 603-773-6111
- Email: assessor@exeternh.gov

Building

- [Website](#)
 - Operated by _____
 - Listing various building permits and zoning maps as well as permit reports
- Phone: 603-773-6112
- Fax: 603-772-4709
- Email:
 - Building Inspector/Code Enforcement Officer: deastman@exeternh.gov
 - Deputy code Enforcement Officer: bmcevoy@exeternh.gov
 - Administrative Assistant: kcroteau@exeternh.gov

Economic Development

- [Website](#)
 - Content by the Economic Development Director, assistance from the IT Assistant/EXTV Coordinator
 - Business resources and reports
- [Email Newsletter](#)

- Drafted by the Economic Development Director and technically supported by the IT Assistant/EXTV coordinator
- COVID-19 related business news, updates, and resources sent to nearly 900 businesses in Exeter, over 9,000 businesses in Rockingham County, and over 1,000 in the City of Portsmouth.
- Phone: (603)773-6122
- Email: dwinham@exeternh.gov

Exeter TV

- Website
 - [Town Website](#)
 - An introduction to the department, links to other TV website, invite to sign up to newsletter, and documents related to the TV operations
 - [ExeterNH.TV](#)
 - Lots of links to livestreams, schedules, and video-on-demand content
- TV Channels
 - Two broadcast TV channels carried by comcast in Exeter (Channels 22 and 98)
 - Managed by IT Tech/EXTV Coordinator under the supervision of the IT Coordinator
 - Governed by Exeter TV Policies and Procedures as well as
- Social Media Platforms
 - Social Media channels are managed by full time and part-time staff from EXTV. There are several admins and
 - [Facebook](#) Page
 - [YouTube](#)
 - Upload long and short form videos
 - Livestream town meetings and events
 - Video catalogue of past Exeter TV content
 - [Instagram](#)
 - [Twitter](#)
- [Email newsletter](#)
 - Managed by EXTV Staff
 - Monthly Email Blast with new content, upcoming meetings, and highlighting town projects
 - Biweekly Report blast with link to recent news series episode along with relevant links to what the video discusses
- Email
 - EXTV Coordinator has personal email account
 - EXTV part-time staff share the extvg@exeternh.gov account to monitor general incoming communications--they have 'alias' email accounts with their first initial last name to keep track of different projects and send email as themselves.
- Phone: (603) 418-6425

- Answered by IT Assistant/EXTV Coordinator -- forwards through to cell phone when out and about
- Possibly Exeter NH Alerts (Rave Mobile/Smart911)

Finance

- [Website](#)
 - Introduction to department, info about purchasing policy, and financial reports (out of date)
- Phone: (603) 773-6106
- Email
 - Each staff member has their own email account

Fire/EMS

- [Website](#)
 - Buttons linking to info about; history, staff, equipment, reports, etc.
- Social Media
 - [Facebook page](#)
 - [Twitter](#)
- Exeter NH Alerts (Rave Mobile/Smart911)
- Email
 - Fire Department personnel have individual email accounts through the town
- Phone
 - Emergency: 911
 - Non-Emergency: (603) 772-1212
 - Business line: (603) 773-6131
- Fax: (603) 773-6128

Emergency Management

- [Website](#)
 - Basic information on emergency preparedness and plans
 - Managed by Fire department staff
- Exeter NH Alerts
 - Via the Fire and Police Departments

Health

- [Website](#)
- Social Media
 - [Facebook](#)* Recommended for consolidation with Fire/Town of Exeter, NH pages
- Phone: (603) 773-6132
- Email: jmurray@exeternh.gov

Human Resources

- Website
 - [HR Department site](#)
 - [Employment Opportunities](#)

- Intranet
 - Internal website for HR documents, internal news, etc. managed by the HR department with occasional assistance from IT.
- postings (print and external job posting)
- Phone
- Email

Human Services

- [Website](#)
 - Managed by the Executive Assistant/Human Services Administrator
 - Includes information about the department, application and intake forms, and other welfare information
- Phone: (603) 773-6116
- Fax: (603) 777-1514
- Email: pmcelroy@exeternh.gov

