



Creating a proactive communications plan

January 7, 2014

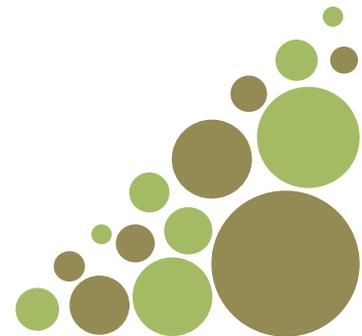


Session Goals

- To establish a shared understanding of core communications concepts
- To equip participants with a straightforward framework for creating their own communications plan in support of their public health districts

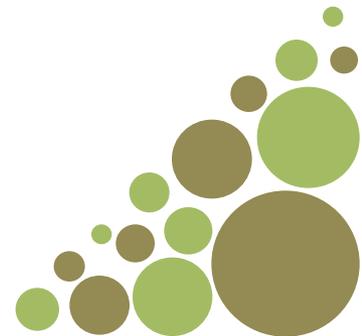


Let's start with a definition...and a question

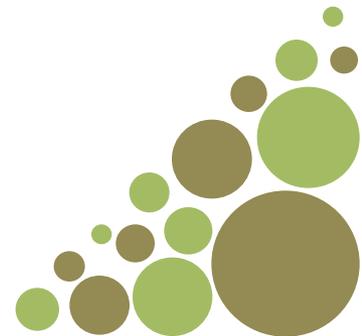


Building blocks of an effective marketing communications plan

- What are your goals?
- Who are your target audiences?
- What messages do you want them to receive? What actions do you want them to take?
- What are some effective (and cost-effective) ways to get your messages out there?
- How will you know what is and isn't working?
- Q&A



What are your goals? What are the actionable communications objectives that support your goals?



For instance...

High-level goal:

- Build visibility for a smoking cessation program

Specific actionable communications objectives:

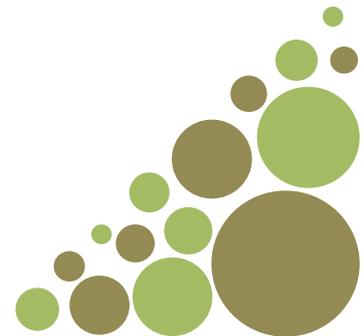
- Increase media mentions by 20%
- Build Facebook likes by 30%
- Increase new visitor traffic to our microsite by 15%
- Host three events with at least 100 people attending each



More specifically...let's take a look at your communications goals around the budgeting process

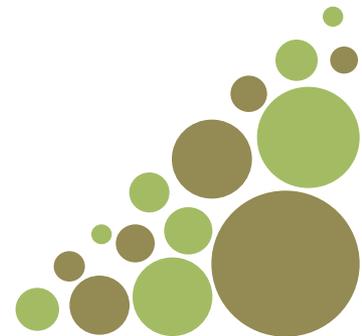
High-level goal

Establish our value: build awareness, understanding, and engagement for the work we are doing around shared public health services

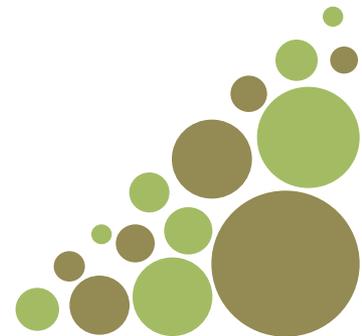


Discussion

What would be three specific, actionable objectives around that high level goal?



Who are your target audiences?



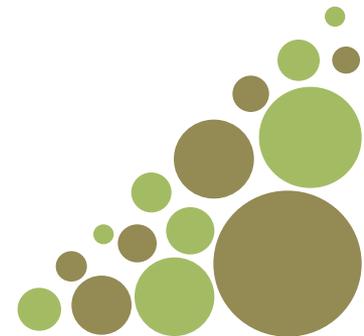
Target Audiences: Make a Mental Picture

- Start by making a list of the types of people who are important to you...who will have an influence on your work? On your funding?
- Include those you communicate/interact with now, as well as those you'd like to connect with



Make some hard choices

Making the list is the easy part...
Prioritizing the list is more difficult!

