



COMMUNICATIONS & ENGAGEMENT



STAUNTONTM
VIRGINIA



THEN



NOW

STAUNTONTM
VIRGINIA

SOCIAL MEDIA

Social media are a category of internet-based resources that integrate user-generated content and user participation, including tools for sharing and discussing information.

MULTIPLE CHANNELS, ONGOING



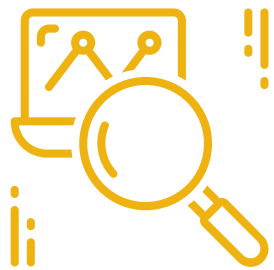


ENGAGEMENT

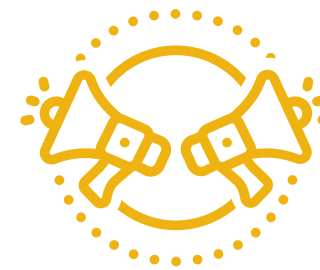
The City of Staunton will aim to involve those who are affected by a decision in the decision-making process. We will listen and we will have open, honest communications with each other and the community.



COMMUNICATIONS ANALYSIS



Review of tools



Communications channels



Observational research



Review materials

WHERE WE STARTED

- Website
- eNotifications
- S.A.M.
- Media releases
- Cable station

- Facebook
- Twitter
- LinkedIn
- YouTube
- Citizen University
- Citizen survey



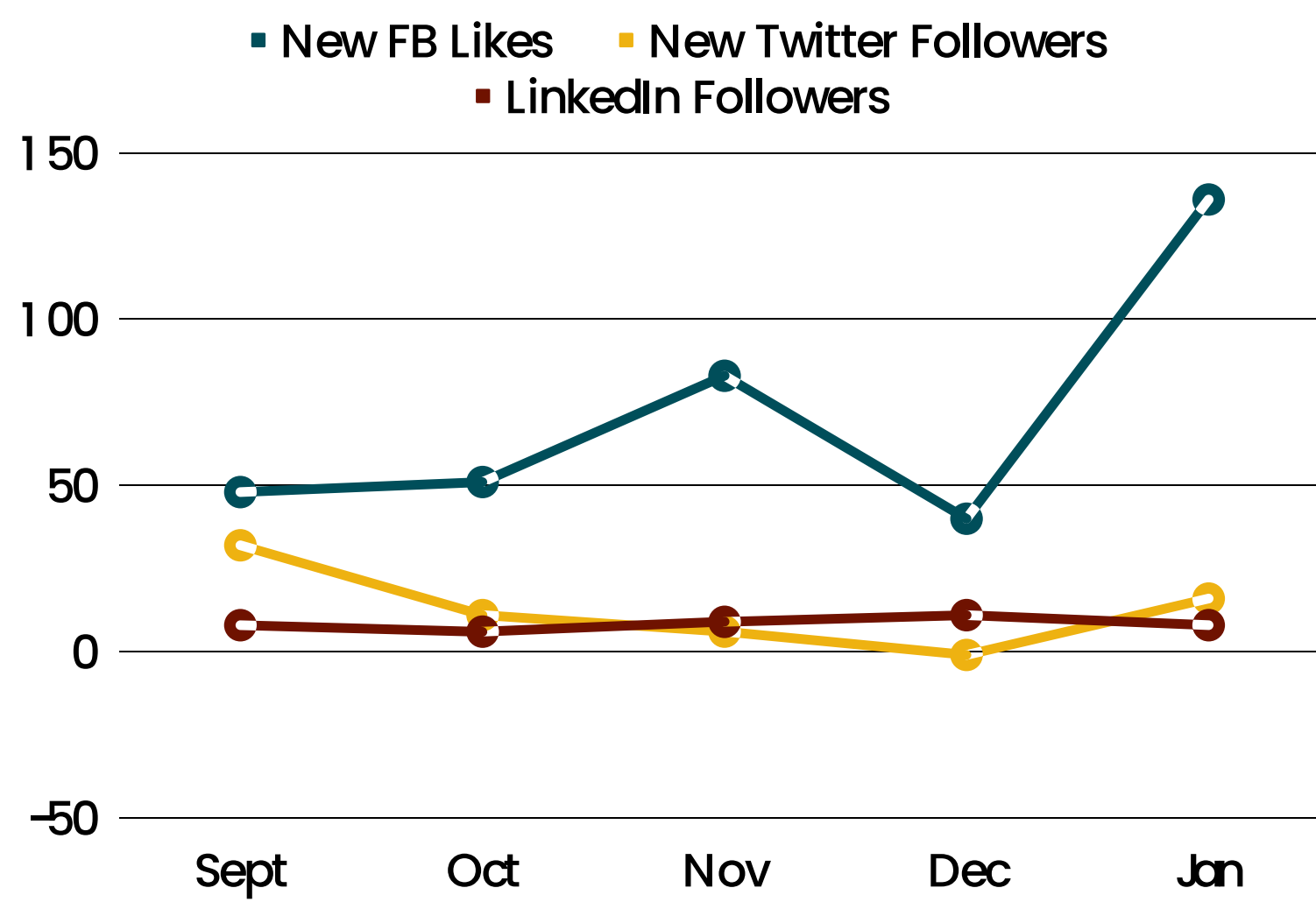
WHERE WE'RE HEADED

- Website
- eNotifications
- S.A.M.
- Media releases
- Cable station

- Facebook
- Twitter
- LinkedIn
- YouTube
- Citizen University
- Citizen survey

- eNewsletter
- SMS
- Podcast
- Print

- S.M.U.G
- A Team
- Speakers circuit
- Mobile engagement station
- Community advisory panel



WHAT DOES SUCCESS LOOK LIKE?





QUESTIONS?





GET IN TOUCH

We want to hear from you!

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