



Communications Strategy: Connecting Community
2023-2026

Presented by The Letter M
Doug MacMillan, President



“...**local governments have the most influence** over our day-to-day lives.”

“**Canadian municipalities handle 95% of all emergencies** and are responsible for public security and emergency management...”

“How municipal governments respond to and communicate about these and other issues **affects more people and with greater consequences...**”

The McMaster Journal of Communication

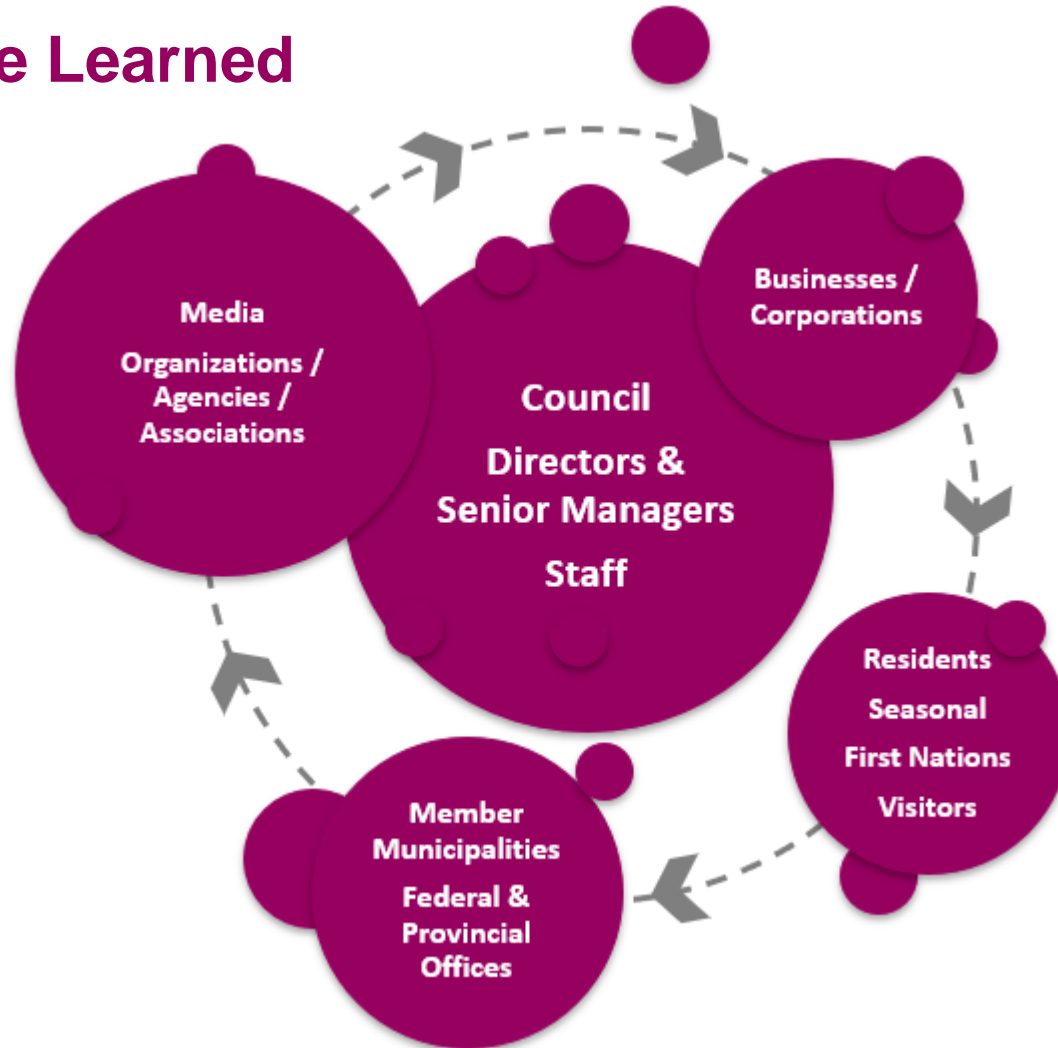


Review & Analysis

- existing communications, guidelines & materials
- social media
- websites
- media coverage
- interviews with municipal communicators
- community interviews
- public survey



What We Learned



What We Learned – Strengths

1. internal first
2. digital developments
3. not “out with the old”
4. issues management
5. commitment & results
6. resources & skills
7. municipal connections
8. digital & print balance
9. summary reports



What We Learned – Opportunities

1. internal first
2. departmental liaison
3. training
4. Council access
5. project/resource prioritization
6. measurement & reporting
7. community partnerships
8. brand development
9. website
10. innovative engagement



