



How the City Communicates

The city communications team utilizes a variety of both traditional and nontraditional communication tools to reach its many stakeholders – including residents, business owners, developers and others. The city relies on our stakeholders to seek out the tools they prefer to use to get details on news, events, programs and more. Subscribe to our E-Newsletter, visit our social media, check out the Community Calendar on our website — **in short, please use and peruse the tools at your disposal to find the information you need, when you need it.**



Print Publications

- **Annual Report:** 27+ page document built each year to reflect city business, accomplishments, and accolades. meridiancity.org/annualreport
- **City News:** Meridian Utility Bill insert mailed to all solid waste/water/sewer customers quarterly.
- **Welcome to Meridian Packets:** Seven-page booklet mailed to each new resident, using utility bill addresses.
- **Activity Guide:** Parks and Recreation digital guide published on the City's website three times each year. meridiancity.org/activityguide
- **Postcards and letters:** Direct mail pieces sent Citywide or to select residents and businesses as needed.



Digital Communications

- **Website:** Primary source of information, readily available for residents. meridiancity.org
- **City E-Newsletter:** Electronic newsletter, emailed every-other-Monday to subscribers. meridiancity.org/newsletters
- **myMERIDIAN Podcast:** meridiancity.org/mymeridian
- **Lobby TV's:** Digital resources in City Hall and Meridian Police Department lobby.



Advertising and Public Relations

- **Radio & Print Ads**
- **Media:** Story coverage through pitching stories, scheduling interviews, building statements and talking points. meridiancity.org/newsreleases
- **Partner Outreach:** West Ada School District, Meridian Chamber of Commerce, Meridian Library District, Ada County Highway District, and other collaborators.



Phone and Text

- **NIXLE:** Text alerts and City announcements that are shared with subscribers of Meridian Police Department.
- **CodeRed:** Phone and text alerts sent through Ada County Dispatch for crisis communication.



In Person

- **Public Meetings:** All public hearing notices are published on website, Nextdoor, and the local newspaper. meridiancity.org/publicmeeting
- **Community Events:** The city hosts many events for residents to enjoy, learn about resources, and provide input to city business. meridiancity.org/calendar
- **City Hall:** Stop by City Hall to chat with a volunteer at the front desk or staff across the departments.



Social Media

- **LinkedIn**
- **Nextdoor**
- **Facebook Pages**
 - @MeridianIdaho
 - @MeridianPD
 - @MeridianFireDepartment
 - @MeridianParksandRecreation
 - @StoreyBarkPark
 - @MeridianMADC
 - @MeridianMYAC
 - @MeridianArtsCommission
 - @MeridianHistory
- **Facebook Group**
 - MeridianTrashTalk
- **Twitter**
 - @MeridianIdaho
 - @PoliceMeridian
 - @MeridianFire
- **Instagram**
 - @MeridianIdaho
 - @MeridianPoliceDepartment
 - @MeridianFireDepartment
 - @MeridianMyac
 - @MeridianArts
 - @MeridianHistory
- **YouTube**
 - @cityofmeridian



Signage and Outdoor

- Billboards
- Event banners, flyers, and signage
- City Hall digital message board

Sign up for our news releases, E-Newsletters, and follow us on social media!



meridiancity.org/subscribe