



# TOWN OF SALEM, NEW HAMPSHIRE

33 GEREMONTY DRIVE, SALEM, NH 03079

## Communications Committee

### MEMORANDUM

TO: Town Council

CC: Joseph R. Devine, Interim Town Manager  
Crayton Brubaker, Community Development Program Manager

FROM: Bob Gibbs, Communications Committee Chair

RE: Communications Committee 3 SMART Goals

DATE: April 22, 2024

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- *Increasing organic visits via Search Engine Optimization (SEO) by 20% by March 2025.* We aim to increase readership using search engine optimization techniques, increased visibility through social media, and word-of-mouth methods resulting in an increase in organic search engine searches that land clicks on the Town Hall Times website by March 2025. These metrics can be measured via Google Analytics and compared against March 2024's analytic metrics.
- *Growing the Town Hall Times website email list to 1,000 subscribers by March 2025.* With the help of Town Hall Times' previous email contact list in MailChimp, we aim to import and merge both communication methods to one streamlined area and continue growing them. By utilizing methods of informing the general public about the ability to subscribe for direct email notifications of articles and updates posted on Town Hall Times (word-of-mouth, social media, SEO, etc) we aim to increase the overall email contact list to at least 1,000 subscribers by March 2025.
- *Establishing an effort to reach out to all applicable Town boards and committees and 5 outside organizations by March 2025.* This effort will be to inform all boards of the resources available to them through the town website. Also, to offer each chair to submit articles or memos outlining what their committee has accomplished and/or voted on at their recent meetings.