TAKING YOUR COMMUNICATIONS PLAN TO THE NEXT LEVEL
Make time to plan.

Phases

- **Discovery**
  - Audit, Focus Groups, Surveys

- **Planning**
  - Writing Attainable Goals and Action Steps
  - Using the Resources You Already Have

- **Implementation**
  - Brand Kit and Style Guide
  - Next Steps
DISCOVERY

01 Analysis and Audit

02 Involving Your Internal and External Stakeholders

03 Survey Development
Analysis and Audit

What's working, what's not working (and why)?
Involving Your Stakeholders

- Can't we just send out a survey?
- In-person vs. virtual meetings
Groups Should Vary in Type, Age, Internal vs. External, Etc.

You must involve multiple groups and create community input and buy-in.

- Faith-Based Groups
- Resident Groups
- Business Owners
- Senior Citizens
- High-School Students
- Political Leaders
- Internal Departments

You can't create your plan in a vaccum.
61% preferred eNewsletters

Communications Survey

Goal: Better Understand Residents' Perceptions of and Priorities for City Communication Efforts.
Tell Us Everything!

What do residents want to know?

We asked about where they get their information, awareness about specific programs, what interest level they had about particular city topics and much more.
PLANNING

01 Writing Goals

02 Internal and External Communications

03 Employee Ambassador Group

04 Training and Resources
How To Create Attainable, Useful Goals

Define the results you want to achieve.
Focus Areas

Focus Our Communications and Community Relations

Through improved communications processes and procedures within the City of Wentzville, our communications and community relations efforts will become more strategic and coordinated, and effective and efficient, to better meet the needs of our community.

Cultivate the Brand

We will be champions for our developing brand in order to better establish an identity for the City of Wentzville that is woven into the fabric of our vibrant community.

Increase Engagement

We will improve trust with the community, increase the consistency of key messages and build a better future for the City of Wentzville through increased engagement and collaboration with internal and external audiences.

Embrace Growth

We will embrace the growth of the City of Wentzville, keeping stakeholders informed about news from within the growing City in a timely manner, and gathering consistent feedback about programs, initiatives and services to increase transparency and build trust.
Goals That Work

S M A R T

Specific  Measurable  Attainable  Relevant  Timebound
Goal
The results to achieve

Strategy
How to reach the goal.

Action Steps
The tactics and what to do to implement the strategy.
**Goal**
Develop a climate of support and engagement by City employees through strategic communications that will increase engagement and trust in City leadership.

**Strategy**
Develop a team of Employee Communications Ambassadors to ensure consistency of City messages, reinforce branding, foster improved internal communication and provide opportunities for employee dialogue.

**Action Steps**
- Develop a team of ambassadors with at least one representative from each City department.
- Develop and implement a yearly orientation and training session.
- Ensure the role of Employee Communications Ambassador is respected and honored by all leadership, employees and managers.
- Create and implement regular communications materials specifically designed for ambassadors.
Utilize the People and Resources You Have!
Employee Communication Ambassadors

- Point Person in Each Department/Division
- Customer Experience Team
- Training (Do More with Less)
- Utilizing Human Resources
IMPLEMENTATION

01 Brand Kit

02 Public Engagement

03 Employee Buy-In

04 Seeing the Whole Picture
Why a Brand Kit?

- **Gives You Back Your Time**
- **Eliminates Decision Making**
- **Provides a Visual "Unified Voice" and Consistency for Your Organization**
Resources and Next Steps

- Communications Plan Action Steps and Timeline
- Measure Effectiveness, Reevaluate Plan
- Canva
- Writing Style Guide
- Social Media Policy/Manual