



2024
City of Lindström
Communications Plan

Contents

Executive Summary.....	3
Communications Channels	4-11
Website	4-6
Facebook.....	6-8
Email Campaigns	8-9
Newsletters	9-10
Print Advertisements	11
Utility Bills	11
Communications Planning	11-16
Communications Calendars by Quarter.....	12-15
Content Responsibilities	15-16
Channel Responsibilities	16
Crisis Communications.....	16
COPE METHOD	16-22
Example of COPE Messaging and Content Workflow	17-22
Editing Existing Messaging	22

Executive Summary

The City of Lindström utilizes a centralized communications strategy where all communications are facilitated by the Communications Coordinator. As a backup, the Deputy Clerk has all necessary access to all communications channels. An exception to this is the Karl Oskar Days Facebook page, which is facilitated exclusively by the Special Events Coordinator. As a backup, the Communications Coordinator has all necessary access to the Karl Oskar Days Facebook page.

Communications are distributed through a select number of channels including both print and digital options. Communications are developed using the COPE (Create Once Publish Everywhere) method and messages are distributed through the following channels:

- Website
- Facebook
- Email Campaigns
- Newsletters
- Print Advertisements

General utility billing communications are also developed using the COPE method. However, the COPE method is not an applicable method for mailed quarterly utility bills.

The Communications Coordinator will review the calendar of communications activities on a monthly basis to determine, set, and develop content for all scheduled communications for the following month. The content will then be uploaded to the appropriate communications channels. The city's quarterly communications calendar will be reviewed annually and updated to ensure all activities are being communicated effectively.

In the event of crisis communications, the City Administrator will direct the Communications Coordinator in the City's communications outreach across all communications channels until the crisis subsides.

This communications plan addresses several aspects of the communications goals outlined in the City's [Comprehensive Plan](#) (see Policy 6). It should be noted that the communications strategy outlined in this document applies only to general City communications from the following departments/divisions, including communications regarding City sponsored events.

- Administration (City Council and City Commissions Via City Administrator)
- Building/Zoning
- Finance/Utility Billing
- Public Works (Includes City Parks)

The Lakes Area Police Department, Lindström Fire Department, the City-owned Municipal Liquor Store (Off-Sale), and the City-owned Municipal Bar (On-Sale) are responsible for their own social media accounts and outreach. The Lakes Area Police Department and Lindström Fire Department are responsible for their own websites and website content. The Municipal Liquor Store (Off-Sale) and Municipal Bar (On-Sale) have dedicated pages on the City of Lindström website, however, the managers of each facility are responsible to provide the content to the Communications Coordinator for those City website pages.

Communications Channels

The City of Lindström currently uses the following communications channels to engage and inform its residents with the news from the City. One of the key benefits of multi-channel communications is that it provides an equitable approach that keeps all citizens engaged. As a local government the City of Lindström has a diverse audience to speak to, so equally diversifying the channels and methods in which the City communicates is paramount.

- Website
 - www.cityoflindstrom.us
- Facebook
 - www.facebook.com/CityOfLindstrom
 - www.facebook.com/KarlOskarDays (Karl Oskar Days Content ONLY)
 - www.facebook.com/LindstromLiquors (Municipal Liquor Store Content ONLY)
 - www.facebook.com/profile.php?id=100057609273212 (Municipal Bar Content ONLY)
- Email Campaigns
 - www.cityoflindstrom.us/subscribe (Recipients Must Subscribe Via Website)
- Newsletters
 - www.cityoflindstrom.us/subscribe (Subscribers Receive Newsletters Via Email)
 - www.cityoflindstrom.us/resident-information (City Newsletters Archive)
- Print Advertisements
 - Various Printed Documents (Flyers, Brochures, Etc.)
 - Chisago County Press Advertisements and Publications

Website


www.cityoflindstrom.us

Audience: 32,123 (Total Number of Users 7/01/2021 - 12/27/2023, As Per Google Analytics)

Frequency: Updates made as needed

Managed By: Communications Coordinator

The City's website was last redesigned and overhauled in 2021. It is a passive communications asset relying on residents to be directed to the information they are looking for, or for residents to locate the information they desire by browsing the website. The redesigned City website is a responsive design, which means that the website's layout and content automatically adapts to any type of device and screen size, including desktop, laptop, tablet, and mobile devices.

The City's website home page is the navigation hub of the website. Navigation drop down menus are located at the top of the page, including a 'Find It Fast' drop down menu for shortcuts to the most commonly sought after information. There is also a search bar, a City Facebook page button , and a 'Contact Us' button at the top of the page. The aforementioned features are "sticky", which means they appear at the top of all pages of the website.

In the event of a crisis, such as a large scale emergency or infrastructure issue, a red emergency alert headline will appear near the top of the home page. Website subscribers can opt in to receive email notifications of these emergency alerts by checking the 'Urgent Alerts' box on the following City website page: www.cityoflindstrom.us/subscribe

At the top of the City's website home page are the following buttons:

- Minutes and Agendas
- Livestream Meetings
- Forms Center
- Utility Payments
- Municipal Code
- Notify Me (The City's 'Subscribe' page)

Near the middle of the City's website home page are the following sections (each section has a button for additional information):

- City Introduction/History Section
- News & Public Notices
- Stay Connected (Shows our City's most current Facebook posts)
- City Calendar

Near the bottom of the City's website home page are the following buttons:

- Residents
- Business & Development
- Visitors & Tourism
- Community Events
- Directory

The 'News & Public Notices' page of the City's website is featured as a section on the home page, and shows the page's most recent content. This home page section features a button to view the 'News & Public Notices' page in its entirety. The 'News & Public Notices' page of the City's website includes, but is not limited to, the following types of content:

- General City News
- Public Notices
- Meeting Date Changes or Cancellations
- City Event Information
- City Newsletters
- City Hall Holiday Closures
- Employment Opportunities
- Neighborhood or Area Specific Alerts
- Non-Emergency Alerts

Website subscribers can opt in to receive email notifications of information published in the City's website 'News & Public Notices' section by checking the 'News & Public Notices' box on the following City website page: www.cityoflindstrom.us/subscribe

Most of the other information on the City's website is static in nature and is updated as needed.