Spotlight: Engagement Framework

	Inform	Involve	Listen/Learn	Consult	Collaborate
Website	X	X	X	X	
eNewsletter	X	X			
Social Media	X	X	X	X	
Media Release	X	X			
Printed Material	X	X			
Direct Mail (i.e., letter)	X	X			
Ad(s)	X	X			
Survey/Poll (web-based)	X		X	X	
Town Hall/Conference	X		X	X	
Community Display/Event	X	X	X	X	
Promotional Item	X				
Summary Report	X				
Discussion Document/Sheet			X	X	
Forum/Focus Group			X	X	X
Advisory Group/Committee				X	X
Working Group					X

Item	
Staffing	\$
Consulting	\$
Data Gathering (online tools)	\$
Technical Requirements (software, etc.)	\$
Logistics (facilities, food/drinks, etc.)	\$
Communications (ads, design, postage)	\$
Participation (i.e., transportation)	\$
Total	\$

EXAMPLE

EXAMPLE



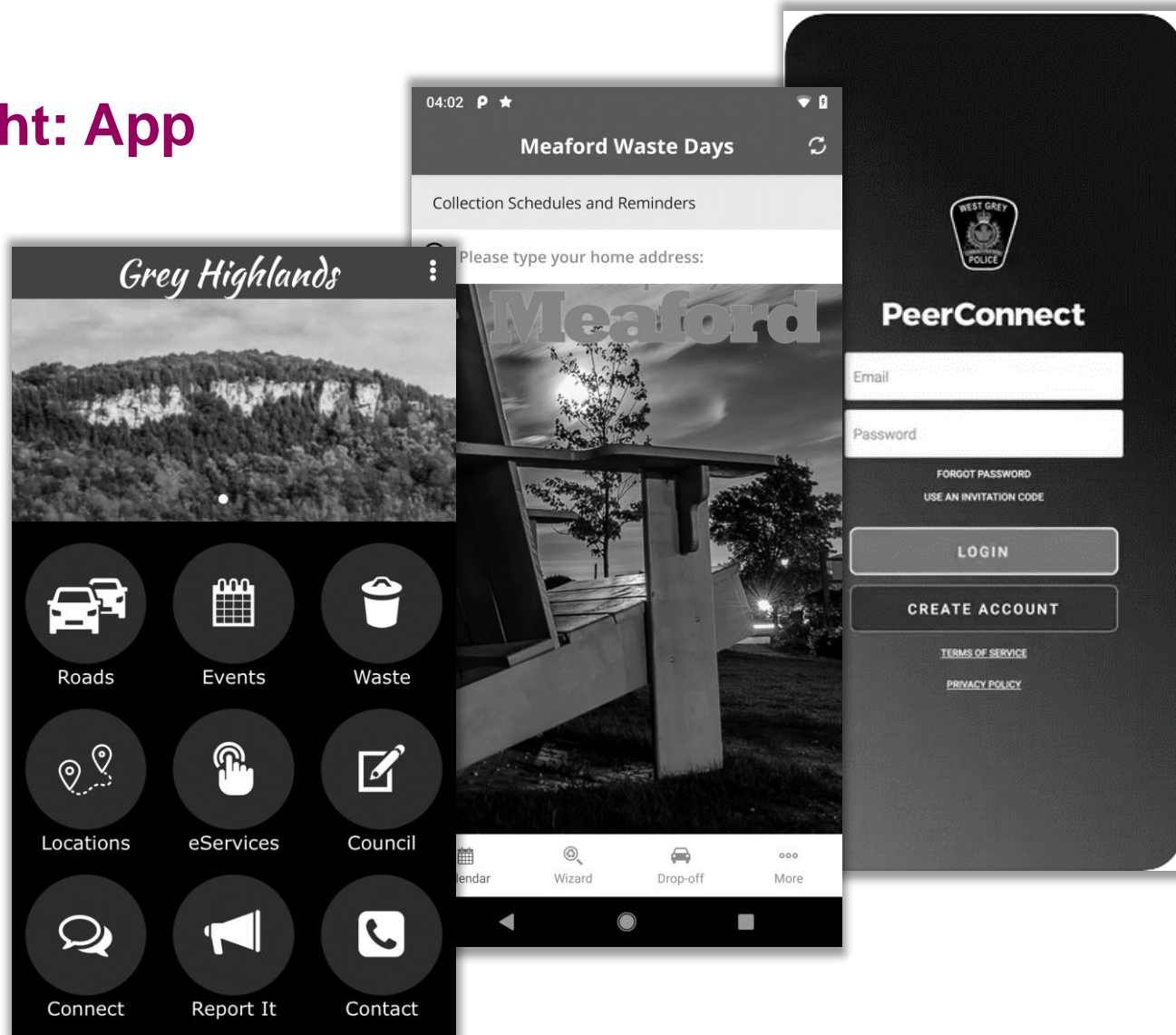
Spotlight: Customer Service



Spotlight: Email Engagement



Spotlight: App



Communications Strategy: 2023-2026

Tactic	Details	2023				2024				2025				2026				Budget/ Expense	Notes	Priority	Cost
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4				
Internal - County Staff																					
Formalized Comms. Structure	Directors and/or Managers (Admin Ass.) are informed first	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	\$0		****	
Formalized Staff Meetings	Comms. to send agenda items on weekly/biweekly basis	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	\$0		****	
Expansion Beyond Email	Rely on email to push to Grey/p Vine (ongoing)	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	\$0		****	
CAO Update	Integrate text/graphics into quarterly videos (ongoing)	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	\$0		****	
Issues Management Process	Review/identify during SMT meetings (ongoing)	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	\$0		****	
Grey/p Vine Tuning	Refresh yearly (ongoing)	*				*				*				*				\$0		***	
Yearly Departmental Planning	Planning meeting/mid-year meetings as needed (ongoing)																	\$0		****	
Awards Program (Staff)	Collab. w/HR (ongoing)		*				*				*				*			\$750	Gift cards; misc.	***	\$
Content/Editorial Calendar	Yearly web/social editorial calendar (ongoing)					*	*	*	*	*	*	*	*	*	*	*	*	\$0		**	
Training and Workshops	2/3 sessions a year (ongoing)					*				*				*				\$1,500	Refresh., misc.	**	\$\$
County Staff Events	Yearly event (ongoing)						*				*				*			\$4,500	Catering; branded gift	**	\$\$
Internal - Council																					
CAO Update/Grey/p Vine	Ensure Council receives/can access					*	*	*	*	*	*	*	*	*	*	*	*	\$0		***	
Presentations	Ensure Council orientation video has updated brand/msg																	\$0		*	

