



WHITESTOWN
INDIANA

PUBLIC RELATIONS DEPARTMENT



2021 ANNUAL REPORT



DIGITAL MEDIA

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RIBBON CUTTINGS

Page 6

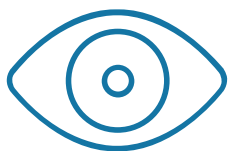
GRAPHIC DESIGN

Page 7-9

COMMUNITY

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ALL PLATFORMS



1,520,954
impressions

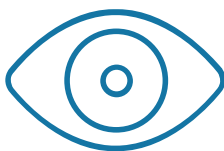


111,186
video views



5,300 (+76%)
audience growth/new followers

FACEBOOK



1,201,917
impressions

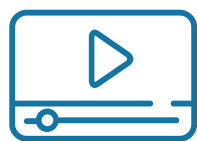


85,497
video views

YOUTUBE



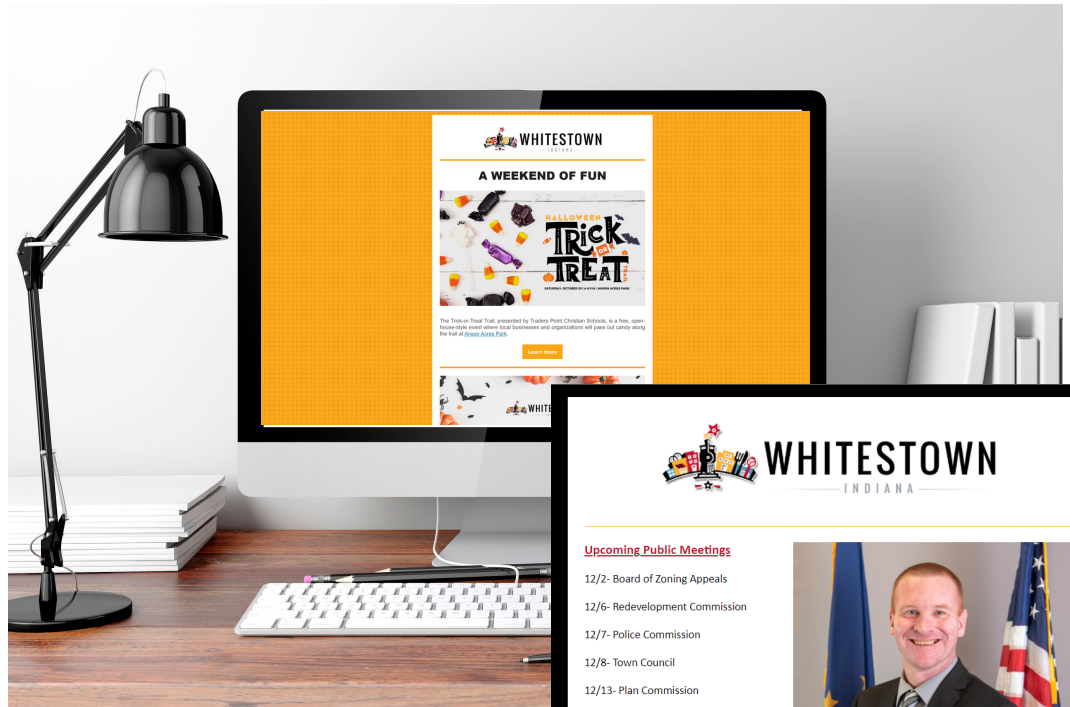
15,920
video views



81
Videos
Produced



61
Livestreamed
Meetings



62.2%
Open Rate

Industry
Average: 25%

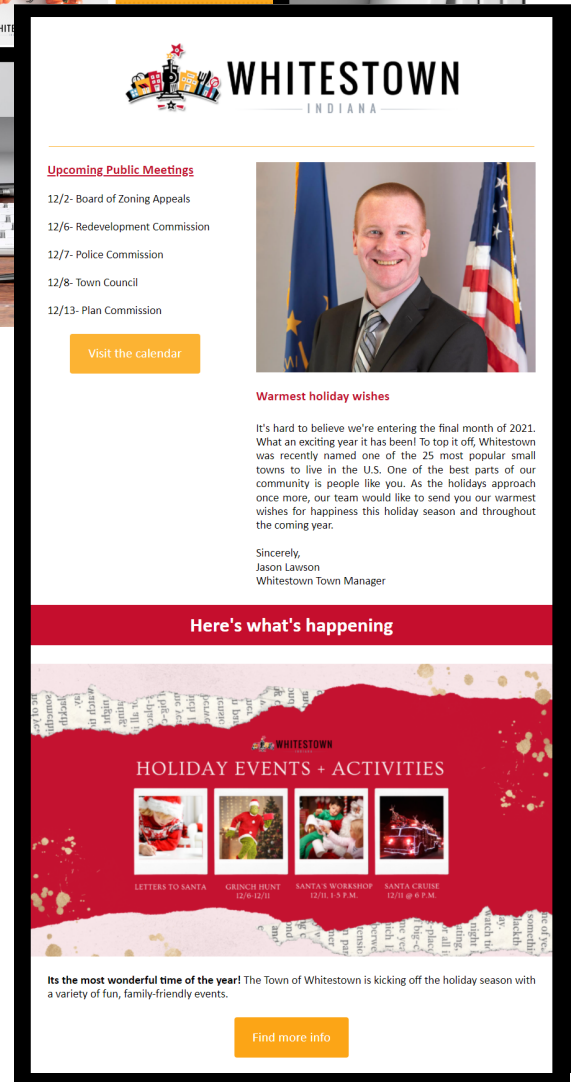


12.2%
Click Rate

Industry
Average: 9%



184%
Increase in
Subscribers





Tractor Supply
Honor Yoga
Performance PowerSports
Takumi Sushi Hibachi
Nothing Bundt Cakes
Hearing Solutions
Regions Bank
Little League Headquarters
Indiana Institute for Prosthetics
Norwex
Home2Suites



WHITESTOWN
Farmers Market





Participated in Isaiah 117 House groundbreaking



Launched text alert system to keep community informed



Partnered with Boone REMC to promote community Wi-Fi



ASSISTED WITH PROMOTION + PLANNING OF COMMUNITY EVENTS



Viking Fest



Bike with a Cop



Farmers Markets



Summer Concert Series



Independence Day
Celebration



National Night Out



Movies in the Park



Flavor Fest



Brew Fest



Princesses in the Park



Trick or Treat Trail



Grinch Hunt



Santa's Workshop



Santa Cruise