

# Communications Strategy



**VILLAGE OF BEVERLY HILLS**

# Why?



- Promote plans developed by Village
- Promote activities in the Village (public and private)
- Consistent and appropriate messages
- Organize and prioritize messages
- Control costs
- Control time

# Strategy Components



- **The Communications Strategy must address:**
  - What – the content to be communicated
  - When – How often and timing of communications
  - Where – What vehicles (channels) should be used
  - Who – Who should communicate
- **Limitations - Beverly Hills has limited resources**
  - Funds (paid communication or new staff)
  - Staff time
  - Council time

# Opportunities



- **What**
  - Plan communications around decisions
- **When**
  - Weekly and daily digital communications
- **Where**
  - Social media
  - Letters to the editor
- **Who**
  - High school interns
  - Volunteers

# Next Steps



- Confirm Goals
- Validate Current Situation - completed
- Define Communications Objectives
- Confirm Audience
- Select Communication Tools
- Estimate Costs
- Establish Timetable
- Evaluate the Effectiveness

# Communication Strategy Discussion



**VILLAGE OF BEVERLY HILLS**

# Current Situation

## • What

- Data verses Information
- Static
- Repetitive
- Not coordinated

## • When

- Reactionary
  - News interviews
  - Response to resident questions
  - Alerts
  - Web site updates
  - Special informational sessions
- Planned
  - Quarterly news letter
  - Council meetings
  - Weekly public safety summary
  - Calendar

## • Where

- Quarterly newsletter
- Local newspapers
- Oakland County email / text messaging
- Council meetings (including rebroadcast)
- No feedback
- Website

## • Who

- Village staff
- Council members when asked

## • Cost

- News letter
- Calendar
- Email

# Goal



- Develop a strategy to insure consistent communications with and increased participation from Village residents. Specifically communication of:
  - Events –
    - planned and emergency
    - Public and private
  - Decisions
  - Value of Village services
- The strategy does not address e-Business or self-service opportunities for permits or licensing

# Emergency Communication



- **Objective**

- Keep residents calm / reduce calls
- Advise residents on what they should do
- Advise residents on what village and other agencies are doing
- Provide guidance on how to communicate to administration and ask questions

- **Tactics**

- Summarize situation
- Regular communication - including timing of next communication
- All communication channels must be consistent
- Sent by village Administration
- Use every available channel

# Communication of Council Decisions



- **Objective**

- Keep residents informed
- Advise residents on impact
- Provide guidance on how to communicate to administration and ask questions

- **Tactics**

- Summarize discussion
- Timely - within a day of decision
- Supplement news reports and council meetings
- Sent by village Administration
- Use every available channel

# Communication of Village Performance



- **Objective**

- Keep residents informed
- Provide transparency
- Advise residents on financial condition and operational efficiency
- Provide guidance on how to communicate to administration and ask questions

- **Tactics**

- Summarize situation in layman's terms
- Move from data to information (trends and analysis)
- Regular (weekly, quarterly, monthly, annually)
- Supplement news reports and council meetings
- Provide comparisons
- Sent by village Administration
- Direct individuals to website

# Communication of Events



- **Objective**

- Alert residents to community activities
- Promote local business and charities
- Provide guidance on how to communicate to administration and ask questions

- **Tactics**

- Include in regular communications
- Notices at regular intervals prior to events
- Use multiple communication channels
- Sent by village Administration

# Audience



- Residents
- Employees
- Council
- Other communities

# Communication Tools / Costs



- **Social media - Free resources that can reach most Village Residents**
  - Facebook
  - LinkedIn
  - Twitter
- **Print - Paid and free media, already included in budgets**
  - Calendar
  - Quarterly news letter
  - Local news papers
- **Electronic - Free through Oakland County**
  - Email
  - Text messaging
  - Robo calling
- **Other media - Cable broadcast**

# Projects



- **Web Site Redesign**
  - Utilize Grove's Students
  - Three to four month project
- **Pilot Village Social Media**
  - Recommend Facebook (2,000 resident us it)
  - Start in 1 month - pilot and report back in 3 months
  - Limit content to basic facts and events
  - Consider allowing residents to post feedback
  - Possible student community services project
- **Email / text messaging**
  - Expand current messages
  - Weekly summary of Village activities
    - Summary of last weeks meetings, events and decisions
    - Review of next weeks calendar
    - Rolling three month calendar
  - Allow businesses and charities to include updates
- **Village manager has responsibility to review and approval all communications**