The 'Transparency' page of the City's website was added in 2023 to serve as a hub for all City documents in order to make them easier to find. This page contains links to important City documents located throughout the website: www.cityoflindstrom.us/government/pages/transparency

The Lakes Area Police Department and Lindström Fire Department are responsible for their own websites and website content. However, the City has links to their websites on the home page drop down menu under the 'Government' tab.

Facebook

The City manages four different Facebook pages, which includes the following: the City's official City of Lindström Facebook page, the City's Karl Oskar Days Facebook page, the City's Municipal Lindström Liquor Store (off-sale) page, and the City's Municipal Bar (on-sale) page.

Official City of Lindstrom Facebook Page www.facebook.com/CityOfLindstrom

Audience:

- 4,336 'Likes' (As of 12/27/2023)
- 4,600 'Followers' (As of 12/27/2023)

Frequency: 1-5 posts per week

Managed By: Communications Coordinator

The City currently uses Facebook to proactively promote City events and information pertaining to the City. The City's website, 'contact us' email, City Hall hours, City Hall address and City Hall phone number are included on the City's Facebook page. The page is categorized by Facebook as a 'Public & Government Service' page, which ensures users that the page has been verified by Facebook as being the City's official Facebook page.

As per recommendations from social media experts, the Communications Coordinator seeks to achieve a balance between "feel good" posts and informational posts in order to keep Facebook 'followers' engaged. Some examples of past "feel good" posts are when the City's coffee pot water tower was featured on the news and various City event recaps. Some examples of informational posts would be notifications of when utility bills are due or upcoming road repairs.

The City also creates Facebook 'events' for City sponsored events. When a Facebook user clicks 'interested' or 'going' on a particular Facebook event, that Facebook user's response shows on their Facebook 'friend's' newsfeeds (unless that Facebook user has their privacy settings set to not allow their response to be viewable). This significantly increases the organic reach of the City's various Facebook

events, as these events would not otherwise appear on the newsfeeds of Facebook users who do not follow the City's Facebook page.

The Lakes Area Police Department, Lindström Fire Department, the City-owned Municipal Liquor Store (Off-Sale), and the City-owned Municipal Bar (On-Sale) are responsible for their own social media accounts and outreach. However, the City will 'share' Facebook posts on the City's Facebook page from the aforementioned entities at the Communications Coordinator's discretion.

The City may also 'share' Facebook posts on the city's Facebook page from the Chisago Lakes Chamber, Chisago County, and various community organizations and entities, at the Communications Coordinator's discretion.

Karl Oskar Days Facebook Page
www.facebook.com/KarlOskarDays

Audience:

- 4,200 'Likes' (As of 1/04/2024)
- 124 'Followers' (As of 1/04/2024)

Frequency: As needed

Managed By: Special Events Coordinator

The City currently uses the Karl Oskar Days Facebook page to specifically and proactively promote the City's Karl Oskar Days annual event. The City's contact information, such as the City Hall address, phone number, and website, as well as the Special Events Coordinator's email is included on the City's Karl Oskar Days Facebook page. The page is listed in the 'Arts & Entertainment' category.

Lindström Liquors (Off-Sale) Facebook Page
www.facebook.com/LindstromLiquors

Audience:

- 207 'Followers' (As of 1/09/2024)

Frequency: As needed

Managed By: Municipal Liquor Store Manager

The City-owned off-sale liquor store currently uses the Lindström Liquors Facebook page to specifically and proactively promote the City's off-sale liquor store. The liquor store's hours, contact information, such as the address, phone number, website (their page on the City's website), and email is included on the City's Lindström Liquors Facebook page. The page is listed in the 'Wine, Beer & Spirits Store' category.

Lindström Municipal Bar (On-Sale) Facebook Page
www.facebook.com/profile.php?id=100057609273212

Audience:

- 1,000 'Followers' (As of 1/09/2024)

Frequency: As needed

Managed By: Municipal Bar Manager

The City-owned on-sale Municipal Bar (often referred to as “The Muni”) currently uses the Municipal Bar Facebook page to specifically and proactively promote the City’s on-sale bar. The Municipal Bar’s hours, contact information, such as the address, phone number, website (their page on the City’s website), and email is included on the City’s Lindström Liquors Facebook page. The page is listed in the ‘Pub’ category.

Email Campaigns

www.cityoflindstrom.us/subscribe

Audience:

- 456 ‘News & Public Notices’ Subscribers (As of 12/27/2023)
- 414 ‘Urgent Alerts’ Subscribers (As of 12/27/2023)

Frequency: 1-5 subscriber emails per week

The Communications Coordinator creates all content and does all of the formatting for these email communications, except possibly during an emergency (see the ‘Crisis Communications’ section of this document for details). When a subscriber receives these emails, the sender will show as ‘CivicPlus’, which is our website provider. If a subscriber is not receiving emails from this subscription service, they should check their junk or spam folder, and add the CivicPlus email address (cmsmailer@civicplus.com) to their address book. Subscribers do not need a password, and can unsubscribe anytime.

News & Public Notices

‘News and Public Notices’ is defined as general City news and public notices. Website subscribers can opt in to receive email notifications of the content that is published in the City’s website ‘News & Public Notices’ section by checking the ‘News & Public Notices’ box on the following City website page:

www.cityoflindstrom.us/subscribe

Urgent Alerts

An ‘Urgent Alert’ is defined as a crisis, or a city-wide or large scale emergency or infrastructure issue.

Website subscribers can opt in to receive email notifications of emergency alerts by checking the

‘Urgent Alerts’ box on the following City website page: www.cityoflindstrom.us/subscribe

The image on the following page is a screenshot of the City’s website ‘Subscribe’ page.

