



# Communication Strategy for Sustainability

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# Agenda

- The elements of a Communications Strategy
- In small groups, we will build a Communications Strategy for reaching prospective coalition members
- Share our small group learnings with the whole group

# What do we mean by 'communications'

- The exchange or sharing of information and news





# What do you want to achieve? (Communications Objective)

- To raise awareness of your Safe Community Program
  - To make your community safer
  - To attract Coalition Members
  - To help make your community more desirable



# Who do you want to communicate with? (Target audience)

- Community members
- Coalition members
- Prospective Coalition members
  - Local businesses
  - Citizens with a special skillset (public relations?)
  - Citizens with a passion for safety
  - Local government



# How best to reach the target audiences? (Tactics)

- Local media → General public, coalition prospects
- Email → Coalition, public, prospects
- Community meetings → Public, Prospects
- Direct mail → Public, Prospects,
- Face to face/ phone → Coalition, Prospects
- Online → Coalition, Prospects, Public
- Facebook → Coalition, Prospects, Public
- Outdoor advertising → Public
- Local events → Public, Prospects
- Other?





# Getting your story told in local media

- You have a great story
- Reporters love to hear from community leaders
- Fine-tune your pitch/story before you call/email
- Capitalize on current events – great for letters to the editor
- Prepare for the interview (Review the Media Training Guide)



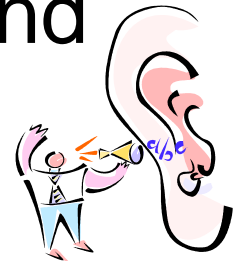
# Harnessing the power of social media

- “Like” the Safe Communities America Facebook page
- Post pictures from your events; post news articles that mention your SC
- Start your own Safe Community Facebook page
- Promote your Facebook page in all your communications



# What do you want to say? (Key messages)

- Concise, powerful and consistent way of getting your message across
- Use messages that speak to the heart and head
- Messages will vary by target audience
- Use in all communications over and over again





# How do I know if I am successful? (Measurement)

- Frequency of communications (Quarterly e-newsletters, 1 local event, 2 stories)
- Number of people reached
- Number of new Coalition members
- New funding



# Group work

- Each group should have 5-7 people
- Complete a Communications Strategy for a Safe Community (10 minutes)
- One person reports out the elements of the Communications Strategy and key learnings (5 minutes per group)