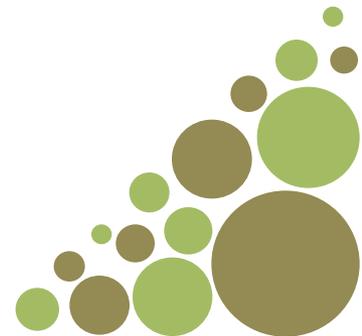


Example – Audience Message Matrix (Step 1)

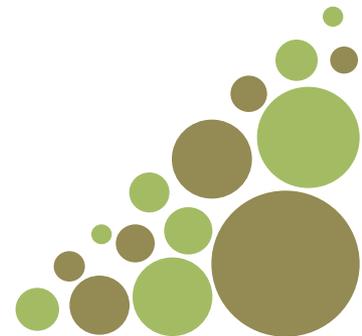
Audience	Audience key concerns	Desired behaviors	Our messages to them
Students	<ul style="list-style-type: none"> • Developing the skills and connections they need to get the job they want • Putting what they have learned into practice • Completing the practicum requirement • Knowing that they have graduated from a school with a great reputation 	<ul style="list-style-type: none"> • We want them to see us as a resource for practical experience, skills development and connections • We want them to be our advocates across the BUSPH as well as in the broader community • We want them to stay engaged when they graduate 	<ul style="list-style-type: none"> • To come...



Let's hear it from the source...



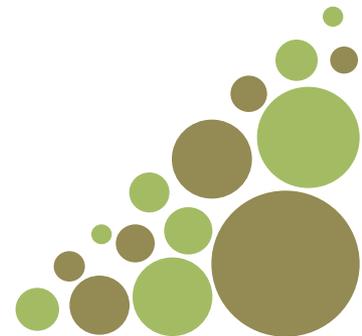
**What messages do you
want to send?**



Four Cs

Make your messages:

- Compelling
- Concise
- Clear
- Consistent



Sample: Message Platform

Mission statement	NACCHO is the national organization representing local public health agencies. NACCHO works to support efforts that protect and improve the health of all people and all communities by promoting national policy, developing resources and programs, seeking health equity and supporting effective local public health practice and systems.
Elevator pitch	NACCHO is the organization that represents the nation's nearly 3,000 local health departments. We are committed to helping local public health professionals connect with people, resources, opportunities and ideas that will allow them to have real impact on the communities they serve.
Brand Promise	Always connecting the dots for our members. (internal only)
Brand Personality	<p>Highly responsive and member-focused</p> <p>Young, passionate, personable and fun</p> <p>Competent, professional, hardworking and committed</p> <p>Positive</p> <p>Well-informed, a trusted resource</p> <p>Robust and resourceful</p> <p>Innovative, current and relevant</p> <p>Inclusive</p> <p>Focused</p>
Brand Proof Points	<p>Delivering the knowledge that local public health professionals need to protect and promote the health of their communities</p> <p>Committed to making an impact with practical, actionable resources</p> <p>A vibrant, valuable network</p> <p>A knowledgeable, responsive partner</p> <p>A respected, proactive advocate providing a crucial link between local public health and national policy makers</p>



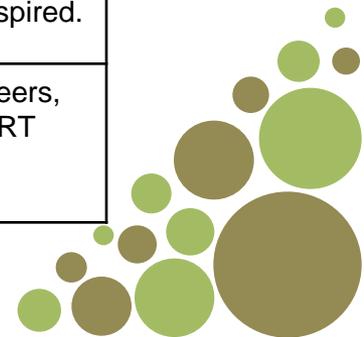
Filling in the Audience Message Matrix (Step 2)

Audience	Audience key concerns	Desired behaviors	Our messages to them
Students	<ul style="list-style-type: none"> • Developing the skills and connections they need to get the job they want • Putting what they have learned into practice • Completing the practicum requirement • Knowing that they have graduated from a school with a great reputation 	<ul style="list-style-type: none"> • We want them to see us as a resource for practical experience, skills development and connections • We want them to be our advocates across the BUSPH as well as in the broader community • We want them to stay engaged when they graduate 	<ul style="list-style-type: none"> • We are your resource for all things practice-oriented • We are well-connected and eager to use our connections for you • We want to know about your practice experience...now and post-graduation • You are ambassadors for the practice office and BUSPH



