From Reactive to Proactive – Communication Planning

Kate Bartelt
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

- One-on-One Personal Contact
- Group Discussion
- Personalized media (feedback)
- Impersonal direct contact (direct mail)
- Information/Awareness by mass media (TV, radio, billboard)
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?
<table>
<thead>
<tr>
<th>REACTIVE</th>
<th>PROACTIVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Focuses on present moment</td>
<td>Anticipates problems before they happen</td>
</tr>
<tr>
<td>No measurement or testing</td>
<td>Creates data-driven strategies</td>
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<tr>
<td>Communications on an ‘ad hoc’ basis</td>
<td>Uses automation and scheduling</td>
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<tr>
<td>Communications as a response</td>
<td>Consistent and reliable content publishing</td>
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<tr>
<td>Real-time posting</td>
<td>Helps establish leadership</td>
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<tr>
<td></td>
<td>Frees up time</td>
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<td></td>
<td>Provides competitive advantage</td>
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How do we give you time to be reactive? By being proactive.
Step 1 – Channels and Outlets

<table>
<thead>
<tr>
<th>CHANNELS</th>
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<tbody>
<tr>
<td>Blog Posts</td>
</tr>
<tr>
<td>Newsletter</td>
</tr>
<tr>
<td>Social Media (Facebook)</td>
</tr>
<tr>
<td>Press Releases</td>
</tr>
<tr>
<td>Direct Mail</td>
</tr>
<tr>
<td>App Push Notifications</td>
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</tbody>
</table>
Step 2 – Think About Your Audience

<table>
<thead>
<tr>
<th>CHANNELS</th>
<th>NUMBER OF AUDIENCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blog Posts</td>
<td>4,500 pageviews per month</td>
</tr>
<tr>
<td>Newsletter</td>
<td>9,600 subscribers</td>
</tr>
<tr>
<td>Social Media (Facebook)</td>
<td>1,200 followers</td>
</tr>
<tr>
<td>Press Releases</td>
<td>54,000 subscribers / 210,000 pageviews per month</td>
</tr>
<tr>
<td>Direct Mail</td>
<td>22,000 households</td>
</tr>
<tr>
<td>App Push Notifications</td>
<td>6,000 downloads</td>
</tr>
</tbody>
</table>
## Step 3 - Determine Frequency

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

Events, Important Dates
- 12/4: Blog #1 - Paper/Cardboard
- 12/6: Press Release #1 - Yard Waste Season Ending
- 12/7: Blog #2 - Yard Waste Season Ending
- 12/8: Yard Waste Season Ends
- 12/10: Blog #3 - Holiday Schedule Change
- 12/10: 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
- Social Media

Social Media Schedule
- Facebook
- Twitter
- Instagram
- Next Door

- 12/1: Blog Post #1
- 12/2: Blog Post #1
- 12/4: Blog Post #1
- 12/5: Blog Post #1
- 12/6: Blog Post #1
- 12/7: Blog Post #1
- 12/8: Blog Post #1
- 12/9: Press Release
- 12/11: Blog Post #2
- 12/12: Blog Post #2
- 12/14: Blog Post #2
- 12/15: Blog Post #2
- 12/16: Blog Post #2
- 12/17: Blog Post #2
- 12/18: Press Release
- 12/19: Press Release
- 12/20: Press Release
- 12/21: Press Release
- 12/22: Press Release
- 12/23: Press Release
- 12/24: Schedule Change
- 12/26: Schedule Change
- 12/27: Schedule Change
- 12/28: Schedule Change
- 12/29: Schedule Change
- 12/30: Schedule Change
- 12/31: 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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