Home

Subscribe

Note: Emails will come from CivicPlus, which is our website provider. If you are not receiving emails from this subscription service, please check your junk or spam folder, and add the CivicPlus email address to your address book.

Check the "Urgent Alerts" box to ONLY receive very urgent alerts, such as natural disaster updates or wide spread sewer or water emergencies.

Check the "News & Public Notices" box to receive:

- our monthly e-newsletter
- street repair notices
- public notices
- meeting date changes
- special meeting notices
- city event updates
- *and more*

Please make sure to check BOTH BOXES to receive all updates sent through this city email notification service.


Your Email

Confirm Email

Select one or more lists from the section below

Urgent Alert
 Urgent Alerts

News or Announcement
 News & Public Notices

I'm not a robot  reCAPTCHA
 Privacy - Terms

Newsletters

The city manages two different newsletters; an e-newsletter and a mailed newsletter. Both types of newsletters are called the 'Lindström Ledger'. The Communications Coordinator creates all content and does all of the formatting for both types of newsletters. Similar to the approach of posting on Facebook, the Communications Coordinator seeks to achieve a balance between "feel good" posts and informational posts, in order to keep readers engaged. QR codes for various pages of the City's website, as well as QR codes to some community pages, can be found throughout both types of newsletters.

E-Newsletters

Audience: 456 'News & Public Notices' Subscribers (As of 12/27/2023)

Frequency: Monthly

The Lindström Ledger e-newsletter is a monthly digital newsletter publication. The City's e-newsletters range in length from 8 to 20 (or more) pages. The July e-newsletter edition has the most pages, as it contains detailed content about Karl Oskar Days. A handful of printed copies of the current monthly e-newsletter are available in the lobby at Lindström City Hall.

Lindström Ledger e-newsletter publication process:

1. The City's e-newsletter is published on the 'Newsletters: Lindström Ledger' page of the City's website as an archive. www.cityoflindstrom.us/resident-information/pages/newsletters-lindström-ledger
2. An e-newsletter news post is created on the City's 'News & Public Notices' website page. Subscribers then receive that post via email.
3. An e-newsletter post is created on Facebook with a link to the 'Newsletters: Lindström Ledger' page of the City's website.



Mailed Newsletters

Audience: 3,149 Total Addresses (Households and Businesses, As of 10/05/2023)

Frequency: Semi-Annual

The second type of newsletter is the Lindström Ledger, which is a 4-page greyscale (black and white) printed newsletter (Spring/Summer edition and Fall/Winter edition). A four page publication provides a significant cost savings because it can be printed double sided on a single, bi-folded 11"x17" sheet of paper. This semi-annual newsletter is mailed to all residents and businesses within city limits of the City of Lindström. Printing and mailing is facilitated by a professional printing business. A handful of printed copies of the current semi-annual newsletter are available (until gone) in the lobby at Lindström City Hall.

Lindström Ledger mailed newsletter publication process:

1. The newsletter is mailed, using the USPS Every Door Direct Mailing (EDDM) service, to City of Lindström businesses and households that are located on USPS mail routes selected by the City. Because the USPS mail routes cannot reasonably be split when using this service, a small quantity of the mailed newsletters are sent to Chisago Lake Township residents.
2. The newsletter is published on the 'Newsletters: Lindström Ledger' page of the City's website as an archive. www.cityoflindstrom.us/resident-information/pages/newsletters-lindström-ledger
3. A newsletter news post is created on the City's 'News & Public Notices' website page. Subscribers then receive that post via email.
4. A newsletter post is created on Facebook with a link to the 'Newsletters: Lindström Ledger' page of the City's website.



Print Advertisements

Audience: Varies

Frequency: As needed

The City utilizes print advertisements on an as needed basis. Print advertisements include, but are not limited to, flyers, posters, banners, and brochures. Printing of such content is limited in order to preserve City resources and minimize the City's carbon footprint.

Content may also be printed in the City's official newspaper, the Chisago County Press. Content is created and submitted to the Chisago County Press by the Communications Coordinator, Deputy Clerk, City Administrator, or Special Event Coordinator, depending upon the nature of the content.

Utility Bills & Utility Billing Information

Utility Bills Audience: 1,905 (Actual Bills Mailed for 2nd Quarter, 2023)

Utility Bills Frequency: Quarterly, as matches up with City utility bill mailing dates

Water and sewer utility bills are printed on a postcard and mailed to the addresses provided to the City by renters and/or property owners. The City's Finance Department prints and mails all City water and sewer utility bills. Because these bills are specific in nature, the COPE method does not apply.

General utility billing information is communicated using the COPE method through the City's various communication channels on an as needed basis, including the City's website:

