

Memorandum



DATE: Sept. 2, 2014

TO: Mayor and City Council

FROM: Nikki Ripley, Communication and Media Relations Manager, x8846

THROUGH: Andrew Ching, City Manager, x8844

SUBJECT: Communication strategy for Tempe

In preparation for a City Council retreat discussion about Tempe's overall communication strategy, including branding efforts and social media, attached are:

- The city's strategic communication plan, which the communication team started operating under with the 2010-11 fiscal year
- Information about the city's current social media accounts and presence

Communication staff members will be prepared to address questions and assist in any brainstorming or discussion at the City Council retreat.