



State of the City Address

Best Practices Report

Introduction

The annual State of the City Address is a crucial moment for community leaders to share their vision, achievements, and future plans. This report guides local representatives in crafting impactful narratives that resonate with their communities. Zencity has leveraged thousands of data points from 144 cities and Counties across 31 US states.

This report emphasizes the role of innovative tools, highlighting the power of the Zencity platform in translating vision into action. By aligning comprehensive strategies with sophisticated communication tools, this report serves as a compass for local leaders navigating the State of the City Address, ensuring their message leaves a lasting imprint on the hearts of their constituents.

This report includes data collected between December 1, 2022, and January 20, 2023.

Methodology

- The report offers an analysis of data collected from social media and local news outlets. As such, it reflects the interest and sentiment expressed by residents using these platforms.
- The analysis does not include sentiment and opinions expressed on private social media discussion boards and groups— only those expressed in fully public forums.
- The Zencity interaction count consists of all social media engagements (posts, tweets, likes, comments, shares, retweets, etc.). Therefore, the number of interactions reflects the volume of discourse and the level of interest among residents expressing their views online.
- Our machine-learning algorithm classifies large amounts of interactions according to topic and sentiment — positive, negative, or neutral — which indicate satisfaction or dissatisfaction levels about local issues, including those not initiated by the City. This model enables us to measure the interest that specific issues attract and understand how community members perceived these issues.

Executive Summary

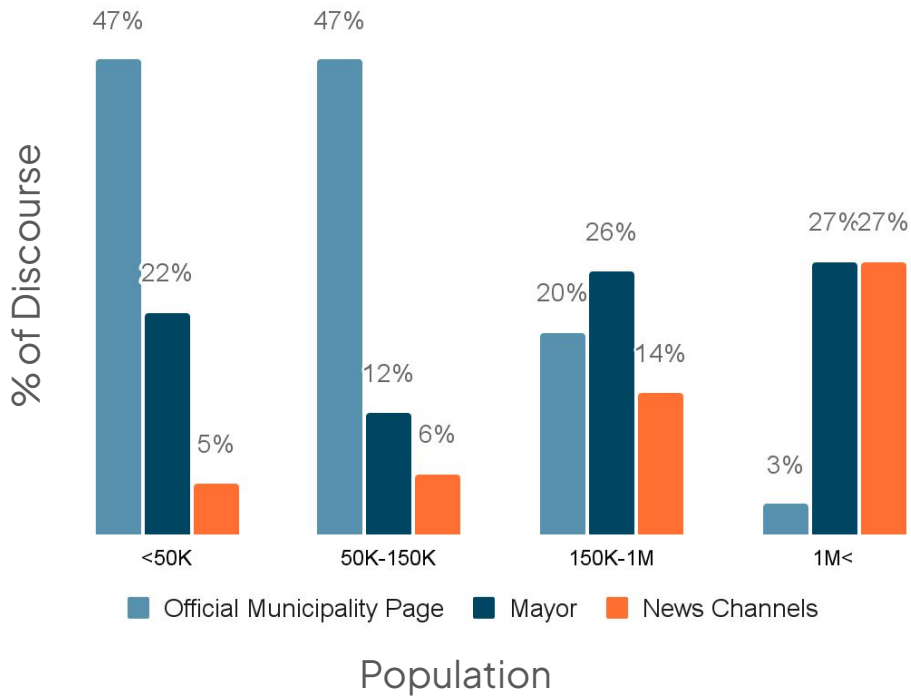
Based on the analysis, Zencity recommends the following for enhancing State of The City Address communication:

- **Craft a powerful messaging strategy** for your community when they matter most— Showcase Major Achievements, Demonstrate Community Impact, Address Challenges, and Outline Future Plans to Engage Residents.
- **Leverage Zencity tools** for impactful communication—
 - Deploy active listening tools, with a **survey-style engagement, discussion topics, or idea boards**, for impactful communication aligned with community expectations.
 - Utilize **Organic dashboard tools** and services for comprehensive event communication tracking and actionable insights.

