



INNOVATION SHOWCASE

Mayor Paige Cagnetti
Scranton, PA

WINTER
2025

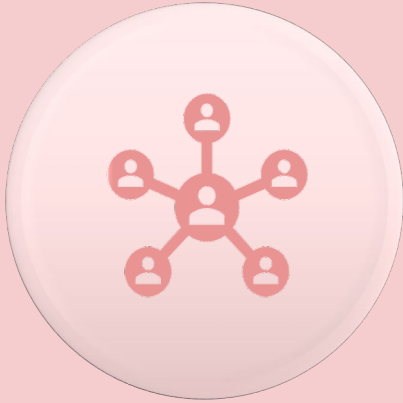
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MAYOR MINUTE: CONNECTING LEADERSHIP TO SCRANTON CITIZENS

MAYOR PAIGE G. COGNETTI

OBJECTIVE OF MAYOR MINUTE



ENHANCE
COMMUNICATION



CREATE
TRANSPARENCY

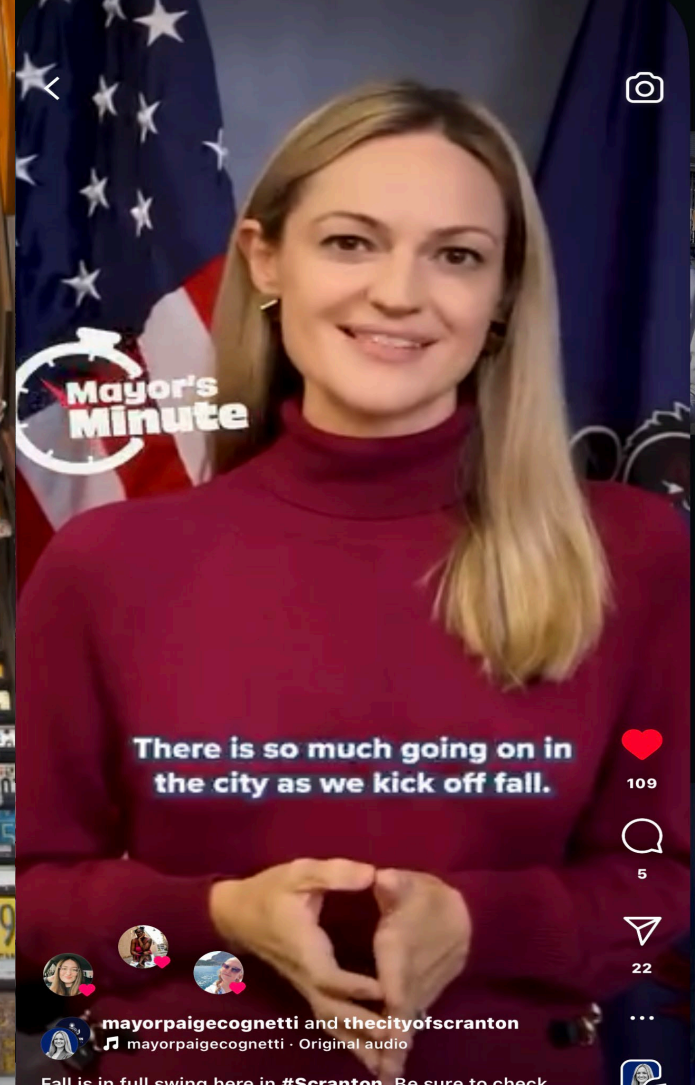


FOSTER CITIZEN
ENGAGEMENT

THE LAUNCH OF MAYOR MINUTE

- Mayor Minute Launched in February 2024.
 - This great idea was repurposed from a Mayor's text chain!
 - Created to enhance communication, transparency, and accessibility between the Mayor's Office and Scranton residents.
 - We use modern communication tools that align with how people consume information today- quick, visual, and easily sharable.

