

From Reactive to Proactive – Communication Planning

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**Behavior change is behind
everything we're trying to do.**



Communication = education, outreach, etc.

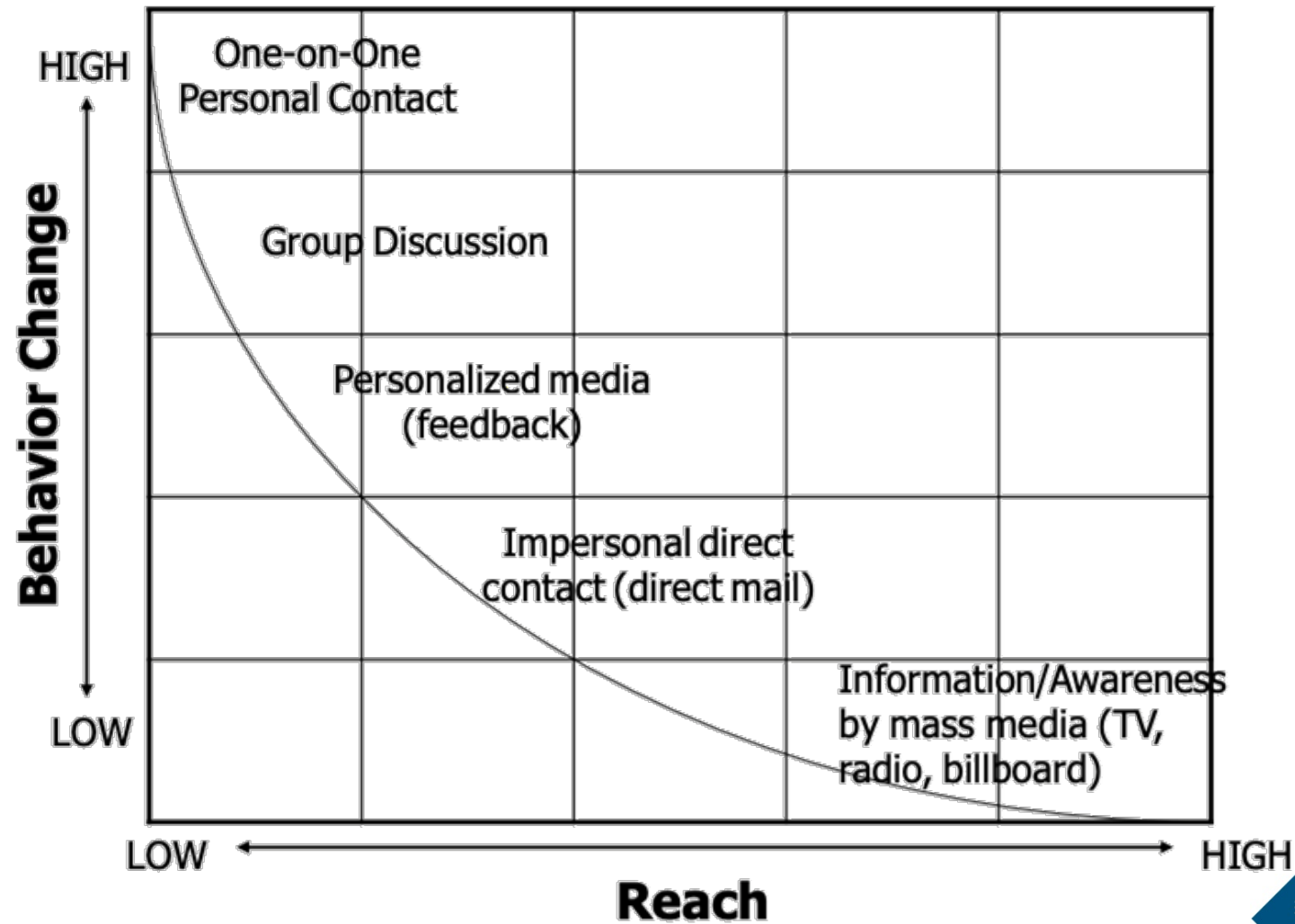
Behavior Change

Three Months

Best amount of time needed to form a new behavior.



Personal Contact: Reach vs. Impact



Questions to Ask

- ◆ Is your communication personalized?
- ◆ Are you asking for more than one behavior change at a time?
- ◆ What's the make up of your community?
 - ▶ Transient vs. Stable
- ◆ How have you been measuring success?
- ◆ How consistent is your communication effort year after year?