Discourse Overview

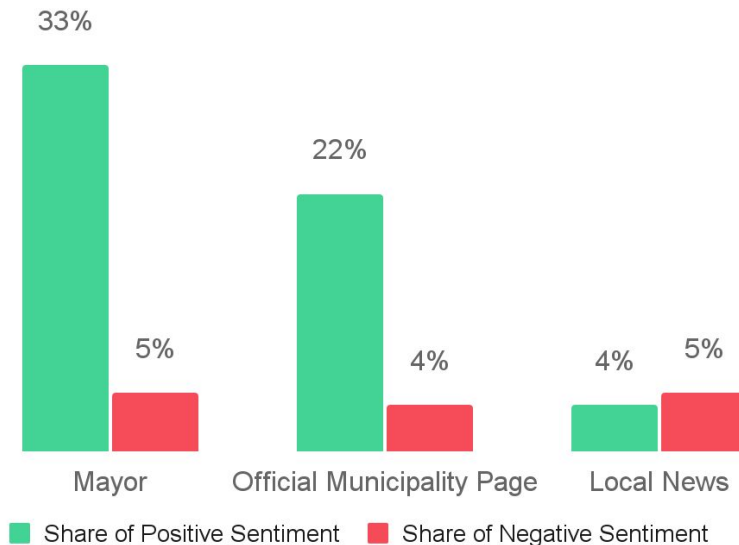
City-led social media accounts were the primary drivers for discussions in small and medium-sized communities. At the same time, news channels and mayor-led pages increased in prominence in medium and large-sized cities.

SOTC Analysis: Leading Discourse Drivers



On average, the share of negative sentiment in the discourse remained similar across various conversation sources, with positivity mostly outweighing negativity. Mayor pages generated a higher share of positive sentiment compared to City-led accounts.

SOTC Analysis: Share of Sentiment



Crafting a Powerful Messaging Strategy

Showcasing Major Achievements and Demonstrating Community Impact:

Highlight major achievements through impactful announcements and engaging posts.

Spotlight City initiatives, achievements and progress updates about major projects to elicit a positive and receptive audience for the address and enhance overall communication impact.



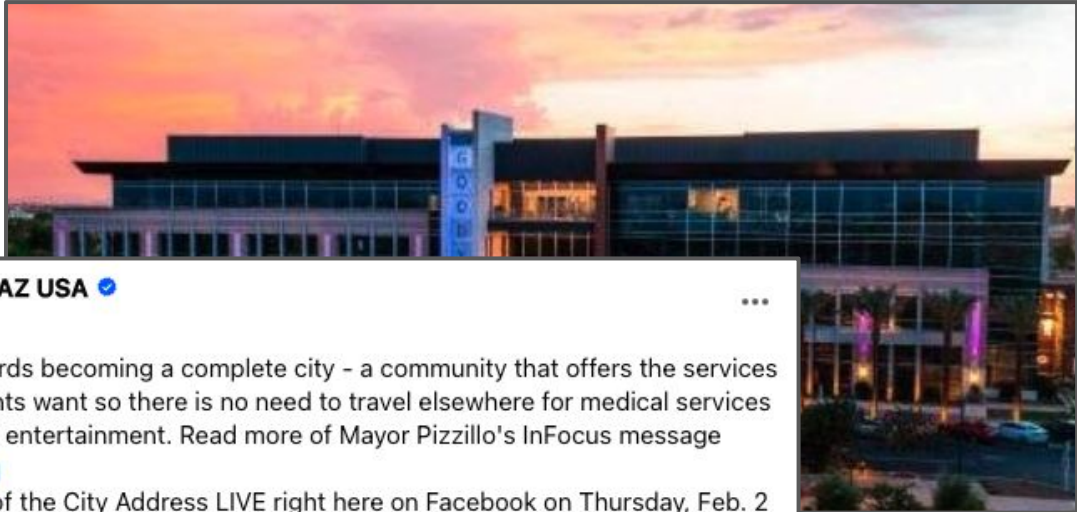
cityofmesa On Tuesday @MayorGiles took us Back to the Future to recap 2022 and preview what's on the horizon at the annual State of the City address.

- The packed audience heard noteworthy announcements including recent economic development successes, fiber optic internet progress, education investments, public safety updates and a new goal of planting one million trees by 2050.
- If you missed the live event you can still watch the full experience, including a Back-to-the-Future-inspired clip where Mayor Giles meets his future and younger self, by visiting here https://youtu.be/_xEdHvxX1So

Outlining Future Plans:

Demonstrate transparent communication by openly discussing challenges and improvement areas while highlighting efforts in ongoing initiatives.

This forward-looking approach helps build trust and keeps your audience informed and engaged in the city's ongoing growth. Position your city as proactive, responsive, and dedicated to the well-being of its residents.



