



Case Study

Driving Civic Engagement Through Strategic Storytelling



The Client

The City of Milford, Ohio is a historic riverfront community focused on transparency, civic engagement, and long-term economic vitality. Like many local governments, Milford faces the challenge of communicating clearly and consistently with a diverse audience that includes residents, business owners, visitors, and regional stakeholders.

The Challenge

Prior to engaging Management Essentials, Milford's social media presence was largely informational and reactive. While updates were being shared, content lacked consistency, strategic framing, and visual storytelling that could help residents better understand city initiatives, services, and progress.

Key challenges included:

- Communicating complex municipal topics in a clear, accessible way
- Increasing community understanding without fueling misinformation or negativity
- Building trust and transparency in an era of heightened public scrutiny
- Creating engagement without politicization
- Standing out among surrounding communities competing for attention and economic development interest

The Process

Management Essentials designed and executed a strategic social media approach centered on clarity, consistency, and community connection. Rather than treating social media as a bulletin board, the focus shifted to intentional storytelling that reflected Milford's identity, priorities, and people.

Key actions included:

- Establishing clear content pillars (city services, community pride, transparency, economic development, public safety)
- Creating a consistent visual and tonal style aligned with Milford's brand
- Leveraging video and drone content to showcase the city in a modern, compelling way
- Translating complex or sensitive topics into approachable, human-centered messaging
- Proactively addressing public perception by providing context, education, and clarity

Benjamin W. Gunderson
City Manager,
City of Milford, OH



"Management Essentials has proven to be an invaluable partner in elevating the City of Milford's communications strategy. By refining our social media presence and storytelling, they have delivered measurable improvements in clarity and reach. Their work has been instrumental in advancing our core mission of transparency and building a more informed, engaged public."

Services

Industry:

Local Government

Management Essentials Services

- Social Media Strategy & Management
- Content Planning & Editorial Direction
- Visual Storytelling (photo, video, drone)
- Community-focused Messaging & Tone Development

Results:

- A noticeable shift in how residents interacted with city communications
- Social media became a platform for dialogue, education and civic pride
- Clear messaging reduced confusion, improved understanding of city initiatives and fostered a connection between residents and local leadership





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94%

Nearly 90% of state and local government agencies report using social media to engage citizens, and 94% of those see real benefits from doing so

27%

of local digital conversations are from Government-run social media making them a critical channel for building trust, engaging residents, and shaping community dialogue online

61%

of U.S. adults rate their local government positively, substantially higher than federal and state levels, suggesting that targeted communications and engagement can build on existing goodwill.

Results

Management Essentials took over social media management for the City of Milford and in just the first 2 months, drove a significant increase in impressions, engagement and audience growth. Milford is now #1 in the region (Ohio, Indiana, Kentucky) for social media performance for similar sized cities.