REACTIVE

PROACTIVE

Focuses on present moment

Anticipates problems before they happen

No measurement or testing

Creates data-driven strategies

Communications on an 'ad hoc' basis

Uses automation and scheduling

Communications as a response

Consistent and reliable content publishing

Real-time posting

Helps establish leadership

Frees up time

Provides competitive advantage

How do we give you time to be reactive? By being proactive.



Step 1 – Channels and Outlets

CHANNELS

Blog Posts

Newsletter

Social Media (Facebook)

Press Releases

Direct Mail

App Push Notifications

Step 2 – Think About Your Audience

CHANNELS	NUMBER OF AUDIENCE
Blog Posts	4,500 pageviews per month
Newsletter	9,600 subscribers
Social Media (Facebook)	1,200 followers
Press Releases	54,000 subscribers / 210,000 pageviews per month
Direct Mail	22,000 households
App Push Notifications	6,000 downloads

Step 3 - Determine Frequency

CHANNELS	NUMBER OF AUDIENCE	FREQUENCY
Blog Posts	4,500 pageviews per month	Two posts per month
Newsletter	9,600 subscribers	One edition per month
Social Media (Facebook)	1,200 followers	10 posts each week
Press Releases	54,000 subscribers / 210,000 pageviews per month	As needed
Direct Mail	22,000 households	One per year
App Push Notifications	6,000 downloads	As needed

Step 4 – Making Content Plan Simple

- ◆ Start with the reoccurring, base level opportunities
 - ▶ 6-10 pickup delays because of holidays
 - ▶ Spring/fall clean up
 - ▶ Yard waste
 - ▶ Mobile HHW/M events
 - ▶ Earth Day
 - ▶ America Recycles Day

Step 5 - Themes

- ◆ Use materials from Recycling Partnership, Carton Council, or SWANA as themes
- ◆ Every March, focus on cart placement
- ◆ Other examples
 - ▶ Ins and Outs of Curbside Recycling
 - ▶ Material types
 - ▶ By room in the house

Step 6 – Populate Calendar

Yes, Peoria Picks Up!

December						
Holiday Waste and Recycling / Yard Waste						
Key Message: Paper/Cardboard						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4

Events, Important Dates	
12/4	Blog #1: Paper/Cardboard
12/9	Press Release #1: Yard Waste Season Ending
12/13	Blog #2: Yard Waste Season Ending
12/20	Yard Waste Season Ends
12/18	Blog #3: Holiday Schedule Change
12/18	Press Release #2: Holiday Schedule Change
12/23	Press Release #3: Holiday Schedule Change
12/24	Blog #3: : Holiday Schedule Change
12/25	Christmas
12/26	Press Release #4: Christmas Tree Pick Up
12/31	Blog #4: Holiday Schedule Change

Frequency Goals
Press Releases - As needed
Blog Posts - 2x a month (1st & 3rd Wed)
Social Media - 3x a month
Color Code
Press Releases
Blog Posts
Holidays / Programmatic Day

Social Media Schedule				
	Facebook	Twitter	Instagram	Next Door
12/1				
12/2				
12/3				
12/4	Blog Post #1	Blog Post #1	Blog Post #1	
12/5				
12/6				
12/7				
12/8				
12/9				Press Release
12/10				
12/11	Blog Post #2	Blog Post #2	Blog Post #2	
12/12				
12/13				
12/14				
12/15				
12/16				
12/17				
12/18				Press Release
12/19				
12/20				
12/21				
12/22				
12/23				
12/24	Schedule Change	Schedule Change	Schedule Change	Press Release
12/25				
12/26				Press Release
12/27				
12/28				
12/29				
12/30				
12/31	Schedule Change	Schedule Change	Schedule Change	

Last but Not Least

- ◆ Evaluation needs to be part of it – track your analytics
 - ▶ What's working and should be continued?
 - ▶ What isn't working and needed to be tweaked?
 - ▶ How many people are being impacted on the individual channels and outlets?
- ◆ When setting annual content strategy, set evaluation criteria at the same time

It's done!

- ◆ You've got your content calendar filled out.
- ◆ You've downloaded the free resources.
- ◆ You know how you're tracking results.
- ◆ You've scheduled and automated all the things.
- ◆ Congratulations, now you're a proactive communicator!

Let's Continue the Conversation...

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