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**Sample: Communications Strategy**

# Components

* **One-Page Backgrounder**
* **Talking Points**
* **Social Media Promotion**
* **Suggested Interviews List**
* **Mailer**
* **Content Analysis of Feedback**
* **Final Community Report**

# Timeline

## October:

* **Oct. 6:** Backgrounder content due | *Comms Director*
* **Oct. 6:** Suggested Interviews List recommendations and contact information | *Comms Director*
* **Week of Oct. 9:**  Contact suggested interviews and schedule meetings | *Comms Coordinator*
* **Oct. 16:** Backgrounder designed – send file to print | *Comms Coordinator*
* **Oct. 18:** Talking points to leadership | *Comms Director*
* **Oct. 18:** Social media graphics and content scheduled | *Comms Coordinator*
* **Oct. 19:** Drop Date for Backgrounder – printed and ready to mail | *Comms Coordinator*
  + **Oct. 19:** Backgrounder posted on social media with information about how community members can respond | *Comms Coordinator*

## November:

* **Week of Nov. 6:** Begin content analysis | *Comms Director*
* **Week of Nov. 12:** Compile data and info into report | *Comms Director*
* **Week of Nov. 20:** Report Proofing/Final Edits | *Comms Director*
* **Week of Nov. 27:** Final Report Distribution | *Comms Director*

# Roles

## Comms Director

* Backgrounder content
* Interview list
* Develop talking points
* Develop talking points
* Content analysis and report information
* Report presentation

## Comms Coordinator

* Backgrounder design/print
* Interview scheduling
* Social media content and schedule
* Report design and printing