

In the Know

BY: AINSLEY ALLISON

The City of Pelham is dedicated to keeping citizens informed of news that affects local families. We have several ways we communicate with the public. Our Communication Office's approach to using various communication channels is strategic and aims to reach different segments of the community effectively. Each platform serves a specific purpose. Here's an overview of why and how we use each communication channel:

Websites

The city website, www.pelhamalabama.gov, is the central hub for official information, resources, and services. We post all official announcements, legal notices, press releases, and important documents here. You'll also find online forms and applications for various city services. It is a one-stop-shop for doing business with City staff.

The City also maintains several subsites, including dedicated webpages for Pelham Parks & Recreation, the Pelham Public Library, the Pelham Police Department, the Pelham Civic Complex & Ice Arena, the Pelham Racquet Club, and Ballantrae Golf Club. On these sites, you will find information about services offered by these specific departments and entities, program calendars, special events, and online registration/reservations.

For visitors looking to explore Pelham, we took it a step further to create a marketing and tourism website, www.explorepelham.com. Here, you will find stunning photography and videos, information on day trips, virtual tours, and dining and lodging options.





Social Media

The City of Pelham communicates on social media via Facebook, Instagram, and Nextdoor. These platforms are used for real-time updates, marketing, and community engagement, such as posts about upcoming events, community meetings, and local news. For those unfamiliar with Nextdoor, it is a neighborhood-based app that allows us to narrow our communication to people who live in specific areas when needed. For example, if street work is scheduled for a particular neighborhood or subdivision, we can notify Nextdoor users in that neighborhood's group.

Pelham 311 App

With our new Pelham 311 app, we have tools to send push notifications to deliver timely and crucial information directly to your mobile device, whether it is a utility service disruption, a road closure, or a reminder about an important deadline or event. In some instances, all users may get a notification. In others, we may narrow the notification to users within a polygon if the communication only affects people in a particular area. We want to encourage you to download the Pelham 311 app and enable push notifications, as it will allow for one more way to engage with the City one-on-one and report issues, like a missed trash pickup.

E-Newsletter

The City of Pelham sends a monthly e-newsletter to subscribers. The purpose is to provide frequent, in-depth information, highlights, and updates on various city initiatives, as well as showcase upcoming plans and development projects. It is meant to supplement this publication between issues.

IT'S OFFICIAL
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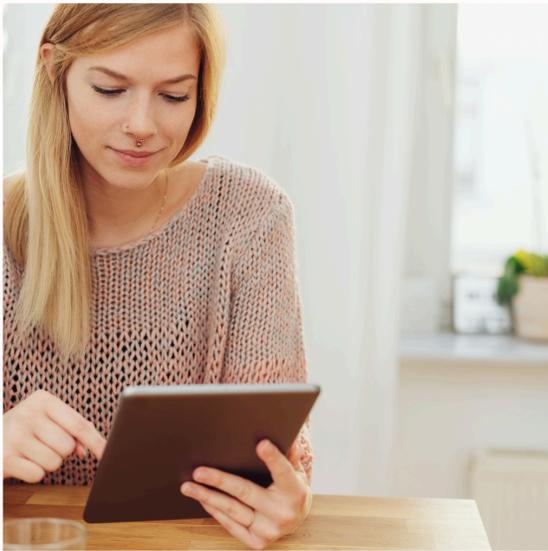


It's not us!

Find us on 

SCAN ME





Quarterly Print Magazine

The Pelham Pathway is produced quarterly and is designed to be a more in-depth and visually rich medium to showcase the community and capture the essence of Pelham. Lifestyle articles are featured to help you get to know some of your fellow Pelham residents, and we like to highlight all that our school system is doing to invest in our children. This is all in addition to City updates, initiatives, and community activities.

By tailoring our content to the strengths of each platform, we aim to ensure that residents receive information in a manner that is convenient and engaging for them. This multi-channel approach helps us reach a broad audience and facilitates a more inclusive and informed community. Regularly assessing the effectiveness of each channel allows us to refine our communication strategy and adapt to the evolving needs of the Pelham community.

The Big Five