 **City of Goodyear, AZ USA** ✓
January 9, 2023 · 🌐

Goodyear is working towards becoming a complete city - a community that offers the services and amenities that residents want so there is no need to travel elsewhere for medical services and to dine, shop or enjoy entertainment. Read more of Mayor Pizzillo's InFocus message here: <https://bit.ly/3isxg5q>

Watch the Mayor's State of the City Address LIVE right here on Facebook on Thursday, Feb. 2 at 8 a.m.

[#GoodyearAZ](#) [#issuustory](#) [#issuustories](#)

Leveraging Engage for Proactive Feedback and Community Perceptions

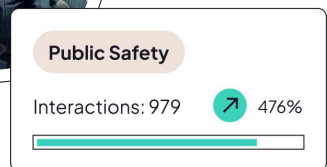
Explore Engage for strategic preparation and an informed State of the City Address. Leverage active listening tools, with a **survey-style engagement**, **discussion topics**, or **idea boards**, for impactful communication aligned with community expectations:



Please rank the following priorities in order of importance for the upcoming State of the City Address

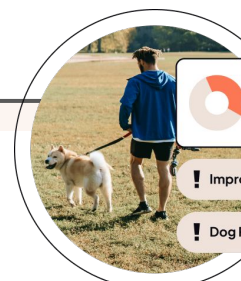
[How to rank using the keyboard >](#)

- 1st** **Public safety**
- 2nd** **Transportation and infrastructure**
- 3rd** **Planning and development**
- 4th** **Businesses and local economy**
- 5th** **Parks and recreation**



What types of projects would you like to see the City focus on more in the coming year? Please check all that apply:

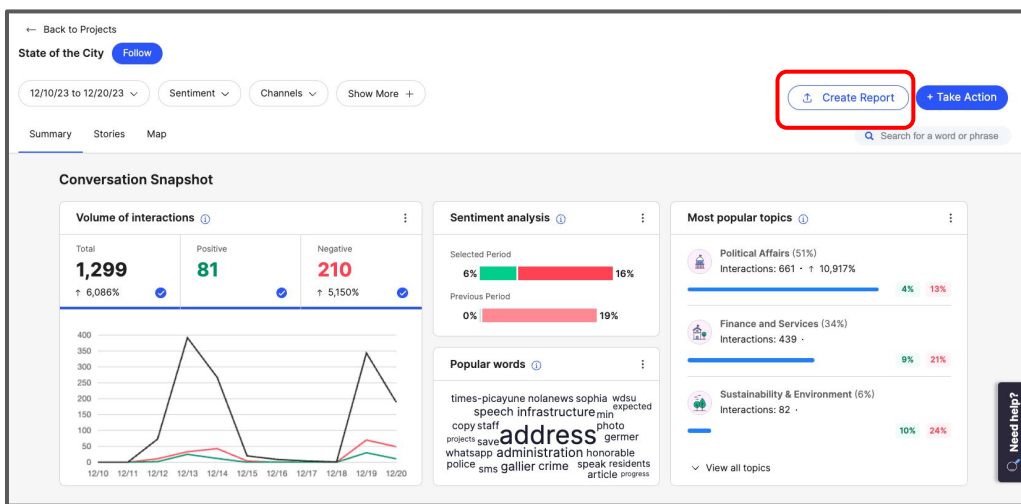
- Youth and after-school activities
- Senior programs
- Capital improvements projects
- Economic development
- Neighborhood watch



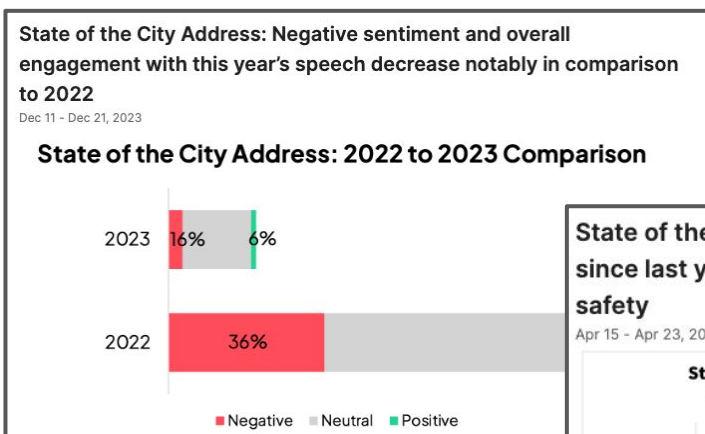
Measuring Success With Zencity Analytics and Actionable Insights

Utilize Organic dashboard tools and services for comprehensive event communication tracking and actionable insights. Implement follow-up actions to extend the impact of the address.