www.cityoflindstrom.us/utility-billing

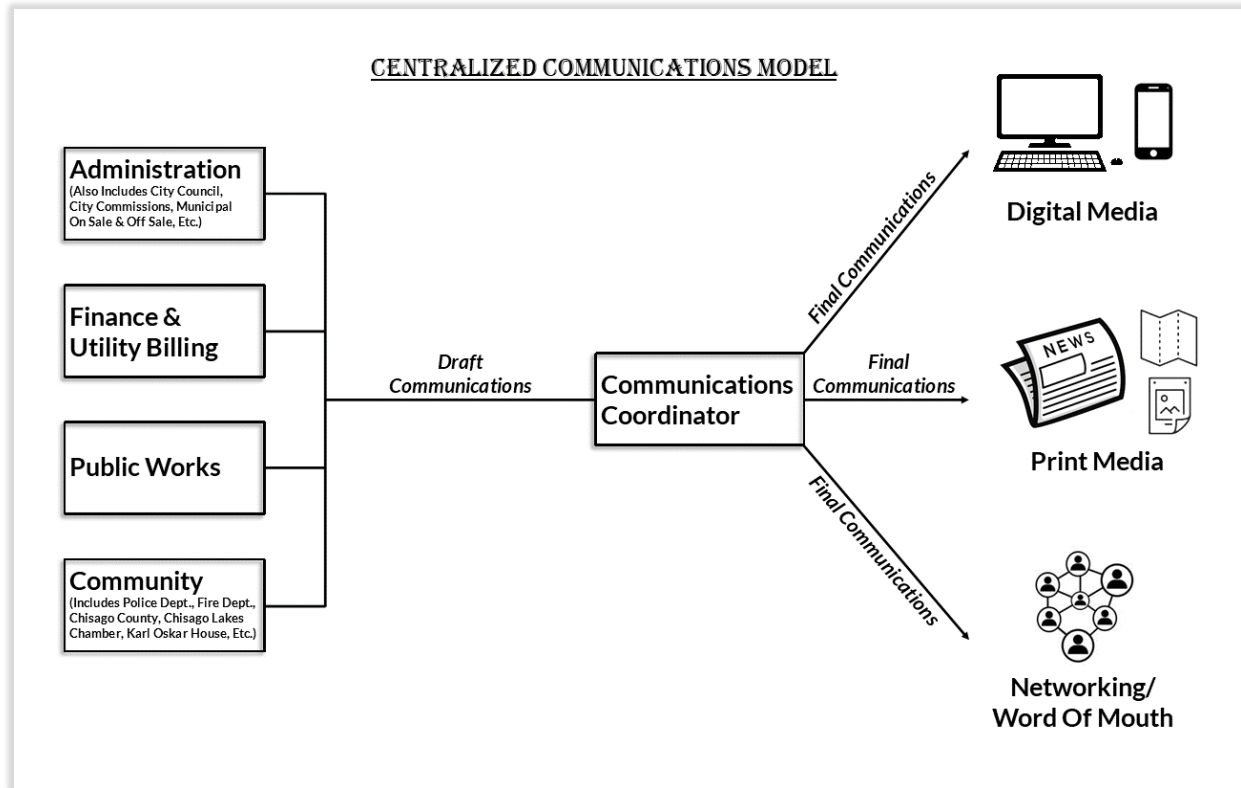
Communications Planning

The City of Lindström utilizes a centralized communications strategy where all communications are facilitated by the Communications Coordinator. As a backup, the Deputy Clerk has all necessary access to all communications channels.

The exception to the City's centralized communications strategy is a portion of the City's Karl Oskar Days communications. While the Communications Coordinator facilitates some of the Karl Oskar Days communications, the Special Events Coordinator directly facilitates all of the content for the Karl Oskar Days Facebook page. The Communications Coordinator is a backup for the Karl Oskar Days Facebook page. The Special Events Coordinator also directly facilitates some of the Karl Oskar Days content for specific email campaigns and for some print advertisements.

A centralized communications strategy varies from a decentralized communication strategy, which allows a select number of users to schedule, draft, and publish communications for the City. A decentralized communications strategy is generally utilized in larger organizations and cities.

A centralized communications strategy is generally used in smaller organizations and cities. The following is the City's Centralized Communications Model:



The Communications Coordinator receives draft communications from the various departments on an as needed basis.

The Communications Coordinator may receive City event or other City activity details from City Council Members and/or City Commission Members, when that individual is the primary contact person or organizer for a particular City event or activity. For example, the Park Board Chair provides the Communications Coordinator with the City’s Harmony in the Park event details. The Communications Coordinator then utilizes that information to create a content draft, which is then reviewed by the Park Board Chair to ensure the details are correct. After their approval, the Communications Coordinator then publishes the content through the appropriate City communications channels. Other types of communications desired by City Council Members or City Commission Members must go through the City Administrator prior to the Communications Coordinator drafting or publishing content.

Communications Calendar by Quarter

The Communications Coordinator has established both an annual and non-annual communications calendar. These calendars are broken down by quarter and contains topics that the City communicates to residents on an annual or non-annual basis. The Communications Coordinator will review the communications calendars on a monthly basis to determine, set, and develop content for all scheduled communications for the following month. The content will then be uploaded to the appropriate communications channels. The city’s quarterly communications calendar will be reviewed annually and updated to ensure all activities are being communicated effectively.

City of Lindström Annual Communications Topics

FIRST QUARTER (January, February, March)							
DEPARTMENT/SOURCE							
ADMINISTRATION	Annual Pet License						
-City Council & Commissions	Year Lookback & Look Ahead (Mayor)- <i>Jan./Feb.</i>	Commission Appointments					
-Holidays	New Year's Day- <i>Jan. 1</i>	Martin Luther King, Jr. Day- <i>Jan.</i>	President's Day- <i>Feb.</i>				
-On Sale & Off Sale	Holiday Hours						
-City Sponsored Events	Lindström Tree Lighting Festival Event Recap	Harmony in the Park Headliner Bands & Sponsorship Information	Park Board Polka Party- <i>Feb.</i>	Park Board Polka Party Event Recap	Celebration of the Lakes (Lindström Events Only) Event Recap	Karl Oskar Days Sponsorship Information	
-Tourism/Swedish Heritage	"Julgransplundring" (Plundering the Christmas Tree)- <i>Jan. 13</i>	"Alla Hjärtans Dag" (All Hearts Day- Sweden's Valentine's Day)- <i>Feb. 14</i>	"Vaffeldagen" (Swedish Waffle Day)- <i>March 25</i>	Enjoying Winter in Lindström			
FINANCE/UTILITY BILLING	4th Qtr. Utility Bills Mailed- <i>Jan.</i>	4th Qtr. Utility Bills Due- <i>Feb.</i>					
PUBLIC WORKS	City Projects Updates (If Applicable)	Winter Reminder: Plowing & Snow Pushing	Winter Reminder: Shoveling	Seasonal Maintenance Workers Job Openings	Road Restrictions		
COMMUNITY: Police, Fire (LFD), Chisago County, DNR, Public Health, Public Safety, Etc.	Christmas Tree & Lights Disposal- <i>Jan.</i>	Ice Shelter & Fishing License Reminders- <i>Feb.</i>	Chisago County EDA-HRA Small Business Resources/Programs				
COMMUNITY: Chamber, Karl Oskar House, Downtown Businesses, Etc.	Celebration of the Lakes & Allemansrätt Candlelit Hike- <i>Feb.</i>	Chisago Lakes Showcase- <i>March</i>					

