



Government Communications

*Your residents are listening...
what are you telling them?*

The goal of any government communications plan is to provide
**INTENTIONAL, OPEN, HONEST AND TIMELY
INFORMATION TO ALL RESIDENTS.**

Your communications outreach must have strategic goals and objectives to heighten public awareness of the activity within your community.

The Impact Group implements a comprehensive, four-phase plan that takes into account a number of variables to ensure the success of your communications program.

| PHASE ONE – PLANNING

Review your current communications outreach and offer best practices to meet the needs and desires of your audience. Polling and surveys may also be used, so you may communicate from a point of intelligence.

| PHASE TWO – DEVELOPMENT

Create initial design options for selected communications components, **including:**

- Advertisements
- Display Booths
- e-Newsletter
- Letterhead and Business Cards
- New Resident Packets
- Newsletter
- Pamphlets and Brochures
- Signs and Banners
- Social Media Management
- Special Events Planning
- Television Programming
- Video
- Web Site





GOVERNMENT COMMUNICATIONS CONTINUED

| PHASE THREE – APPLICATION

Promote the new communications outreach to create awareness among residents and elected officials.

| PHASE FOUR – EVALUATION

Implement a variety of measurement tools to ensure that communications outreach is fulfilling its designated purposes.

