

Social Media Communications Plan

NAME / DATE

Objective

-

Background

-

Goal

-

Target Audiences

- -

Social Media Key Messages

-

Tools & Tactics

- **Facebook**
Sample posts:
 -
- **YouTube**
- **Twitter**
Sample tweets:
 -

Tasks & Responsibilities

-

Social Media Editorial Calendar

All updates are being made by Ministry of Health PAB staff, unless otherwise specified.

Date & Details	Twitter - @account	Facebook – www.facebook.com/account	YouTube – account

Facebook posts to fill the gaps

Twitter updates to fill the gaps

Media Relations - Event

Details:

Determine the following:

- Does the location or date pose any logistical problems?
 - Is the event or announcement taking place in an isolated area?
 - Is the event planned on a weekend when media staffing may be limited?
 - What steps will be taken to address this?
- Does this event or announcement warrant a conference call for media?
 - Listen-only
 - Ability for a Q & A
- How can we advance this event?
- If the announcement is technical or complicated, is there a need to brief media in a more detailed way? “technical briefing”
- What are the deadlines of regional papers in the area?
 - Are we missing any deadlines?
 - Do we need to set up interview on embargoed NR/clips?
 - Call around to media.
- If media cannot attend the event, do they want our photos from the event or an interview prior or following the event?

At the event:

- Arrive early at the event to scope everything out
- Set up media registration table if necessary
 - If not, log media as they arrive
- Greet and brief media on the rollout
 - who will be speaking and for how long.

1. Where is the sound for them to plug in?
2. Where will the media be standing during the event?
3. Are there any specific photo opportunities you should suggest to the media?
4. Where will the Q & A be held?
 - a. Podium / move to side (scrum)

NOTE: you may need to moderate Q & A if minister takes Qs from the podium
5. Are other stakeholders available to speak?
6. Distribute media kits and releases.

After the event:

1. Did the media get everything they needed including time with Minister, MLA/stakeholders?
2. Are there any outstanding questions from media you can help follow up on?
3. Does another ministry need to be looped in?
4. Does anyone need photos?
5. Editorial boards, talk shows, conference call with regional/ethnic media, B-Sides, social media

Event/travel checklist:

- Digital camera
- Batteries
- iPhone/blackberry and charger
- Audio recorder
- Clipboard
- Media sign-in sheets
- Media registration sign
- Pens and 1 black marker
- Press releases / media kits
- Business cards

- Media contact list
- Event itinerary
- Flight and hotel booking information
- Quick tickets
- Government ID
- Corporate BMO card
- Bluebird Taxi card

MODERATOR SCRIPT (TECHNICAL BRIEFINGS)

- Welcome to this morning's technical briefing.
- My name is ____ and I'm (title)
- Joining us today are:
 - ____, who is the TITLE with the Ministry of ABC (if necessary, the spelling of ____'s last name is ____).
 - Also joining us is ____, who is ____
 - And of course ABC Minister _____
- ____ will start things off, followed by ____ and then ____.
- For clarification, the remarks ____ and ____ make today are not for attribution, rather background only / for attribution.
- Minister's remarks are for attribution.
- The Government of B.C. commissioned this report to seek an independent, third party opinion on ____.
- The report was delivered to the Province on _____.
- It has been reviewed by Cabinet and is being publicly released today.
- The report will be publicly available on the Ministry of _____ website. The web address is: www._____
- I will now turn the proceedings over to _____, who will briefly explain the purpose of the report and then you'll hear from _____.
- Please hold your questions until after _____ remarks.
- First name of first speaker...
- Q&A:
 - For the benefit of our panel quests...if you could please identify yourself by name and media outlet.
 - To ensure we get to as many reporters as possible, we ask that you limit yourself to a question and one follow-up
 - We have media both here at the Press Theatre in Victoria, and on the phone – we ask Victoria media to please ask their questions into the microphone so those on the line have an opportunity to hear both the question and the answer.
 - For those on the line – to ask a question press 01 (zero one) to be placed in the queue. Press the # sign to remove yourself from the queue if your question has been answered.
 - Try and announce "Time for just a couple more questions..."
 - Last question before we wrap this news conference up goes to... ____
- Wrap Up: This concludes today's _____ technical briefing/event. If you have any follow-up questions...please contact ____ at 250-XXX-XXXX. Thanks for joining us today. *Any websites / factsheets – provide links.