- Easily set up a **dedicated project** to follow conversations about the address.
- Quickly gather and share insights from the discussions around the address with the **report builder**.

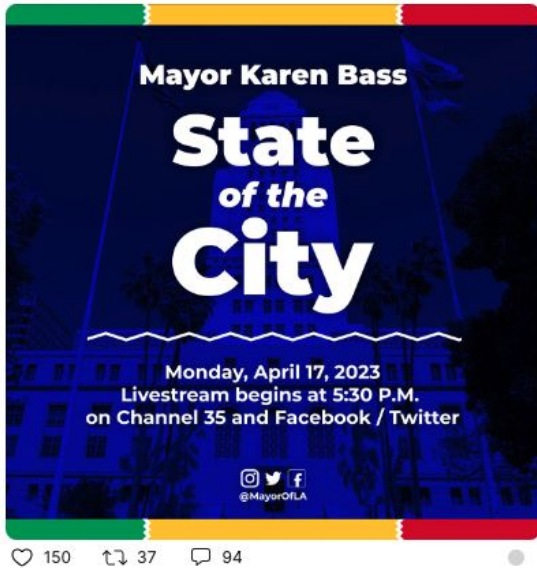


- Want to get a deep-dive look into the Organic event feedback? request an **insight analysis** delivered promptly after the event.



In preparing for the annual state of the city address, a strategic messaging approach is paramount. With the ability to **schedule posts**, our tool allows you to plan and deliver key messages precisely when they matter most:

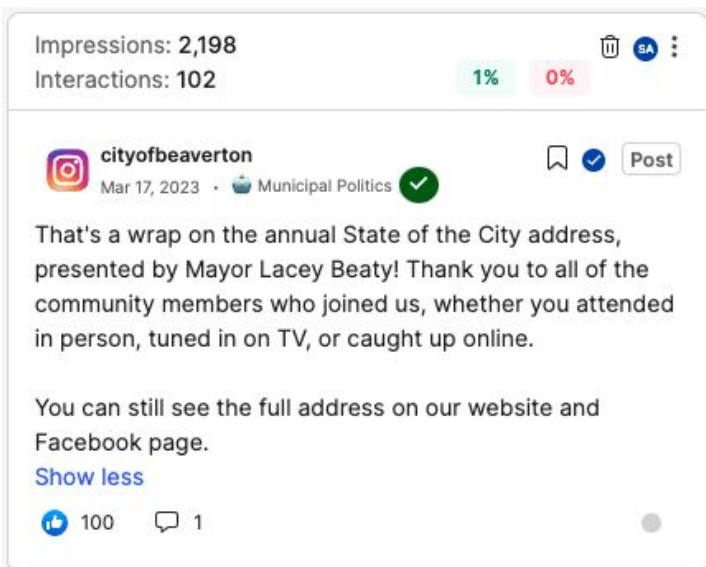
1. Let the community know in advance.