SECOND QUARTER (April, May, June)							
DEPARTMENT/SOURCE							
ADMINISTRATION	Board of Appeal & Equalization- <i>April/TBD</i>						
-City Council & Commissions	Budget Discussion						
-Holidays	Memorial Day- <i>May</i>	Juneteenth- <i>June 19</i>					
-On Sale & Off Sale	Holiday Hours	Off Sale Summer Hours					
-City Sponsored Events	Karl Oskar Days (KOD) Sponsorship & Events Information	Harmony in the Park Sponsorship & Final Schedule	Harmony in the Park- Starts in Late May OR Early June				
-Tourism/Swedish Heritage	Första April: (April Fool's Day)- <i>April 1</i>	Glad Mors Dag: (Happy Mother's Day)- <i>May</i>	Lindström's Historical Walking Tour	Midsommar (Sweden's Midsummer)- <i>June</i>			
FINANCE/UTILITY BILLING	1st Qtr. Utility Bills Mailed- <i>April</i>	1st Qtr. Utility Bills Due- <i>May</i>	Save On Your Utility Bill With An Irrigation Meter- <i>June</i>	Outdoor Water Conservation Tips- <i>June</i>			
PUBLIC WORKS	City Projects Updates (If Applicable)	Spring Reminders- <i>April</i>	Winter Parking Thru 4/15 <i>April</i>	Compost Site Opens & Compost Site Reminders- <i>April</i>	Road Restrictions End- <i>May</i>	Street Sweeping & Fire Hydrant Flushing- <i>Apr./May</i>	Summer Reminders- <i>Mid/Late May</i>
COMMUNITY: Police, Fire (LFD), Chisago County, DNR, Public Health, Public Safety, Etc.	Chisago County Pre-Order Compost Bins & Rain Barrels- <i>April</i>	Law Enforcement Week- <i>May</i>	Fishing Opener- <i>May</i>	Chisago County's Code Red System			
COMMUNITY: Chamber, Karl Oskar House, Downtown Businesses, Etc.	CLWT Memorial Day Paddle	Karl Oskar House Tours & Events	Downtown Business Shopping Events				

THIRD QUARTER (July, August, September)							
DEPARTMENT/SOURCE							
ADMINISTRATION							
-City Council & Commissions	Budget Discussion						
-Holidays	Independence Day	Labor Day					
-On Sale & Off Sale	Holiday Hours	Karl Oskar Days Hours					
-City Sponsored Events	Karl Oskar Days- July	Harmony in the Park- July & Aug.	Karl Oskar Days Event Recap	Harmony In The Park Event Recap	Friends of Allemansrätt Nature Party- Sept.	Friends of Allemansrätt Nature Party Event Recap	
-Tourism/Swedish Heritage	Swedish Recipes	äppelmust (apple cider)					
FINANCE/UTILITY BILLING	2nd Qtr. Utility Bills Mailed- July	2nd Qtr. Utility Bills Due- Aug.	Save On Utility Bill With An Irrigation Meter	Preliminary Tax Levy (Preliminary Budget)	Discharging Pool Water		
PUBLIC WORKS	City Projects Updates (If Applicable)	Grass & Weeds Reminder	Fireworks Reminder	Compost Site Reminders	Street Sweeping & Hydrant Flushing- Sept.	Fall Reminders-First Day of Fall in Sept.	Right-Of-Way (ROW) Tree & Shrub Trimming- Sept.
COMMUNITY: Police, Fire (LFD), Chisago County, DNR, Public Health, Public Safety, Etc.	National Night Out- Aug.	Fire Safety	School Bus Safety Tips				
COMMUNITY: Chamber, Karl Oskar House, Downtown Businesses, Etc.	Karl Oskar House Tours & Events	Chisago Lakes Triathlon- July (Chamber)	CLWT Labor Day Weekend Paddle- Sept.	9-11 Ceremony & Patriots Day- Sept.			

FOURTH QUARTER (October, November, December)							
DEPARTMENT/SOURCE							
ADMINISTRATION	Budget Open House & Budget Open House Event Recap	Updated City Meetings Schedule- Dec.	Updated Fee Schedule- Dec.	Annual Pet License Pre-Purchase- Dec.	Community Garden: Registrations Due January 1st		
-City Council & Commissions	EDA Business Breakfast	Commission Openings					
-Holidays	OPEN Columbus Day- Oct.	Veterans' Day- Nov. 11	Thanksgiving- Nov.	Christmas Eve/Day- Dec.	New Year's Eve/Day- Dec./Jan.		
-On Sale & Off Sale	Holiday Hours	Off Sale Winter Hours					
-City Sponsored Events	Friends of Allemansrätt Nature Party Event Recap	Holiday Craft Fair- Dec.	Lindström Tree Lighting Festival & Food Drive- Dec.				
-Tourism/Swedish Heritage	Swedish Recipes	Enjoying Winter in Lindström- Dec.					
FINANCE/UTILITY BILLING	3rd Qtr. Utility Bills Mailed- Oct.	3rd Qtr. Utility Bills Due- Nov.	Update Utility Bill Contact Information Reminder- Dec.	Truth In Taxation- Dec.	Adopted Tax Levy (Final Budget)- Dec.	Updated Water & Sewer Utility Rates- Dec.	
PUBLIC WORKS	City Projects Updates (If Applicable)	Storm Drain Care, Raking & Leaves Reminder- Oct.	Compost Site Closing- Nov.	Winter Reminders- Nov./Dec.	Snow Removal Policy	Snow Plow Safety Tips	
COMMUNITY: Police, Fire (LFD), Chisago County, DNR, Public Health, Public Safety, Etc.	Lindström Fire Department Fire Prevention Week Open House- Oct.	Watch for Trick or Treaters	Hunting Reminders & Swedish Immigrant Trail Temporary Closure				
COMMUNITY: Chamber, Karl Oskar House, Downtown Businesses, Etc.	Chisago Age Well Expo- Oct.	Trick or Treat on Main Street- Oct. (Chamber)	Trick or Treat on Main Street Event Recap (Chamber)	Small Business Saturday- Nov.			