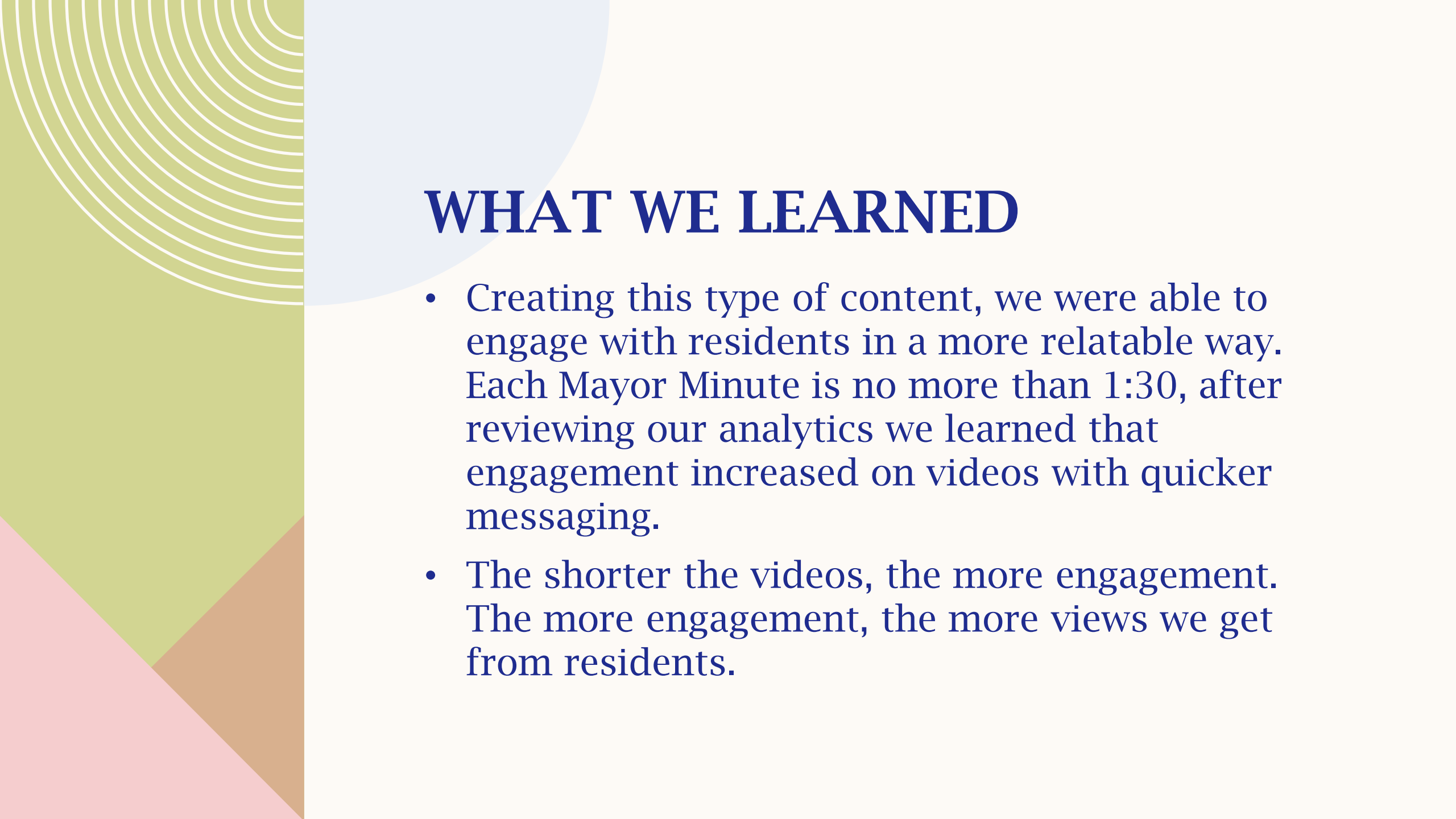




PREVIOUS MAYOR MINUTES

CURRENT PROGRESS

- Mayor Minute is posted weekly:
 - Each video discusses a range of topics: Announcements about city events, parades, clean up drives (Sprucin Up Scranton), and any other information citizens should know that week.
- Community Reception:
 - We have received positive feedback from residents who feel more connected and informed about what is going on in Scranton.
 - Mayor Minute has increased social media engagement from residents who are liking, sharing, and commenting on each video.



WHAT WE LEARNED

- Creating this type of content, we were able to engage with residents in a more relatable way. Each Mayor Minute is no more than 1:30, after reviewing our analytics we learned that engagement increased on videos with quicker messaging.
- The shorter the videos, the more engagement. The more engagement, the more views we get from residents.

Interactions ⓘ	Interactions ⓘ	Interactions ⓘ	Reels interactions ⓘ
131 Interactions 86.4% Followers 13.6% Non-followers Likes 116 Comments 7 Shares 6 Saves 2 Accounts engaged 118	163 Interactions 88% Followers 12% Non-followers Likes 147 Shares 11 Comments 3 Saves 2 Accounts engaged 155	180 Interactions 86.4% Followers 13.6% Non-followers Likes 165 Shares 14 Comments 1 Saves 0 Accounts engaged 175	243 Likes 214 Shares 13 Comments 10 Saves 6 Profile activity ⓘ 13 Follows 13
2 Profile activity ⓘ Follows 2	3 Profile activity ⓘ Follows 3	5 Profile activity ⓘ Follows 5	

OUR ANALYTICS



THANK YOU