Information Technology

- [Website](#)
 - Managed by IT coordinator and IT assistant
- Social Media
 - [Facebook page](#)
 - IT staff have access to the Town of Exeter, NH Facebook page to offer assistance in managing when needed or requested

Library

- ***Not controlled by Town of Exeter, NH -- Managed by Library Trustees***
- [Website](#)
- Social Media
 - Facebook Pages
 - [Exeter Public Library NH](#)
 - [EPL Children's Room](#)

Parks & Recreation

- [Website](#)
 - Managed by Parks and Rec Staff
- Constant Contact - Email newsletter
 - They have a very large email list (around 6,000+).
 - Do announcements on programming, special events, etc. Have an average 25% open rate and higher sometimes. They definitely see it helping their registration when they send them out.
- Print pamphlets
- Rec registration website

Planning and Sustainability

- [Website](#)
 - managed by all staff
 - Information on Capital Improvement Projects, Sustainability initiatives, Master Plan materials, Projects, and Planning Board applications
- Social Media
 - Facebook pages
 - [Exeter Healthy Lawns Clean Water](#)
 - [Exeter NH Conservation Commission](#)
 - Managed by Kirsten Murphy
- Mail
 - Mailing out packets, abutter notifications, etc.

Police

- [Website](#)
- Social media
 - [Facebook](#)
 - [Instagram](#)
 - [Twitter](#)
- [Exeter NH Alerts \(Rave Mobile/Smart 911\)](#)
 - Emergency push notification system; call or text to subscribers
 - Managed by Dispatch (overseen by Police Department)

Public Works

The Public Works Department has several different public communications platforms used for different purposes. We strive to have multiple staff capable of communicating over any one platform for continuity of operations. We also provide independent (a fresh set of eyes) proofing for accuracy and consistency prior to posting for most communications. The following is our current general configuration:

1. Webpage, FB: Primary Trisha Allen, Secondary Jen Mates
2. Construction/Project Specific Updates - public meetings, field work notices, schedule updates (via email contact list): Primary Jen Mates, Secondary Project Manager (Paul Vlasich, Jay Perkins, Matt Berube)
3. Public Notice: Matt Berube (regularly occurring, such as Flushing, Emergency Repairs), Jay Perkins (regularly occurring such as Snow Removal, Road Closure), Jennifer Perry (irregular or imminent threats such as Drought, Boil Order, Dam Safety); with proof and distribution by Trisha Allen
4. RAVE (via Public Safety) reserved for emergency use only, by Jennifer Perry

Tax/Water/Sewer Collection

- [Website](#)
 - Managed by Deputy Tax Collector
 - Information on Property Tax and Water/Sewer Collections
- Phone: (603) 773-6108
- Email: collections@exeternh.gov

Town Clerk

- [Website](#)
- [Social Media](#)
- Phone: (603) 778-0591 x 403
- Fax: (603) 418-6424
- Email
 - Each department member has a personal email address

Town Manager

- [Website](#)
 - Managed by the Executive Assistant
 - Information about the Town Manager, the town in general terms, budget information, Capital Improvement Project, and other general information
- Social Media
 - [Facebook Page](#) (Town of Exeter, NH)
 - Used for sharing general news and updates about the Town
- Phone: (603) 773-6102
- Email
 - Town Manager: rdean@exeternh.gov
 - Executive Assistant: pmcelroy@exeternh.gov

Attachment 4: The Town's Website: Municode

The town website (exeternh.gov) is provided by Municode. The website hosting and support cost approximately \$4,000 annually. In 2020, Bob Glowacky, the IT Assistant, conducted extensive research into different website providers. He concluded that all available government website hosting services offer the same or comparable services for around the same cost.

As noted in the main CAC report, Municode offers many features which are not used by town staff. The current town website's shortcomings result largely from how we are using the tool and less from the tool itself.

Once the Select Board determines how to proceed with an overall update of the town's communications, we may want to take advantage of enhancements that Municode offers.

A Full Website Redesign, would cost an additional \$4,000 (one time) to update it to newer theme [Q FOR RG: EXPLAIN WHAT A 'NEWER THEME' IS.].

Backend Upgrade for ADA Compliance and Staff Training. A \$5,000 + TBD cost would allow us to upgrade to "Drupal 8", the newest backend that allows ADA compliance and other features. This would also include staff training. Municode can also offer refresher training for new staff at no cost and include their specific best practices in those meetings.

