Communications Plan

[Organization Name]

# Goals

1. Goal #1 [Example: Increase awareness and understanding of our organization and its role in stormwater and water quality management.]
2. Goal #2…
3. Goal #3…

# Key Audiences

## Audience #1 [Example: Homeowners/Residents]

Description… [Example: People who own or rent property and/or may have an interest in yard care, landscaping, or actions that could directly impact water quality in the watershed.]

## Audience #2

Description…

## Audience #3

Description…

# Key Messages

1. Key Message #1 [Example: **Partner** — We partner with local governments and community organizations to help improve water quality and solve stormwater runoff issues.]
2. Key message #2…
3. Key message #3…

# Questions to Answer for Key Audiences

## Audience #1 [Example: Homeowners/Residents]

* What is a watershed?
* What can we do in our house, neighborhood or community to protect water quality in local waterbodies? What’s in it for me?
* How do my actions impact the water in other parts of my city, the state, and even the country?
* What are some examples of what my neighbors or community members are doing to protect water quality?

## Audience #2

* Question #1
* Question #2
* Question #3

## Audience #3

* Question #1
* Question #2
* Question #3

# Strategies, Channels and Measure of Success

## Strategy 1: [Example: Provide Timely Information on Projects]

Raise awareness of projects and outreach efforts by providing engaging email, web and social media content as well as targeted media outreach.

### 1.1 [Example] Major Capital Projects

#### Purpose

Highlight the organization’s work building green infrastructure and supporting member communities’ stormwater management efforts through capital project grants.

#### Audience(s)

* Homeowners/Residents
* Elected Officials

#### Channels

* Email
* Media Relations
* Social Media
* Website/Blog

#### Description

Provide periodic email updates on major long-term capital initiatives, including the Northern Columbia Golf Course Stormwater BMPs and Towerside District Stormwater Phases I and II. Conduct targeted media outreach around major project milestones. Use engaging photos and videos on social media to tell the story of progress on key projects. Produce blog posts and other web content to promote green infrastructure and restorative development.

#### Timeline

Jan. Earned media stories around Columbia Golf Course project kickoff and BWSR grant.

Feb. (+ongoing) Promote signups for Columbia Golf Course and Towerside email lists.

April Update project web pages with latest info, graphics.

July Blog post by planning staff a/b restorative development concepts.

Sept. Promote open house events around Golf Course project.

Nov. Blog/email/social media updates on installation of UV filter system at Towerside.

#### Measures of Success

* At least one TV news story each about Columbia Golf Course and Towerside Projects.
* Stories about significant project milestones printed in local weekly newspapers.
* 15 percent growth in each projects’ email list subscribers, with 45 percent engagement rate.

#### Budget

$100 Print flyers for open house events at the golf course.

$100 Facebook ads for open house events at the golf course.

### 1.2 Project Name

#### Purpose

Describe purpose…

#### Audience(s)

* Audience #1
* Audience #2

#### Channels

* Communication Channel #1
* Communication Channel #2
* Communication Channel #3

#### Description

Describe project…

#### Timeline

Date Task description.

Date Task description.

Date Task description.

#### Measures of Success

* Describe goal/metric.
* Describe goal/metric.

#### Budget

$100 Print flyers for open house events at the golf course.

$100 Facebook ads for open house events at golf course.

## Strategy 2: Name

Description…

### 2.1 Project Name

#### Purpose

Describe purpose…

#### Audience(s)

* Audience #1
* Audience #2

#### Channels

* Communication Channel #1
* Communication Channel #2
* Communication Channel #3

#### Description

Describe project…

#### Timeline

Date Task description.

Date Task description.

Date Task description.

#### Measures of Success

* Describe goal/metric.
* Describe goal/metric.

#### Budget

$100 Print flyers for open house events at the golf course.

$100 Facebook ads for open house events at golf course.

### 2.2 Project Name

#### Purpose

Describe purpose…

#### Audience(s)

* Audience #1
* Audience #2

#### Channels

* Communication Channel #1
* Communication Channel #2
* Communication Channel #3

#### Description

Describe project…

#### Timeline

Date Task description.

Date Task description.

Date Task description.

#### Measures of Success

* Describe goal/metric.
* Describe goal/metric.

#### Budget

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