



2022 Lewis County Strategic Communication Plan

Intent

The intent of the 2022 Lewis County Strategic Communication Plan (SCP) is to present the major communication goals and objectives for the Lewis County Board of County Commissioners (BOCC).

Key strategies to accomplish objectives and goals are provided with an approximated timeline for each step in the SCP Calendar.

Definitions and Key

Goals are overarching, big-picture, communication plans for the year.

- Goals are labeled A, B, or C.
- Goals are linked in parenthesis after each objective.

Objectives are the top deliverable (or measureable) ways to accomplish those goals.

- Objectives are numbered 1-15, and are labeled with what goal(s) they are aiding.

Strategies outline the steps needed to complete the specific objective.

- A comprehensive list of strategies is under each objective.
- Specific strategies are linked to applicable objective in the SCP Calendar.

Public Information Specialist is labeled as PIO in this document

2022 Strategic Communication Goals

- A.** Enhance all current owned-media outlets.
- B.** Launch new owned-media outlets.
- C.** Increase and enhance earned-media coverage.

Objectives and Strategies

- **Objective 1:** Update Lewis County's Social Media Policy. (A, B)
 - Assess current policy with I.T. Director (where policy originated).
 - Write a draft with considerations for:
 - Needed updates identified by I.T.
 - Establishment of new social media account (policy and procedures).
 - Personal Use (sharing county info, posting personal thoughts on county business).
 - Sharing content across county accounts.
 - Recordkeeping requirements (commenting and storage considerations).
 - Review with County Manager, Prosecuting Attorney's Office, and Human Resources and edit policy as needed.
 - Present to BOCC.
- **Objective 2:** Create an Identity Graphics Manual. (A)
 - Centralize information about Lewis County's logo(s) usage, color specifications, and other branding considerations into one shared location, with guidance.
 - Work with other elected offices to standardize graphic identity of the county as much as possible, while retaining office's independence in this decision making.
- **Objective 3:** Launch new BOCC social media accounts. (A)
 - Assess the best social media platforms to launch new BOCC channels on.
 - Launch channels on applicable platforms based on assessment results.
 - Marketing campaign for launch of new channel(s).
 - Form content calendars for all BOCC social media accounts.
 - Assess feasibility of BOCC social media accounts getting verified. Acquire verification if possible and applicable.
- **Objective 4:** Create a Public Information webpage on Lewis County website. (B, A, C)
 - Design Public Information webpage.
 - Create a marketing campaign to establish broad understanding and awareness of the new webpage.
 - Launch webpage with features currently planned for: Sign-up for email list/newsletter, press release archive, media gallery, integrated social media, identity graphic manual, media or public inquiry feature.
- **Objective 5:** Expand use of features provided on county's email marketing platform. (A)
 - Assess and create segmented audience preference categories that users could opt in and out of.

- Test usefulness and applicability of email marketing platform's other features such as: template layouts based on desired use, subject line A/B testing, and personalization for recipient options.
- Campaign to actively promote email list sign-ups.
- **Objective 6:** Launch a regularly distributed Lewis County newsletter. (B)
 - Assess appropriate timeframe for regular publishing.
 - Create a template(s) in email marketing platform for newsletter.
 - Coordinate a process for regular department submission (written/graphic) for newsletter consideration.
- **Objective 7:** Develop process for regular Commissioner opinion media submissions.(B)
 - Assess desire/feasibility for this type of earned-media potential.
 - Schedule recurring submissions with local media outlets for rotating commissioner pieces.
 - Assist with topic selection when applicable.
 - Assist with writing, editing, formatting, when applicable.
- **Objective 8:** Establish baseline metrics for communication channels. (A, C)
 - Define success metrics for earned-media coverage.
 - Analyze communication metrics for the following timeframes:
 - Prior to Public Information Specialist (PIO) hiring
 - PIO hiring to SCP adoption
 - Create earned-media metric tracking mechanism.
 - Begin to track social media metrics regularly.
 - Create a 2022 SCP End-of-the-Year Report that will include a baseline to use in the formation of 2023 social media metric goals.
- **Objective 9:** Department/Office procedure for press release assistance. (A)
 - Create a basic template with guidance and timeline for submitting a press release request to PIO.
 - Additional consideration will be clearly communicated and will indicate flexibility on timeline and template submission when situation requires quick dissemination of information. Staff can reach out to PIO with press release needs (broader communication needs) at any time. The formation of the process will still encourage systematic thinking and use of press releases more frequently.
- **Objective 10:** Create a Media Inquiry Training for County employees. (C)
 - Work with Directors to determine need/scope of media inquiry training.
 - Create basic guidance for staff that get a call from the press/media.