2. Set a reminder for residents to tune in online.

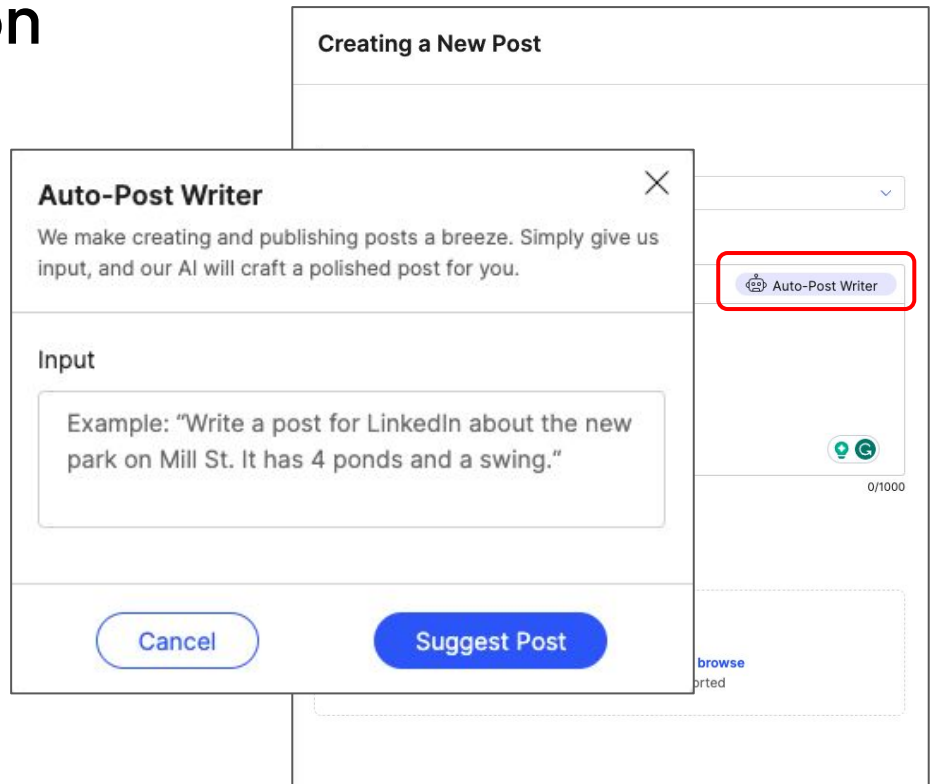


3. Schedule post-speech acknowledgments

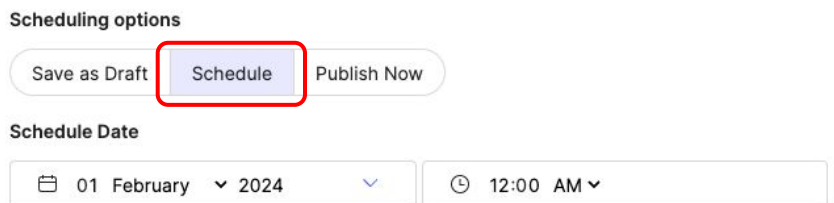


Leveraging Zencity Tools for Impactful Communication

Access the [post scheduling](#) feature on your **Publishing Page**. Select a new post and what accounts to publish from. The **AI post generator** simplifies **content creation**, and helps you craft more messages with an ease.

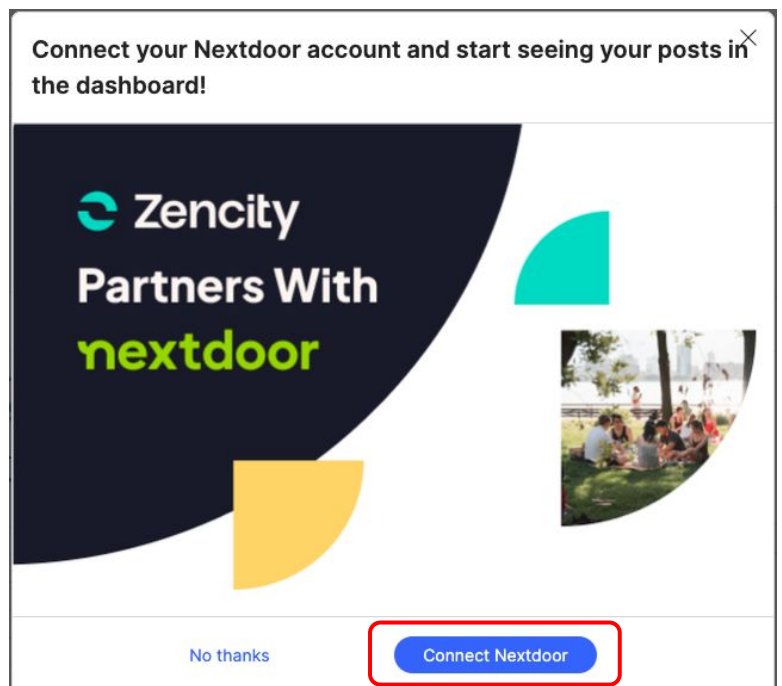


When your post is ready you can **choose your preferred scheduling options** at the bottom of the page or save it as draft to review later.



You can use both **post-scheduling** and the **post generator capabilities** on Nextdoor.