City of Lindström NON-ANNUAL City Topics

January - December						
DEPARTMENT/SOURCE						
ADMINISTRATION						
-City Council & Commissions	Post Election: Introduce New Council Members &/Or Mayor (If Applicable, After Sworn In)- <i>Jan.</i>					
-Elections	Presidential Primary Election- <i>March</i>	City Council Candidacy Filing Deadline- <i>August/TBD</i>	Primary Election- <i>August</i>	General Election- <i>November</i>		
FINANCE/UTILITY BILLING	City Financial Plan Updates					

In addition to what is shown in the non-annual City topics table above, other non-annual communications topics from the City, community organizations, and other sources may include, but is not limited to:

- Special Events
- Milestone Anniversaries
- Recognitions and Awards
- Classes and Resources
- Community Education

Content Responsibilities

City Administrator: The City Administrator is responsible for content for various City departments, communications from the City Council, and communications from City Commissions at the City Administrator’s discretion.

Deputy Clerk: The Deputy Clerk is responsible for content from the Administration, Zoning, and Building Departments. This may include, but is not limited to, content pertaining to elections, public notices, public hearings, licensing, and employment opportunities.

Finance Director: The Finance Director is responsible for content from the Finance Department.

Assistant Finance Director: The Assistant Finance Director is responsible for content pertaining to utility billing, and other content from the Finance Department as assigned by the Finance Director.

Public Works Director: The Public Works Director is responsible for content for the Public Works Department.

Park Board Chair/Harmony in the Park Coordinator: The Park Board Chair/Harmony in the Park Coordinator is responsible for content for Harmony in the Park.

Special Events Coordinator: The Special Events Coordinator is responsible for content for Karl Oskar Days, and other City events as assigned by the City Administrator.

Municipal Liquor Store Manager (Off-Sale): The Manager of the City’s Municipal Liquor Store is responsible for content for the Municipal Liquor Store.

Municipal Bar Manager (On-Sale): The Manager of the City’s Municipal Bar is responsible for content for the Municipal Bar.

Non-City community entities are responsible for developing their own content. However, the Communications Coordinator may alter or draft new content to suit the City's communications channels, at the Communications Coordinator's discretion. It is important to note that the Communications Coordinator will not change the nature of the content provided by these entities during this process. The Communications Coordinator reserves the right to abstain from publishing communications from non-City community entities at the Communications Coordinator's discretion.

Channel Responsibilities

The Day to Day operations of City communications is the responsibility of the Communications Coordinator. Content will be curated and created based upon the content responsibilities assigned above. Each individual is responsible for providing the content to the Communications Coordinator in a timely manner. The Communications Coordinator is then able to ensure that the final draft of the content is scheduled and delivered on time through all appropriate City communication channels.

Website: Communications Coordinator

Facebook (Official City of Lindstrom Page): Communications Coordinator

Facebook (Karl Oskar Days Page): Special Events Coordinator

Email Campaigns (Website News Subscribers): Communications Coordinator

Newsletters: Communications Coordinator

Print Advertisements: Communications Coordinator and Special Events Coordinator

Utility Bills: Finance Department

Crisis Communications

In the event of crisis communications, the City Administrator will direct the Communications Coordinator in the City's communications outreach across all communications channels until the crisis subsides.

COPE METHOD

Create once, publish everywhere (COPE) is a communications strategy that helps streamline content creation and distribution. With COPE, instead of creating content multiple times over multiple pages, a single piece of content is managed in one place and then published in various other platforms. The COPE method is utilized in the City of Lindström to ensure consistent message points, which are then tailored for the City's various communication channels.

The anchor point for the COPE method is the text drafted for the City's website. The website serves as the anchor for the City's messaging; once the text for the website has been drafted it can then easily be tailored for the City's other communications channels.

Example of COPE Messaging and Content Workflow

Below is an example of utilizing the COPE method for developing content for Harmony in the Park.

1. **Website:** www.cityoflindstrom.us/parks-department/pages/harmony-park

“Harmony in the Park Summer Concert Series

Wednesdays, June 5 - August 7, 2024

Lions Park Band Shell (next to City Hall), 13292 Sylvan Ave., Lindström, MN 55045

For directions, click [HERE](#).

Events & Food Vendors: Starts at 6:30pm

Main Event Band: Starts at 7pm

The concerts are FREE to the public and are family-friendly. Bring a lawn chair and come and check out these talented musicians!

2024 Harmony in the Park Update: We have all of the headliner bands booked! Some of our favorites will be back again this year, and some of our other favorites will be back in a future season (gotta mix it up a little!).

The opening acts, evening themes, and other details are still being finalized so stay tuned- the complete schedule will be available in the spring. Thank you, Rusty Johnson, for all of your efforts in coordinating this free community event!

After the opening acts and themes are finalized, a "Facebook event" will be created for each evening. Watch for that in the spring, and share those events with your friends!

[Image of Harmony in the Park Headliner Band Schedule poster]

- June 5: The Whitesidewalls ([Website](#); [Facebook](#))
- June 12: Lindley Creek ([Website](#); [Facebook](#))
- June 19: Jonah & The Whales ([Website](#); [Facebook](#))
- June 26: Songs of the South ([Website](#); [Facebook](#))
- July 3: Darlene and the Boys ([Website](#); [Facebook](#))
- July 10: Bob & The Beachcombers ([Website](#))
- July 17: Monroe Crossing ([Website](#))
- July 24: Transit Authority ([Website](#); [Facebook](#))
- July 31: Todd Anderson presents Absolutely Elvis ([Website](#))
- August 7: Rockin' Hollywoods ([Website](#); [Facebook](#))

Stay up to date!

