

COMMUNICATIONS PLAN

GOALS	STRATEGIES	TACTICS
<p>Use the media, community presentations, and social media platforms to drive ORGANIZATION XYZ's policy agenda</p>	<ol style="list-style-type: none"> 1. Deepen and expand relationships with the press, columnist and popular bloggers to ensure that they increasingly use ORGANIZATION XYZ as an informational resource. 2. Provide relevant and timely information to the press, columnists, and popular bloggers on a consistent basis, encouraging the press, columnists, and popular bloggers to engage in ORGANIZATION XYZ's online platforms (i.e., website, blog, Twitter, and Facebook). 3. Use op-eds and online platforms to persuade key audiences to support specific issues within a policy area. 4. Identify communications outreach to engage target audience members that are not connected to ORGANIZATION XYZ via the Internet. 	<ul style="list-style-type: none"> • Send newsworthy blog posts to the media list. • Send policy reports/fact sheets to the media list and follow up with phone calls. • Request editorial board meetings for major newspapers across the state twice per year (prior to the start of the legislative session and during the summer). • Pitch maximum number of op-eds major media outlets will accept and respond to media stories as needed. • Write for non-experts. Explain terms and avoid jargon. • Use more effective graphs and infographics to depict research/analysis. • Add more visual interest to presentations and blog posts and increase accessibility so that content resonates with a broader audience. • Maximize social media reach by updating and enhancing social media accounts (Facebook and Twitter) and adding a minimum of one post per day to each.
<p>Optimize the reach and influence of ORGANIZATION XYZ publications.</p>	<ol style="list-style-type: none"> 1. Strengthen ORGANIZATION XYZ's online presence and drive traffic to the ORGANIZATION XYZ website. 2. Coordinate communications strategy for each publication. 3. Support partner organizations' use of ORGANIZATION XYZ research and publications. 	<ul style="list-style-type: none"> • Update the ORGANIZATION XYZ website homepage regularly to ensure that it is relevant and dynamic. • Publish 3-4 blog posts per week and promote each post via social media. • Identify popular bloggers throughout the state to feature ORGANIZATION XYZ material. • Strengthen relationships with bloggers and increase web visibility by promoting relevant blogs and inviting popular bloggers to write guest blog posts for the ORGANIZATION XYZ blog. • Survey and segment email lists to best serve key audience

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		<p>members and to improve overall email effectiveness (increase open rates).</p> <ul style="list-style-type: none"> • Work with ORGANIZATION XYZ board members (Marketing Committee) to identify ways to increase board participation in communications activities (i.e. retweeting/favoriting Tweets, sharing links to publications via Facebook and Twitter, Forwarding e-communications to colleagues). • Partner with deputy director to develop a communications calendar.
<p>Execute clear, concise, and consistent messaging in ORGANIZATION XYZ communications, including media interviews, marketing materials, publications, and events.</p>	<ol style="list-style-type: none"> 1. Develop organizational messaging and key messaging for each policy area. 2. Coordinate with all staff to prepare/review messaging/materials for media interviews and outside presentations. 	<ul style="list-style-type: none"> • Work with staff to develop top-line messages and framing for policy areas; ensure messages are included in all communications when applicable. • Develop key messaging for specific legislation and areas of interest (i.e. tax reform, lottery, k-12 funding formulas, UI, TANF, low-income programs, and the effect of the Supreme Court’s ruling on health care legislation. • Develop standard language (i.e. elevator speech) that can be used by staff, board members, and partners to explain ORGANIZATION XYZ’s mission and work. • Work with the deputy director to ensure that events incorporate brand guidelines and meet messaging standards.
<p>Brand maintenance across all communication platforms.</p>	<ol style="list-style-type: none"> 1. Ensure consistent branding. 2. Improve email communications (visual interest). 	<ul style="list-style-type: none"> • Update the organizational style guidelines and incorporate style guidelines in all publications. • Create an internal brand portfolio to include: bios, headshots, key messaging, boilerplate information, logos, and marketing materials. • Create a common template for email signatures. • Evaluate and choose the best e-communications platform to promote the ORGANIZATION XYZ brand and to achieve ORGANIZATION XYZ’s communications goals.