

# Friends of the Fox River 2018 Strategic Plan: Communications

Area	Goal	Strategy	Actions
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## Communications

### I. Improve External Communications

#### A. Create new **Members only Newsletter**

1. The Communications Committee will create a sub-committee to produce the members newsletter

#### B. Add **new social media** channels for our messages

1. Create & maintain Instagram account to feed visitors to FB & website
2. Create & link Twitter account
3. Explore using Meet-up Groups to promote events, fundraisers, etc.

#### C. Create and promote a **Speakers Bureau** to respond to requests and do outreach to targeted groups (Chambers, Municipal Boards, Fraternal & Civic groups, etc.

1. Create a list of Speaker topics & PowerPoint presentations
2. Staff will create a webpage listing Speakers and Topics
3. Staff will create and distribute a letter or brochure/handout to schools, libraries, villages, etc.

#### D. Create a **watershed wide print publication**

1. Create a Communications sub-committee to explore the concept, viability and economics of a watershed wide print publication and submit a Report and Recommendations

### II. Improve Internal Communications

1. All committees will report meeting notes or minutes to the Communications Committee immediately following each meeting
2. All committees will also place all meeting notes or minutes in the appropriate folder in the GoogleDrive
3. Staff will develop access controlled (private) areas on our website for board members and general members to post the member n/letter, meeting minutes, notices, etc.