

Windham Communications

2nd Quarter Report 2025

I continue to work with all Departments to produce the monthly Windham Newsletter, which consistently has an open rate around 55%. I worked with Linda at Parks and Rec along with Tom at WECD and helped oversee the creation of Windham Outdoors. I also created a Selling Windham brochure for the Town Managers office and WECD, several magazine advertisements for WEDC. And worked with Tammy and Brett to help update the Windham website.

I continue to publish regular updates to facebook and other social media platforms involving special happenings, construction updates, meeting agendas, public safety statistics and job openings. Our facebook posts are doing quite well and we add subscribers every month; for example in the last 28 days our content has had 437,431 views, 3482 interactions and added 194 followers. I've also worked to create logos for each department which unify the brand. And worked with Tom and Linda designing signage for our parks and recreational areas.

I've been doing my best to continually build a valuable line of communication between Town Officials and residents.

Roger Cropley II
Communications Director