- Click [HERE](#) to follow us on Facebook
- Click [HERE](#) to receive City news via email

Food vendors are available at each concert (except possibly in the event of very bad weather). If there is inclement weather, the concerts will move next door into the Community Center.”

2. **Facebook:** www.facebook.com/CityOfLindstrom

Facebook Post Type 1: General Information

This type of post generally includes a link to the Harmony in the Park page on the City's website.

Facebook Post Content:

"2024 Harmony in the Park update: We have all of the headliner bands booked! 😊 Some of our favorites will be back again this year, and some of our other favorites will be back in a future season (gotta mix it up a little!).

The opening acts, evening themes, and other details are still being finalized so stay tuned- the complete schedule will be available in the spring. Thank you, Rusty Johnson, for all of your efforts in coordinating this free community event!

After the opening acts and themes are finalized, a "Facebook event" will be created for each evening. Watch for that in the spring, and share those events with your friends!"

[Image of Harmony in the Park headliner band schedule poster]

Facebook Post Type 2: Specific Information

Each Harmony in the Park concert date is created as an individual Facebook event. Each Facebook event includes an event header image, which is consistent in format and content type for each concert date. When a new Facebook event is created, the City's Facebook followers are likely to see it in their newsfeed.

A few days prior to the event, the Facebook event is shared as a post on the City's Facebook page as a reminder. This reminder post includes additional content, including a call to action to attend the event, as well as any weather related updates. An additional post the day of the event may be created if there is potential inclement weather.

Facebook Post Content:

"Join us for the last Harmony of the season! The Rockin' Hollywoods captivate audiences of all ages with their high energy performances of 50's-80's "Solid Gold Rock & Roll".

The River City Cloggers will kick off the pre-show events, and the Chisago Lakes Lions Club will be hosting their annual Harmony Corn Feed- so be sure to come hungry! Mason's Sweets, Green Lagoon Ice Cream, and Trinity Lutheran Youth Group (sundaes & root beer floats) will also be there.

Food and events start at 6:30pm

The main event band starts at 7pm

PARKING: Please avoid parking in privately owned lots. Street parking is available.

The Harmony in the Park concerts are FREE to the public and are family-friendly. Bring a lawn chair and come and check out these talented musicians!

If there is inclement weather, the concerts will move next door into the Community Center.

Lions Park Band Shell (next to City Hall), 13292 Sylvan Ave., Lindström, MN 55045

[Image of Harmony in the Park Facebook event header]"

3. Email Campaigns

Website 'News & Public Notices' subscribers receive City news posted in this section of the City's website. This section is featured on the website's home page.

Email Campaign Type 1: General Information

General information email campaigns are implemented immediately after the corresponding Facebook post, which ensures consistent messaging on both communications channels. This type of email campaign generally includes a link to the Harmony in the Park page on the City's website.

Email Campaign Title:

"2024 Harmony in the Park Headliner Band Schedule"

Email Campaign Content:

"We have all of the headliner bands booked for the 2024 Harmony in the Park summer concert series! See the event poster below, or visit our website [HERE](#). Some of our favorites will be back again this year, and some of our other favorites will be back in a future season (gotta mix it up a little!).

The opening acts, evening themes, and other details are still being finalized so stay tuned- the complete schedule will be available in the spring. Thank you, Rusty Johnson, for all of your efforts in coordinating this free community event!

Interested in sponsoring Harmony in the Park? Sponsorship levels start at just \$25! Click [HERE](#) for 2024 event and sponsorship information.

[Image of Harmony in the Park headliner band schedule poster]"

Email Campaign Type 2: Specific Information

Specific information email campaigns are created and implemented for each Harmony in the Park concert date, immediately following the creation of the Facebook event for the corresponding concert. This ensures consistent messaging on both communications channels. Each email campaign includes the corresponding Facebook header image, as well as an image of the full schedule.

A few days prior to the event, an additional event-specific email campaign is sent to email subscribers as a reminder. This reminder post includes additional content, including a call to action to attend the event, as well as any weather related updates. An additional event-specific email campaign may be sent to email subscribers the day of the event if there is potential inclement weather.

Below is an example of an event reminder email campaign for Harmony in the Park:

Email Campaign Title:

“Harmony in the Park Season Finale - Rockin' Hollywoods, CL Lions Corn Feed, & River City Cloggers: Wed., Aug. 9, 2023”

Email Campaign Content:

“Wednesday, August 9th: Join us TONIGHT for the last Harmony of the season! The Rockin' Hollywoods captivate audiences of all ages with their high energy performances of 50's-80's "Solid Gold Rock & Roll". The River City Cloggers will kick off the pre-show events, and the Chisago Lakes Lions Club will be hosting their annual Harmony Corn Feed- so be sure to come hungry! The Harmony in the Park concerts are FREE to the public and are family-friendly. Bring a lawn chair and come and check out these talented musicians- see you there!

6:30pm: Food and events start

7:00pm: Main event band begins

PARKING: Please avoid parking in privately owned lots. Street parking is available.

FOOD VENDORS: CL Lions Corn Feed, Mason's Sweets, Green Lagoon Ice Cream, and Trinity Lutheran Youth Group (sundaes & root beer floats).

FACEBOOK EVENT LINK: [Harmony in the Park Season Finale - Rockin' Hollywoods, CL Lions Corn Feed, & River City Cloggers](#)

[Image of Harmony in the Park Facebook event header]

If there is inclement weather, the concerts will move next door into the Community Center.

[Lions Park Band Shell \(next to City Hall\)](#)

[13292 Sylvan Ave., Lindström, MN 55045](#)

VISIT OUR WEBSITE: www.cityoflindstrom.us/parks-department/pages/harmony-park

ALL CITY FACEBOOK EVENT LINKS: www.facebook.com/CityOfLindstrom/events

[Image of Harmony in the Park complete schedule poster]”

4. Newsletters

General information articles, City event forms, and links to City event forms are generally included in the City's e-newsletters. General information articles and links to City event forms may also be included in the City's semi-annual mailed newsletters, if the information is still relevant at that time. However, because the City's semi-annual mailed newsletter has significantly less publishing space available, the content may be modified significantly or the article may be completely eliminated at the discretion of the Communications Coordinator.