Home Page Changes. Bob Glowacky proposes two immediate changes to the home page: (1) to redesign the calendar (\$300 cost); and (2) add "latest news" boxes on the homepage for more user-friendly functionality (\$600 cost).

Periodic Review. The town should adopt a policy to review the website contract every few years to evaluate whether the current platform meets current needs and investigate whether competitors offer better pricing and/or services.

Attachment 5: Facebook Pages and Other Social Media in Use

Facebook	Town of Exeter, NH	4,984	https://www.facebook.com/townofexeternh/	
	Public Works	1,324	https://www.facebook.com/ExeterNHPublicWorks/?ref=br_rs	
	Police Department	3,929	https://www.facebook.com/ExeterNH-Police-Department-169874743040146/?ref=br_rs	
	Exeter Dispatch (profile)		https://www.facebook.com/exeter.dispatchers	
	Town Clerk	185	https://www.facebook.com/ExeterTownClerk/?ref=br_rs	
	Exeter TV	2,145	https://www.facebook.com/ExeterTV/?ref=br_rs	
	Parks and Rec	3,026	https://www.facebook.com/ExeterParksandRecreationNH	
	Parks and Rec	638	https://www.facebook.com/Daniel-R-Healy-Outdoor-Pool-204500483604152/	
	Fire Department	751	https://www.facebook.com/exeternhfiredepartment/?ref=br_rs	
	Natural Resource Planner	152	https://www.facebook.com/exeterhealthyawnsclanwater/	
	Health Department	27	https://www.facebook.com/ExeterNHHealth/?ref=br_rs	
	Exeter Library	1036	https://www.facebook.com/exeterpubliclibrarynh/	
	Exeter Library Childrens's Room	747	https://www.facebook.com/EPLChildrensRoom/?ref=br_rs	
		Energy Committee	60	https://www.facebook.com/ExeterEnergyCmte/?ref=br_rs
	Conservation Commission	568	https://www.facebook.com/Exeter-NH-Conservation-Commission-473302939422015/	
Facebook Groups	Public Works - Salem St. Utility Project		https://www.facebook.com/groups/182158559825315	
	Exeter TV Volunteers and Community Producers		https://www.facebook.com/groups/2135953569961154/	
	The Exeter Film Club		https://www.facebook.com/groups/305033620378990/	
Twitter	Fire Department	700	https://twitter.com/ExeterFire	
	Exeter TV	250	https://twitter.com/ExeterTV98	
	Exeter TV	4	https://twitter.com/accesstv98	
	Police Department	1669	https://twitter.com/ExeterNHPD	
Instagram	Exeter TV	536	https://www.instagram.com/extv98/	
	Parks and Rec	274	https://www.instagram.com/exeter_rec/	
	Police Department		https://www.instagram.com/exeternhpolice/	
	Public Works	466	https://www.instagram.com/exeternhpublicworks/?hl=en	

Attachment 6: Social Media Policy in effect and as proposed to be revised.

Town of Exeter	Policy Number: TBD	Adopted by: Board of Selectmen
Subject: Social Media Policy	Adoption Date: July 29, 2013 Effective Date: August 5, 2013	Supersedes: None

1.0 Purpose of the Policy:

The purpose of this policy is to set policy guidelines related to Town of Exeter social media sites and applications.

2.0 Departments Affected: All Town Departments, Boards and Committees, except the Exeter Public Library.

3.0 Definitions: None.

4.0 Policy:

It is the policy of the Town of Exeter to ensure that certain standards are set with respect to social media to serve all its constituents in a positive, productive manner. The Town supports the use of social media as a method to communicate information to its citizens regarding its Town government.

