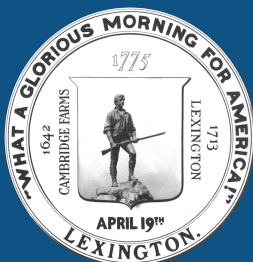


# Strategic Communications Plan Update

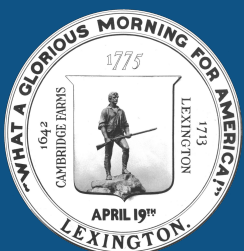
Sean Dugan,

Director of Communications/  
Special Projects Coordinator



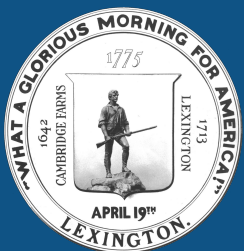
# Background

- Communications plans in other Massachusetts communities
- Worked with other local government communicators to develop a framework
- Using results from 2021 Communications Survey to inform the development of the plan



# Elements of the Plan

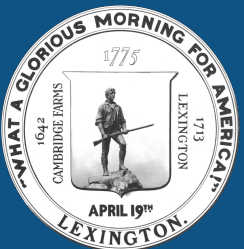
- **Executive Summary**
  - Introduction to the plan
  - Purpose of the plan
- **Goals of the Plan**
  - Guiding principles
- **Audiences**
- **Communication Tools**
- **Key Performance Indicators**



# Goals of the Plan

Developed based on results from  
2021 Communications Survey and Select Board goals

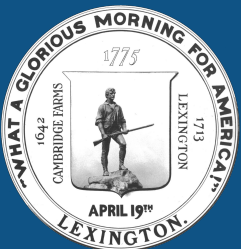
- Improve two-way communications
- Employ a blended communications approach, with both digital and non-digital outreach
- Make communications more accessible to all residents
- Encourage community engagement



# Audiences



- The community (primary audience)
- Partner organizations
- Visitors
- Internal stakeholders
- Key influencers



# Communications Tools



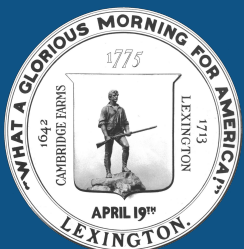
- Digital communications



- Non-digital communications



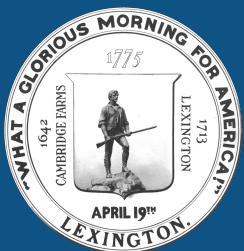
- Expectation on how certain tools are used



# Key Performance Indicators (KPI)

Measuring the progress of our goals

- Examples:
  - Website traffic
  - Implementation of a two-way communications system
  - Board/committee recruitment numbers



# Next Steps

- Collect feedback
- Finish draft plan
- Peer review with municipal communications partners
- Finalize plan





# Questions?