OATH OF CONFIDENTIALITY

October 26, 2011

PLEASE PRINT CLEARLY:

I, (first and last name): _____

am a member of the media, representing (organization): _____,

and am authorized to attend today's technical policy briefing on _____.

I agree to the arrangements below and voluntarily accept these arrangements by my signature:

1. I agree that I am being given this opportunity on the clear understanding that I am **not to communicate any part of the technical policy briefing** to anyone until a Media Relations official gives the signal to release (approximately 1:45pm).
2. If any information is shared or transmitted prior to this time, by any manner whatsoever, I understand that I and/or the organization I represent may no longer be invited to attend future government technical briefings or lock-ups.

Signature

Date signed

HOW – TO: TALK RADIO CALENDAR

- Email is sent daily at 4:00pm to Talk Radio Calendar distribution list. Title should be: **Talk Radio Calendar – Tuesday, December 24th** (example)
- Email is a “look-ahead” – only include items that haven’t yet occurred.

Template:

Radio / TV station – host – time

Guest: xxx

Topic: xxx

Government of British Columbia GCPE (MEDIA RELATIONS)

Your TELUS Contact

Contact Name:
Contact Phone Number: s.17
E-Mail Address:

Chairperson:

Contact Person:
Contact Number:
Contact E-mail Address:
Name of Call:

Teleconference Date:

Time:

Lines Reserved:

Confirmation Number: XXXXX

Dial In Numbers: 604-XXX-XXXX Vancouver
1-877-XXX-XXXX from Canada and USA

Participant Pass Code: XXXXX #

Speakers Pass Code: XXXXX#

Private Secured Sub Conference for Speakers:

The TELUS lead agent will greet Chairpersons with the phrase: "Welcome to the _____ conference call. You have joined the secured private meeting for speakers. May I have your name please?"

The lead agent will introduce themselves and give an update of how many participants are standing by in the meeting. When the speakers are ready to start the presentation, they can address the lead agent who will be standing by.

Meet and Greet for Media:

****Note:** it is recommended to have media dial into the call at least 15 minutes early in order to ensure all names are captured before the start of the call – may want to indicate this on media advisory**

TELUS lead agent will facilitate the Meet and Greet. There will be 'hold music' for the participants until the presentation begins. The participants are in 'listen-only' mode during the presentation.

Participants (media) will be greeted with the phrase: **"Welcome to the _____ conference call. May I have your name and media outlet please? Thank you. Please stand by for the call to commence."**

A list of participants will be e-mailed to _____ (____@gov.bc.ca) following the conference call.

Stand-By Message: YES

A frequent stand-by message will be given until the start of the call. This stand-by message will be: **"Please stand-by for the _____ conference call. The call will begin shortly."**

Has a Q&A been requested? **YES/NO**

If YES, the following will also be part of stand-by message: As a reminder you may queue up to ask a question anytime during the call by pressing the numbers 01. To withdraw your question, press the # sign. Thank you."

Introduction: REQUIRED – YES/NO?

Good afternoon and welcome to the _____ conference call. I would like to introduce Minister____...go ahead Minister.

Minister will provide remarks off top and then do QA

Question and Answer: Required

Telus agent to provide instructions on Q&A and how those on the line can queue up to ask a question.

To ask a question: Press 01

To exit question queue: Press #

The lead Q&A agent will announce the phone participant's name and media outlet and prompt them to ask their question. Their line will be temporarily un-muted while they ask their question. They will be returned to 'listen-only' mode after their turn is complete and the next participant in line will be announced.

Closing Statement:

Once the call has been concluded, the lead Q&A agent will provide the following closing message: "Ladies and Gentlemen, this concludes the _____ Conference Call. Thank you for your participation and have a nice day."

Recording:

Not required (TNO will record)

Playback on Demand:

Not required

COMMUNICATIONS PLAN

(template)

Ministry of _____ – Government Communications and Public Engagement

Purpose/Motive:

What are we doing? Why? And why should people care?