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		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4				
External - Community																					
Media Relations	Releases, outreach and engagement (ongoing)	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	\$250	Misc.	****	\$
Websites	Measure/review/refine (ongoing)	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	\$2,500	Programming support	****	\$\$
eNewsletter	Promote; measure/review/refine; strategy (ongoing)	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	\$3,500	Mailing	****	\$\$
Social Media	Policy review/integration; posting (ongoing)	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	\$0		****	
Consistent Brand	Supplement existing standards	*				*				*				*				\$0		****	
Summary Reports	Strategic summary of large key reports (ongoing)	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	\$1,500	Minimal printing	****	\$\$
Advertising	Social media boosts and mandated print (ongoing)	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	\$5,000	Boosts; ad space	****	\$\$\$
Areas of Interaction	Content for existing in-facility screens/kiosks (ongoing)	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	\$4,000	Ad space	***	\$\$
Community Events	Attend as time/resourcing allows (ongoing)	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	\$2,500	Travel; misc.; graphics	***	\$\$
Engagement Framework	Draft step-by-step outline of strategic outreach/tactics	*	*			*	*			*	*			*	*			\$0		***	
Videos	Refine and increase video development (ongoing)	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	\$1,500	Graphics; music; misc.	***	\$\$
Surveys	Frequent, friendly outreach (ongoing)	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	\$0		*	
Customer Service	Integrate into Comms.					*	*			*	*			*	*			\$0		***	
Made in Grey	Publish as yearly digital County guide (ongoing)					*	*			*	*			*	*			\$1,000	Graphics; misc.	***	\$\$
County Events	Themed event for public attendance (ongoing)					*	*			*	*			*	*			\$6,500	Catering; branded gift	**	\$\$\$
Email Engagement	Targeted email engagement campaign (explore/integrate)									*	*							\$800	Yearly subscription	**	\$
App	Develop County app									*	*	*	*	*	*	*	*	\$10,000	ONE TIME	**	\$\$\$\$
Speaker Series	Invite high-profile experts to speak; open invitation (ongoing)									*	*			*	*			\$5,000	Catering; fee; misc.	**	\$\$\$
Advisory Programs	Integrate and expand more broadly to integrate niche (ongoing)													*	*			\$750	Travel; meals; misc.	*	\$



Thank you!

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