5.0 Procedures:

- 5.1 The primary mission of the Town’s social media efforts will be focused on providing information on Town services and programs to the general public. Citizens are encouraged to use social media avenues to communicate with Town Departments on service related issues.
- 5.2 Town Departments will assign appropriate personnel to manage individual department social media sites. Service or information requests generated through social media will be referred to the appropriate department for a response.
- 5.3 Comments. Comments containing any of the following inappropriate forms of content shall not be permitted on Town of Exeter social media sites and are subject to removal by the Town Manager or his/her designees.
 - a. Comments not related to the original topic, including random or unintelligible comments.
 - b. Profane, obscene, or pornographic content and/or language;

- c. Content that promotes, fosters or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, or national origin;
- d. Defamatory or personal attacks;
- e. Threats to any person or organization.
- f. Comments in support of, or in opposition to, any political campaigns or ballot measures;
- g. Conduct in violation of any federal, state or local law;
- i. Encouragement of illegal activity;
- j. Information that may tend to compromise the safety and security of public systems; or
- k. Content that violates a legal ownership interest, such as a copyright, of any party;
- l. Redundant or repetitive comments, with the same or similar content posted multiple times under various posts.

- 5.4 A comment stating an opinion, posted by a member of the public on any Town of Exeter social media site, is the opinion of the commentator or poster only, and publication of a comment does not imply endorsement of, or agreement by, the Town of Exeter, nor do such comments necessarily reflect the opinions or policies of the Town of Exeter.
- 5.5 The Town of Exeter reserves the right to deny access to Town of Exeter social media sites for any individual who violates the Town of Exeter’s Social Media Policy at any time and without prior notice.
- 5.6 Town of Exeter Department Managers shall monitor their social media sites periodically during normal business hours for comments requesting responses from the Town and for comments in violation of this policy.
- 5.7 Town of Exeter Department Heads, employees and officials may post content on their respective department pages in their official capacity, if authorized to do so by their Department Head. Comments made by individual employees from their personal accounts are personal expressions and not Town representations.
- 5.8 Multiple member Boards, Committees, and Commissions should be sensitive to the use of social media in such a way so as not to inadvertently violate the spirit and intent of RSA 91-A, the State’s Right to Know Law, particularly as it pertains to public meetings.
- 5.9 All comments posted to any Town of Exeter social media sites are bound by the respective statements of rights and responsibilities associated with those sites and the Town of Exeter reserves the right to report any violation of these statements to the appropriate social media site with the intent of the site taking appropriate and reasonable responsive action. This provision includes Twitter and similar services utilized by the Town.

Social Media Policy –FINAL

5.10 This policy shall be administered through the Town Manager’s Office. Specific questions regarding this policy may be directed to the Town’s Information Technology Department through the Technology Coordinator, or to the Town Manager’s Office.

6.0 Severability:

To the extent that any provisions of this policy conflict with State law, then State law shall prevail.

Approved this 29th day of July, 2013

Don Clement, Chairman

Dan Chartrand, Vice Chairman

Julie Gilman, Clerk

Matt Quandt

Frank Ferraro

Town of Exeter	Policy Number: TBD	Adopted by: Board of Selectmen
Subject: Social Media Policy	Adoption Date: July 29, 2013 Effective Date: August 5, 2013	Supersedes: None

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3.0 Definitions: None.

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5.7 Town of Exeter Department Heads, employees and officials may post content on their respective department pages in their official capacity, if authorized to do so by their Department Head. Comments made by individual employees from their personal accounts are personal expressions and not Town representations.

5.8 Multiple member Boards, Committees, and Commissions should be sensitive to the use of social media in such a way so as not to inadvertently violate the spirit and intent of RSA 91-A, the State's Right to Know Law, particularly as it pertains to public meetings.

5.9 In order to maintain consistency and proper identification with the town, any board, committee and commission page of any officially established town board shall be assigned to a staff person to administer. The establishment of any board, commission or committee facebook page or any similar page shall have a staff member assigned and the approval of the Select Board. Any board, committee, or commission page established

that does not meet this criteria will not be considered affiliated with the town and may not use the town seal. Records of official social media pages of boards, committees, and commissions shall be kept on file with the Town Clerk.

5.10 All comments posted to any Town of Exeter social media sites are bound by the respective statements of rights and responsibilities associated with those sites and the Town of Exeter reserves the right to report any violation of these statements to the appropriate social media site with the intent of the site taking appropriate and reasonable responsive action. This provision includes Twitter and similar services utilized by the Town.

5.11 This policy shall be administered through the Town Manager’s Office. Specific questions regarding this policy may be directed to the Town’s Information Technology Department through the Technology Coordinator, or to the Town Manager’s Office.

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