Communications & Public Information

City Academy
Thursday, March 18, 2021
Mission

Our mission is to foster open, accountable and effective government by developing, coordinating and delivering meaningful and responsive communications for our community and colleagues.
Responsibilities of the Office of Communications and Public Information

• External Communications
  – alexandriava.gov
  – AlexTV Message Board and Programming
  – Citywide Calendar of Events
  – Emergency Alerts (not 911)
  – eNews
  – Manager’s Report
  – Media Relations
  – News Releases
  – Social Media, Podcasts, and Webcasts
  – Style Guide and Protocols

• Internal Communications
  – AlexNet
  – AlexNews
  – Emails to All Employees
  – Notifications to City Council
External Communications

- News Releases
- Media Advisories
- News Conferences
- Mailings
- Channel 70
- AlexandriaVa.Gov
- Alexandria eNews
• 6 Convenient Ways to Connect:
  - Web – alexandriava.gov/Alex311
  - Mobile App – Available in the App Store or Google Play
  - Twitter – @AlexandriaVA311
  - Facebook – @AlexandriaVA311
  - Phone – Dial 311 or 703.746.4311
    - Monday-Friday: 7 a.m. to 7 p.m.; Saturday: 8 a.m. to 12 p.m.
  - In-Person
Alexandria eNews
www.alexandriava.gov/eNews

- Free e-mails, texts, voice calls
- 50,000 subscribers
- 100+ choices of topics
- Emergency alerts
Internal Communications

- AlexNet
- AlexNews
- Email to All Employees
- Citywide Calendar
- Employee Hotline

alexandriava.gov/AlexNet
Communicating with the City

• Call or text 911 for immediate police, fire or emergency medical assistance

• Contact Alex311 for everything else.

• Social Media
  • Facebook: alexandriava.gov/Facebook
  • Instagram: instagram.com/AlexandriaVAGov
  • Linkedin: linkedin.com/company/city-of-alexandria
  • Twitter: @AlexandriaVaGov
  • Department and program profiles: alexandriava.gov/SocialMedia

• In Person
  • Nearly 4,000 employees at 75 City facilities and in the field.
Questions?

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