Specific information content is generally not included the City's monthly e-newsletters or the City's semi-annual newsletters, because the content publication timing on other

communications channels rarely coincides with the publication dates of the City’s monthly e-newsletters or semi-annual mailed newsletters.

E-Newsletter Article: General Information

This type of newsletter article generally includes a link to the Harmony in the Park page on the City’s website.

E-Newsletter Article Title:

“Harmony In The Park 2024”

E-Newsletter Article Content:

We have all of the headliner bands booked for the 2024 [Harmony in the Park](#) summer concert series! Some of our favorites will be back again this year, and some of our other favorites will be back in a future season (gotta mix it up a little!).

The opening acts, evening themes, and other details (which start at 6:30pm) are still being finalized so stay tuned- the complete schedule will be available in the spring. After the opening acts and themes are finalized, a "[Facebook event](#)" will be created for each evening. Watch for that in the spring, and share those events with your friends.



Thank you, Rusty Johnson, for all of your efforts in coordinating this free community event!

See all City of Lindström Facebook events here:
www.facebook.com/CityOfLindstrom/events

You can also receive Harmony in the Park updates and other City news via email: www.cityoflindstrom.us/subscribe

[Become A Sponsor for the 2024 Season](#)

This amazing community event would not be possible without the generous contributions of our sponsors. *Thank you, sponsors!* For this year’s sponsorship form see the last page of this newsletter or click [HERE](#). 100% of the proceeds go towards Harmony in the Park.

DATE	BAND (Starts at 7:00)
June 5	The Whitesidewalls <i>50s & 60s Doo-Wop / Rock & Roll</i>
June 12	Lindley Creek <i>Bluegrass</i>
June 19	Jonah & The Whales <i>Rock / Variety</i>
June 26	Songs of the South <i>Alabama Tribute Band</i>
July 3	Darlene & The Boys <i>Country / Variety</i>
July 10	Bob & The Beachcombers <i>Surfin’ the 60s & Rockin’ the 70s</i>
July 17	Monroe Crossing <i>Bluegrass / Classic Country</i>
July 24	Transit Authority <i>Chicago Tribute Band</i>
July 31	Todd Anderson presents Absolutely Elvis
August 7	Rockin’ Hollywoods <i>50s - 80s Rock</i>

Semi-Annual Mailed Newsletter Article: General Information

The full Harmony in the Park schedule and some basic event details are always included in the article published in the Spring/Summer edition of the City’s semi-annual mailed newsletter.

This type of newsletter article includes a link and QR code to the Harmony in the Park page on the City’s website.

The example below was published in the Spring/Summer 2023 edition.

Semi-Annual Newsletter Article Title:

“Harmony In the Park 2023 Summer Concert Series”

Semi-Annual Mailed Newsletter Article Content:

Harmony In the Park

2023 Summer Concert Series

Scan the QR code for our
[Harmony In The Park](#)
 website page



Come out for another summer of great music!

The concerts are FREE to the public, and take place at the Band Shell at Lions Park (next to City Hall) on Wednesday nights. Events start at 6:30pm and the band starts at 7pm.

Food will be available for purchase from a variety of local food vendors.

In the event of inclement weather, the concerts will move next door to the community center.

Stay up to date on our [Facebook page](#) or our [website](#). See you there!



DATE	BAND (Starts at 7:00)	EVENT (Starts at 6:30)
June 7	The White Sidewalls <i>50s & 60s Doo-Wop / Rock & Roll</i>	<i>American Legion Opening Ceremony Joe Wisby Memorial Car Show</i>
June 14	A Hard Day's Night <i>Beatles Tribute Band</i>	<i>Public Safety Night</i>
June 21	Transit Authority <i>Chicago Tribute Band</i>	<i>Chisago Lakes Lions Night</i>
June 28	Songs of the South <i>Alabama Tribute Band</i>	<i>CLHS Marching Band- Starts @6:15pm CL Rotary Night- 25th Anniversary</i>
July 5	Bob & the Beachcombers <i>Surfin' the 60s & Rockin' the 70s</i>	<i>Karl Oskar Days Kickoff Night Lakes Appreciation Night</i>
July 12	Jonah & The Whales <i>Rock/Variety</i>	<i>Non-Profit Night Craft Show Night</i>
July 19	Monroe Crossing <i>Bluegrass / Classic Country</i>	<i>Faith Community Night Unexpected Company Chorale Group</i>
July 26	The Dweebs <i>Top Hits from the 60s thru Today</i>	<i>Family Pathways Night</i>
Aug. 2	Todd Anderson presents Absolutely Elvis	<i>Health Fair & Age Well Night Sweet Adeline's Lakes Country Chorus</i>
Aug. 9	Rockin' Hollywoods <i>50s-80s Rock</i>	<i>Chisago Lakes Lions Corn Feed River City Cloggers</i>

Bring a lawn chair and come check out these talented musicians!

Editing Existing Messaging

When using the COPE method, one also needs to develop plans for how information is to be updated should the messaging need to change. Using the website as the anchor point allows for the links included in past posts to contain the updated information. Some communications channels may need to be updated separately, but the updated content can simply be copied and pasted from the website.

Content in the City's newsletters are generally not updated, as it is implied that that content is only current at the time of publishing and is therefore subject to change. If a significant correction is needed in an e-newsletter publication, the original e-newsletter may be corrected and replaced ONLY if the correction was made immediately after the original version was published. This would be disclosed in a separate communication via Facebook, an email campaign, and on the City's website. Otherwise it would only be addressed in a separate communication via Facebook, an email campaign, and on the City's website. A significant correction in a mailed semi-annual newsletter publication would be addressed via Facebook, an email campaign, and on the City's website. No correction would be made to the original newsletter publication.