



Legislation Text

File #: 17-446, **Version:** 1

TITLE:

Update of Communications Plan

PURPOSE: To update the board on the progress of the communication plan.

DEPARTMENT: Town Manager

CONTACT INFORMATION: Rachel Heggen 919-918-7314

INFORMATION: Create an external and internal newsletter to communicate Town News and information to citizens and employees using MailChimp.

Having an electronic newsletter will be cost effective.

www.mailchimp.com <<http://www.mailchimp.com>> to see examples

- External Newsletter will be titled “The Carrboro Connection”
- Internal Newsletter “The Carrboro Staff Connection”
- Update on creating video content for online use.
- Update the website and include more diversity.
- Update on increasing our social media presence.
- Update on working relationship with Emergency Services when dealing with the public and media.
- Update on networking with neighboring towns and building relationships with PIOs and Department Staff.
- Update on how to reach citizens who are not connected online.

FISCAL & STAFF IMPACT:

RECOMMENDATION: Provide Communications Manager with suggestions/guidance.