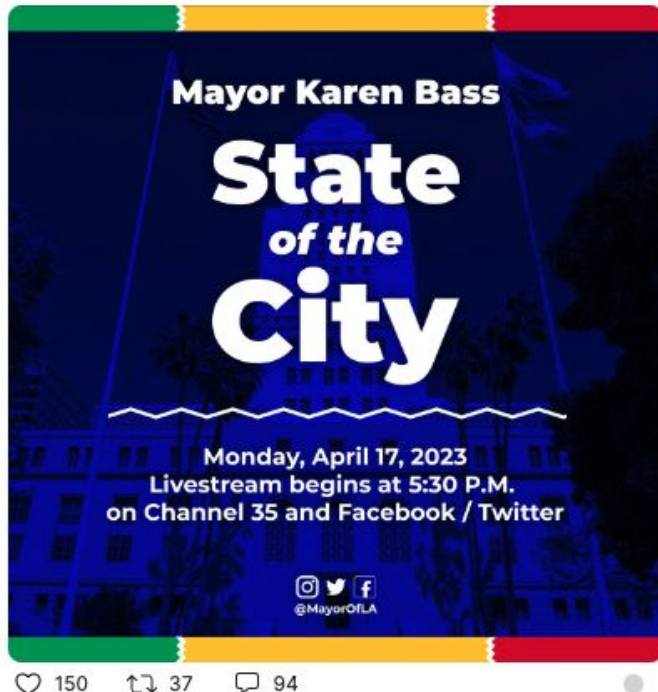
Forge deeper community connections by **linking your Nextdoor account** to unlock a direct channel for sharing updates and engaging with residents effortlessly.



Crafting a Powerful Messaging Strategy

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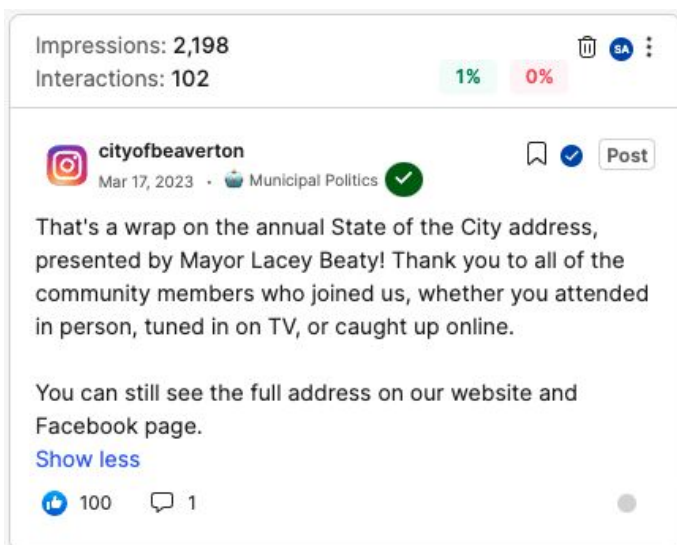
Let the community know in advance.



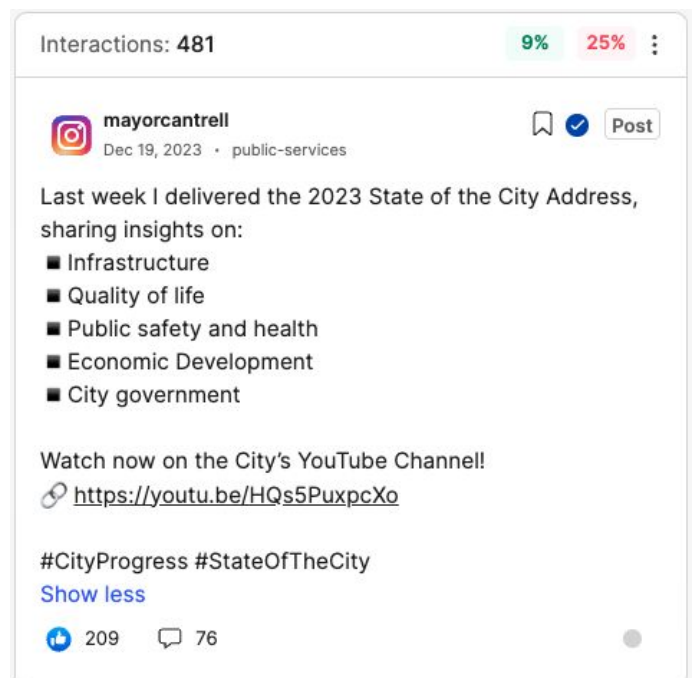
Set a reminder for residents to tune in online.



Schedule post-speech acknowledgments



Highlighting key areas of the address.



Utilizing our powerful publishing tool can elevate your communication game, ensuring that you effectively **Showcase Major Achievements, Demonstrate Community Impact, Address Challenges Transparently, and Outline Future Plans to Engage Residents.**