

7.2 Provide Effective Community Communications

15 Points

Objective

Reach all members of your community through strategic communication.

What to Do

All elements must be completed to receive credit.

1. Inventory existing communication channels and assess their effectiveness.

Submit: A copy of your communications inventory.

2. Engage community stakeholders in the process of developing a communications strategy to target audiences across your community. Outline how, when, and where you will make information publicly available. Describe how you will create and manage an accessible website and social media pages, an easily updatable community events calendar, and consider establishing a two-way communication channel for citizens to post content. Describe what type of information you will convey via printed or electronic brochures and booklets and why this is the best channel for such information.

Submit: A copy of your communications strategy.

3. Implement your communications strategy.

Submit: Proof of implementation, such as examples and hyperlinks.

Potential Municipal and Community Collaborators

Staff from the communications, economic development, library, parks and recreation, senior services, and youth services departments, community organizations, local news media representatives, social media experts, and public school representatives may be helpful in implementing this action.

Funding

For a complete listing of potential funding opportunities to assist with implementing Sustainable CT Actions, please visit the [Sustainable CT Grants Portal](#), which is searchable by Action. Please also visit the [Sustainable CT Resources for Certification](#) page for opportunities for technical assistance and other supports.

Resources

Toolkits, Calculators, Guidance Documents

- [Edge Toolkit](#) through the [CT State Library](#)
- GovLoop, "[The Government's Guide to Using Facebook](#)"
- Institute for Local Government, "[Inclusive Public Engagement](#)"
- Institute for Local Government, "[Sample Social Media Policies](#)"
- CT State Library: Division of Library Development, "[Welcome: Library Services to Multi-Lingual Communities in Connecticut: About & Discussion List](#)"

Why This Matters

Open communications are essential to making your local government inclusive. Effective community communications channels facilitate government transparency, build trust within your municipality, and create cohesion between and among community members. Information should be accessible to all, and should respond to changing demographics within a community.

Traditional communications channels send the stream of information in one direction: from the person or organization in power to the citizens. Using newer forms of media, you can foster a two-way flow of information that connects your municipality with citizens “where they are,” and with the type of media available to them.

Benefits

By creating open communications channels, you will enable your citizens to stay abreast of local initiatives, policy developments, and events.

Making communications a two-way street will empower all residents in your community to speak their minds and participate in local government at whatever level is comfortable for them.

CT Success Stories

- Manchester, CT: Office of Neighborhood and Families, [“Better Manchester Magazine”](#)

Credit for Past Action

- This action must be completed within the calendar year prior to application submission.