- Determine necessity of in-person/virtual training. Schedule and deliver as needed.
- **Objective 11:** Establish interoffice/department communications team. (A, C)
 - Work with Directors to establish internal points-of-contact for PIO inquiries.
 - Work with Directors to identify current staff allocation toward communication efforts, and willingness to join interoffice/department communications team.
 - Get a representative from departments/offices that communicate regularly with public/media to:
 - Create goals for the communications team.
 - Join in quarterly communications team meetings.
- **Objective 12:** Engagement with targeted groups to increase civic engagement. (B)
 - Work with BOCC, County Manager, Directors, and other elected officials as desired to create talking points as needed for their own civic engagement endeavors.
 - Create a Local Government 101 lesson for local high school civics courses.
 - Schedule lessons with local civics classes as applicable.
 - Explore feasibility of Commissioners, Manager, Director, and other elected officials as desired, guest speaking in classes, college lecture series, other community events.
 - Use as opportunities to increase following of communication channels.
- **Objective 13:** Establish PIO role in emergency communication plans. (A)
 - Complete FEMA PIO Training.
 - Determine process of PIO activation for during different levels of emergencies.
- **Objective 14:** Plan for PIO to join a PIO professional organization. (A,C)
 - Assess PIO professional organization options.
 - Join PIO professional organization that provides most benefit to PIO and County.
 - Use selected organization's network and trainings to enhance future PIO work and planning.
- **Objective 15:** Establish professional relationships with applicable stakeholders. (A,C)
 - Groups to establish professional relationships with: Communication Directors for state and federal representatives, local delegations, additional media outlets as applicable.

Strategic Communication Plan Calendar

A tentative timeline for strategy implementation of the 2022 Strategic Communication Plan.

Ongoing:

- Create and produce content for current communication channels.
- (Ongoing until launch) Assess appropriate timeframe for regular newsletter publishing. **(Objective 6)**
- All of **Objective 15** Establish professional relationships with applicable stakeholders.

February

- Pre-SCP adoption: 1. Present SCP to County Manager. 2. Review/Edit. 3. Present to BOCC.
- Complete FEMA ICS-100 Training. **(Objective 13)**

March

- Assess current Social Media Policy with I.T. Director. **(Objective 1)**
- Write draft of Social Media Policy. **(Objective 1)**
- Begin conversation with Directors about points-of-contact for Public Information inquiries and future establishment of interdepartmental communications team. **(Objective 11)**
- Begin Identity Graphics Manual draft and meetings. **(Objective 2)**
- Work with Director-identified staff to discuss goals for interdepartmental communications team. **(Objective 11)**
- Complete FEMA ICS-700, ICS-200, and ICS-800. **(Objective 13)**

April

- Review draft policy with County Manager, PA's Office, and HR. **(Objective 1)**
- Edit Social Media Policy as needed. **(Objective 1)**
- Begin designing PIO webpage. **(Objective 4)**
- Begin assessing new social media platform worthiness. **(Objective 3)**
- Begin designing "Newsletter" template and expanding Mailchimp features. **(Objective 5/6)**
- Finalize Identity Graphics Manual. **(Objective 2)**
- Present Social Media Policy to BOCC. **(Objective 1)**

May

- Work with interdepartmental communications team to seek input on upcoming launches. **(Objective 11)**
- Create marketing plan for PIO Webpage, new social media accounts, and newsletter. **(Objectives 3,4,5,6)**
- Assess verification feasibility for new BOCC social media accounts. **(Objective 3)**
- Assess desire/feasibility of regular Commissioner Opinion pieces. **(Objective 7)**
- Launch PIO Webpage, new social media accounts, and newsletter. **(Objectives 3,4,5,6)**

June

- Begin working with local media outlets to schedule recurring commissioner opinion submissions. **(Objective 7)**
- Analyze previous communication metrics. **(Objective 8)**
- Define success metrics for earned-media coverage. **(Objective 8)**
- Create mechanisms for monitoring social media and other communication metrics. **(Objective 8)**
- Create/Plan content for commissioner opinion submissions. **(Objective 7)**
- Complete FEMA ICS-2200, and assess future training needs with DEM. **(Objective 13).**

July

- Work with BOCC, County Manager, Directors, and other elected officials as desired to create talking points as needed for their own civic engagement endeavors. **(Objective 12)**
- Create high school civics/CWP lesson. **(Objective 12)**
- Create a basic template with guidance and timeline for Office/Department that submit a press release request to PIO. **(Objective 9)**
- Work with communications team to understand press release request process and flexibility options. **(Objective 9)**

August

- Work with Directors to determine need/scope of media inquiry training. **(Objective 10)**
- Create basic guidance for staff that get a call from the press/media. **(Objective 10)**
- Schedule classroom visits (other applicable speaking opportunities). **(Objective 12)**

September

- Start classroom visits (other applicable speaking opportunities). **(Objective 12)**
- Determine necessity of in-person/virtual training. Schedule and deliver as needed. **(Objective 10)**

October and November

- Continue classroom visits (other applicable speaking opportunities). **(Objective 12)**

December

- Create end-of-year reporting and review with BOCC. **(Objective 8)**
- Plan for 2023 Strategic Communication Plan.

TBD

- Determine process of PIO activation for during different levels of emergencies. **(Objective 13)**
- All of **Objective 14** Plan for PIO joining a PIO professional organization.