

Strategy for Communicating Town Issues, Services, and Events

Based on the survey results, the most effective channels for reaching citizens include:

1. Newspaper - The Windham Eagle (62.39%)
2. Town's Website (62.01%)
3. Facebook (55.78%)
4. Email/Text Notifications (28.97%)
5. Town Hall (17.53%)
6. Television (6.61%)
7. Radio (2.80%)
8. Instagram (2.67%)
9. Local Access Channel (3.43%)
10. Other (6.73%)

Given these insights, I propose a multi-channel media strategy that prioritizes high-reach platforms while diversifying the town's communication efforts.

Media Strategy

1. Create a consistent Brand image with desired Fonts, and colors to provide a unified look across all departments and platforms.
 - Work to coordinate with all Town departments to have a unified distribution of messaging that may include centralization on certain kinds of messages to the public and a higher level of approval by either the Communication Director or Town Manager.
2. Traditional Print media
 - Create press releases summarizing each Council meeting.
 - Develop an insert page similar to relay information about meetings, events etc.
3. Digital Communication (Website, Facebook, Email/Text)
 - Maintain a well-organized, easy-to-navigate website with regularly updated news and event listings. (We are just beginning a re-vamp of the Town's Website to update branding, make navigation easier and bring it into ADA compliance)
 - Continue using push notifications or RSS feeds to alert subscribers about news updates.
 - Continue using Facebook for Community Engagement & Quick Updates.
 - Share those Facebook updates across other META platforms – Threads and Instagram
 - Turn Dilvr-it off there-by controlling what is put out by avoiding automatic and unsupervised posts
 - Share daily/weekly posts about ongoing town projects, FAQs, and/or events.
 - Encourage public discussions and feedback via comment sections.
 - Deliver Facebook posts to other Meta platforms such as Instagram and Threads.

- Explore/develop/evaluate other social media platforms such as BlueSKY and X to determine which are most appropriate for Windham
- Email & Text Alerts (Urgent and Direct Communication)
 - Send alerts about major happenings. This is currently automatically done through the website's News feature.
 - In partnership with Public Safety encourage and promote the use of CodeRed emergency alerts

4. Public Television

- Create short Public Service Announcements with updates on key projects and initiatives.
- Bring back a show like Speak Out where citizens can engage for community participation.
- Ensure that live broadcasts meet Quality standards

5. Community Engagement

- Town Hall Meetings & Public Workshops
- Promote Public participation by posting about committee openings, Agenda Items and Town meetings
- create short surveys to gain feedback on specific issues or projects

6. On-Site Digital Signs

- Regularly update digital message board in town hall entrance

7. Work with the Council to help ensure positive communication outreach to residents.

Example: quarterly meeting to discuss outreach opportunities

Sample Campaign: The Benefits of Access Roads for Traffic Relief

Headline:

"Less Traffic, Smoother Commutes: How Access Roads Will Improve Your Drive"

Key Messages:

- Faster Travel – Reducing congestion on main roads by creating alternative routes.
- Safer Streets – Fewer accidents due to lower traffic density.
- Better Access for Emergency Vehicles – Helping first responders reach people quicker.
- Boosting Local Economy – Easier access to businesses and commercial areas.

Communication Plan

- Facebook Post:

"Tired of long commutes? Our new access road project is designed to cut down travel times and make roads safer. See how it works here: [link to the traffic study]."

Continually provide project details, timelines, and respond to citizen inquiries.

- Newspaper Ad:

Visual: A congested 302 vs. a free-flowing 302

“Less congestion means safer and faster commutes. Learn more about how our new access roads will change the way you drive.” QR code to Traffic Report

- Town Hall Event:

Host a session where engineers re-introduce the plan discuss its impact on traffic flow.

Allow citizens to submit questions beforehand via social media.

This strategy ensures that town residents receive critical information through their preferred channels while also broadening engagement across multiple platforms and allowing the town to effectively inform and involve its citizens in important local issues and their solutions.