

STRATEGIC COMMUNICATIONS PLAN

**CITY OF BOERNE
COMMUNICATIONS DEPARTMENT
JANUARY 8, 2019**

STRATEGIC PLAN OBJECTIVE

- To ensure effective and accurate communication between the City of Boerne and its constituents which promotes transparency and a productive understanding of the work our City does for its citizens.

COMMUNICATION TEAM ROLES

PAMELA BRANSFORD – CITY STAFF SPOKESPERSON

- Press releases and speeches
- Requests for coverage to media
- Media calls – builds relationships
- Website postings
- City hall Facebook page, et al
- Monitor social media channels
- Prepares speaking remarks for events
- Co-leading website redesign

MIKE RAUTE/IT TEAM

- Monitors social media channels
- Provides recordings of official meetings
- Website management and postings
- City Hall Facebook page, et al
- Webinars and training for departmental staff
- Maintains/provides A/V equipment for presentations when needed.
- Co-leading website redesign

24 team members from city departments with various roles



INITIATIVES

1. Redesigning City website and ancillary pages to be more engaging and informative
2. Developing video capabilities to showcase city staff and the work they do – tell our stories
3. Maintaining an evolving content calendar for all channels
4. Creating a “speakers bureau” to provide presentations to community groups as requested

CURRENT OUTREACH

- Website – News Flash; Project Pages
- Social media – 33 channels
- Newspapers/magazines – Boerne Star; Hill Country Weekly; Express News; Boerne Business Monthly; special features
- E-newsletter – sign up in Boerne Newsroom
- Utility Bill inserts as needed
- Direct email as needed
- Community presentations – State of the City; special forums; open houses



COMMUNICATIONS OFFICE RESOURCES

- Strategic Communications Plan – to be updated annually
- Social Media Guide – best practices
- Dynamic Content Calendar – scheduling outreach and engagement on all channels
- Communications Team – 24 members representing city departments
- Communications Specialist – Garrett Robertson (in office full time January 14, 2019)



SOCIAL MEDIA PLATFORMS

Facebook

Twitter

Next Door

Pintrest

Instagram

Youtube



Currently 33 departmental social pages being used.

COMBATING NEGATIVE SOCIAL MEDIA

- Stay on the high road
- Post facts and information on City channels to educate and inform
- Rely on best practices as outlined in our Social Media Guide – see Do's and Don'ts
- Positively acknowledge comments that are made on our own channels
- Encourage civil discourse and invite people to contact us directly with their concerns

SOCIAL MEDIA DOS AND DON'TS

- Do:

- Post timely & relevant content
- Be responsive
- Seek to educate
- Share posts from other departments and agencies (i.e. utilities)
- Seek guidance from Communications Team on message development when necessary

- Don't:

- Endorse political parties, candidates or groups
- Make negative statements
- Share personal opinions about posted topics
- Engage in personal attacks or offensive language
- Discuss City related info that is not considered public information



COMMENTS &
SUGGESTIONS
ALWAYS
WELCOME!