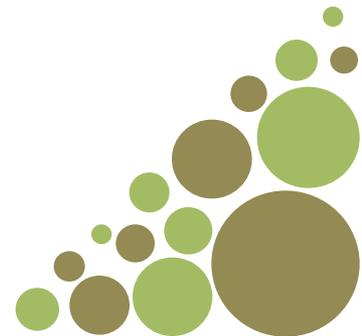
Another way to look at it

Mission statement	The mission of the Medical Reserve Corps (MRC) is to establish teams of local volunteer medical and public health professionals who can contribute their skills and expertise throughout the year and during times of community need.
Elevator pitch	The Medical Reserve Corps (MRC) is a community-based, civilian volunteer program that helps build the public health infrastructure of communities nationwide. Each MRC unit is organized and trained to address a wide range of challenges, from public health education to disaster response.
Submessage: The public	The MRC in your community is a reliable source of useful information that will help you and your family protect your health, and prepare yourselves for emergency situations. We also offer a variety of ways to get involved in protecting the health of your community...throughout the year as well as in times of need.
Submessage: National media	The MRC is your source for reliable information on public health preparedness, and the hundreds of thousands of people dedicated to building and maintaining a strong preparedness infrastructure in communities across the country. At the national and local level, we have the facts, stories and photos you need to keep your audiences informed, entertained and inspired.
Submessage: Associations	The MRC is your source for reliable information on public health preparedness, and the hundreds of thousands of people dedicated to building and maintaining a strong preparedness infrastructure in communities across the country. At the national and local level, we have the speakers, stories and photos you need to keep your members informed, involved and inspired.
Submessage: Emergency mgmt	The MRC is a valuable year-round resource for you. We maintain a corps of local volunteers, trained and credentialed in all hazards preparedness, that can augment your current CERT resources.

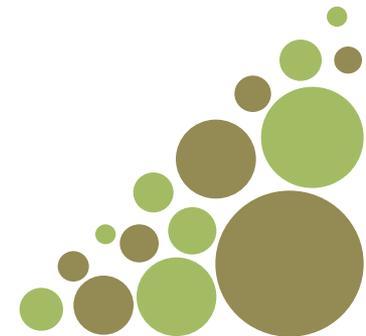


Discussion

- What 1 message should all of your audiences take away from your marketing communications? What single thing should they be saying about regionalization? (elevator pitch)
- What is one supporting message for each of your target audiences?



Building your plan



Marketing tactics by audience

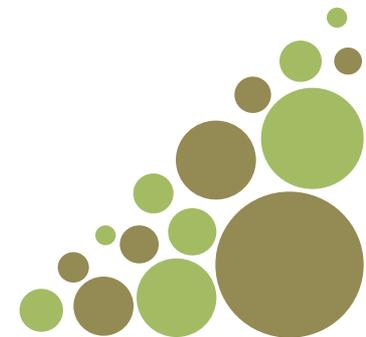
SINGLE OVERARCHING MESSAGE HERE

Audience	Audience key concerns	Desired behaviors	Our messages to them	How to reach them?
Students	<ul style="list-style-type: none">• Developing the skills and connections they need to get the job they want• Putting what they have learned into practice• Completing the practicum requirement• Knowing that they have graduated from a school with a great reputation	<ul style="list-style-type: none">• We want them to see us as a resource for practical experience, skills development and connections• We want them to be our advocates across the BUSPH as well as in the broader community• We want them to stay engaged when they graduate	<ul style="list-style-type: none">• We are your resource for all things practice-oriented• We are well-connected and eager to use those connections on your behalf• We want to know about your practice experience...now and post-graduation• We need you to be ambassadors for the Practice Office, and BUSPH	<ul style="list-style-type: none">• Posters• Enews• Web site• Events

How to decide what tactics to use?

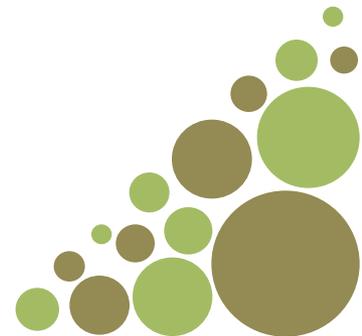
Which tactics will reach each of your audiences...

