



Chapter Communications Plan 2018 - 2019

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Communication Plan

Objectives: Communicate effectively with Chapter members, customers, and stakeholders to promote name recognition and Chapter events in an integrated and timely manner.

Strategy 1: Provide current information of interest to the government accountability community.

- Ⓢ Ensure the newsletter is delivered in a timely manner.
- Ⓢ Strive to have chapter members submit articles for the newsletter.

Strategy 2: Use multiple methods to communicate, such as the Chapter newsletter, web page, Facebook, LinkedIn and e-mail.

- Ⓢ Provide electronically a monthly newsletter.
- Ⓢ Keep web pages updated as events occur.
- Ⓢ Keep e-mail distribution updated with new members and current e-mail addresses.
- Ⓢ Ensure that all communications are clear, concise and timely.

Strategy 3: Inform members, customers, and stakeholders about AGA's and the Chapter's programs, benefits, and accomplishments.

- Ⓢ Notify members and a select group of nonmembers by e-mail of every program event during the year.
- Ⓢ Exchange information with the other AGA Chapters in the Mid West Region and with the Mid West Regional team.

Strategy 4: Work with local media to publicize Chapter events and accomplishments.

- Ⓢ Develop a working relationship with local media to help promote AGA events.
- Ⓢ Utilize press releases to inform the community of AGA's accomplishments.