

Lathrup Village Communications Plan

Outline

1. Overview

- Intro
- Purpose
- Audience

2. Purpose and Goals

- Transparency
- Consistency
- Clarity on roles of people responsible for communications
 - Council
 - Staff
 - Residents
 - Business Owners
 - Media
 - ...
- Clarity on expectations for responses to communications
 - Social Media
 - Emails
 - Voicemails and phone calls to the city
 - Written correspondence
 - ...

3. Policy on the creation of public information materials

- City meeting agendas, agenda packets, and minutes
- eNewsletter
 - What promotions are and are not eligible for inclusion
- Event promotions
- LVTV videos
 - Where are they posted? (YouTube, Facebook, etc.)
 - How the city decides which events are recorded and published
- Press\News release and Public Service Announcements
 - Where are these published
 - Newspapers
 - TV
 - Online

- Banners outside city hall and on city lamp posts
- City Website and Mobile app
 - Items published on website
 - Notifications via website and mobile app
 - What is posted in notifications
 - Instructions for signing up to receive notifications
- ...
- 4. Policy for Requesting & Releasing Public Information Documents
 - FOIA
 - Publicly posted information
 - Meeting minutes
 - eNewsletter archives
 - ...
- 5. Media interview requests \ Press conferences policy
- 6. How to engage city staff \ council \ commissioners
 - Phone
 - Email
 - Text
 - Attend public meetings
 - Office hours
 - Visit to city desk \ police department
- 7. Social Media Policy, User Guidelines, & Codes of Conduct
 - What are the city's social media channels \ pages?
 - Facebook
 - YouTube
 - ...
 - Who is authorized to post messages from the city
 - Who is authorized to comment on the city's behalf
 - City Council, City Administrator guidelines for social media use
 - About city business
 - Personal use
- 8. Crisis communications plan
 - Power outages
 - Road closures
 - Police actions
 - Fire fighting
 - ...