- ...in a high impact way?
- ...with minimal waste?
- ...at a cost you can afford?



Building an Integrated Plan

- Communications goals
- Message hierarchy (elevator pitch and proof points)
- Target audiences, messaging and tactics
- Budget
- Calendar
- Measurement and evaluation
(how you plan to track results)

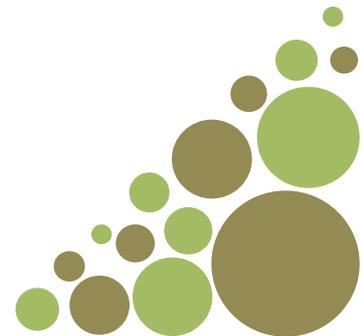


Sample Calendar

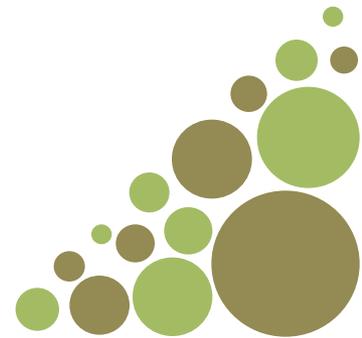
MONTH	EVENT/ACTIVITY	SITE: What's New	SITE: Three feature boxes	SITE: Other	Quarterly mailing	Special mailing	eNews	Silva	LI Database email	Poster for info displays	OWNER	TIMING	NOTES
September	Plant Sale	X		Event calendar, Membership page		X	X	X (Fall 08)			??	Start promo:	
	Walking tours		X	Event calendar, Visit page				X (Fall 08)		X	Julie/Sheryl	Promo ongoing	Call out with line of copy: Enjoy the changing landscape with a free walking tour!
	Register for fall/winter classes (Adult Ed)		X				X	X (Fall 08)			Pam	Start promo Sept	
	JP Open Studios	X		Event calendar, upcoming art shows page	X		X	X (Fall 08)		X	Julie	Start promo Aug	
	Fall Foliage Festival (Oct 26)	X		Event calendar	X		X	X (Fall 08)		X	Julie/Leah	Start promo Aug	
	LI Course registration FALL/WINTER	X	X	LI home page?				X (Fall 08)	X		Ann	Start promo Aug	Fall early deadline= August 22; able to register up to the 2nd class session (add/drop period); Winter early registration deadline=Oct 10; able to register up to the 2nd class session (add/drop period); Also posted on Harvie
	Going Green: Constructing an Environmentally Engineered Home and Landscape (Sept 25)	X	X						X		Ann	Start promo Aug	Harvie
	APLD New England Designer Showcase (September 29-October 17; reception: Oct 10)	X		Event calendar, Membership page					X		Ann	Start promo Sept	Harvie

Discussion

1. What's your “go to” marketing communications tactic?
2. What's always first on your list?
3. Why?



Is it Working?



It's pretty straightforward

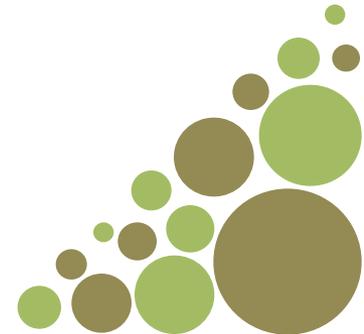
How will you measure results? How will you know you've succeeded? How does this tie back to your goals?"

- Report, report, report...
 - Web traffic and traffic patterns
 - E-newsletter response rates
 - Event registration
 - Inbound phone calls
 - Press mentions
 - Referrals
 - Social media metrics (likes, followers, shares, etc.)



Conclusion

- There are no silver bullets
- It really does help to write it down
- Roll up your sleeves
- Choose a couple of things, do them well, measure and continue, adapt and/or add
- Make sure everyone is on board
- Think simple, professional and effective



And the bonus tip...

- Repurpose (it's no longer a dirty word)
 - Use information/messages for multiple purposes
 - Maximize value