Desired (media) headline:

One-line title

Background/Context:

A short summary of: 1) background 2) objective or motive, and 3) the current communications environment in which the roll-out is taking place

Potential Challenges:

Key points that outline potential obstacles to achieve our purpose / goal or objective.

Key Audience(s):

Primary:

Which audience group(s) cares, is influenced or is the key to success?

Secondary:

If appropriate, name some secondary audiences that may be helpful in accomplishing purpose/goals, etc.)

Messaging:

3 to 5 key overarching messages

(Messaging needs to take into account the purpose, audiences, goals, challenges – and the desired headline appearing in media coverage)

Strategic Approaches:

The overall approach being utilized that addresses:

- Whether an event is appropriate, timing considerations, location, and whether it is Premier worthy.
- As required, breakdown the approach into actions/steps that will be taken with respect to:
- How you intend to target key audience
 - Earned Media
 - Social Media/Web
 - Marketing
 - Engagement Plan
 - Stakeholder plan
 - Advancing the event/announcement, considerations relating to the event or announcement – and follow-up opportunities

Materials/Products required:

List of materials / communication products or otherwise - to be produced

DETAILED ROLL-OUT TIMELINE

(This is tactical roll-out and should be done in as much detail as possible – and should include deadlines associated with products, timing related to briefing, review of materials, establishing that preparation time and rollout requirements have been booked into Minister’s schedule, and stakeholder availability has been secured, etc.)

Date	Action	Description	Responsibility

Evaluation:

Outline how we will measure success?

Sign-off:

Name of Comm Director
Title: Communications Director,
Name of Ministry,
Date,
Ph number

Communications Approach

Objective: (what is the problem / solution / our motive for action)

Timing: (desired timing)

Tactics:

Landscape: (vulnerabilities)

Stakeholders and Audiences: (who needs to hear our message / how are we going to get the message to that audience & and what stakeholders may assist in delivering or advocating our position)

Spokesperson(s):

Key Messages:

- 1.
- 2.
- 3.

Rollout/Strategic approach:

Consideration of the full suite of communication tools at our disposal, including: Earned media (mainstream, gallery, ethnic); stakeholder(s); social media; web; marketing; engagement – and how any of which may be applied to the initiative.

COMMUNICATION AND EVENT PROPOSAL
DRAFT #1 - ADVICE TO MINISTER AND CABINET

MINISTRY:

PROPOSED ACTIVITY OR ANNOUNCEMENT:

- Event: xxx

PROPOSED DATE(S):

- Time:
- Time Constraints / Rationale:

PROPOSED LOCATION(S):

- xxx

PROPOSED BACKDROP / VISUAL:

- xxx

REQUESTED INVOLVEMENT FROM:

- Premier: YES
- Minister(s):
- MLAs
- Other:

PROPOSED EVENT ROLL-OUT:

- xxx
- xxx
- xxx

HEADLINE FOR NR:

- xxx

COMMUNICATIONS OBJECTIVES & OPPORTUNITIES:

- xxx

CONFIDENTIAL - NOT FOR DISTRIBUTION

AUDIENCE:

- xxx

VALIDATORS:

- xxx

BACKGROUND: (include any available briefing notes and background information)

- xxx

KEY MESSAGES:

- xxx
- xxx
- xxx

COMMUNICATION MATERIALS REQUIRED:

- News release
- Backgrounder(s)
- Q&As
- Key messages
- Speaking notes
- Media advisory
- Digital photos of event
- Web / Social media content

MEDIA PLAN:

- Targeted media
- Stakeholder plan
- Earned media
- Social media / Web
- Marketing
- Engagement
- Advancing event / follow-up opportunities

CONTACTS: (include name, position and contact information):

- **Communications contact:**
- xxx

- **GCPE Events contact:**
- Xxx

- **Program area contact:**
- xxx

STAKEHOLDER(S) / VALIDATOR(S):

xxx

FOR EVENT COORDINATOR'S USE ONLY – NOT FOR DISTRIBUTION

Contact names and telephone numbers:

1. XXXXX..... XXX-XXXX

Notes:

Location:

Audience:

Start Time:[illegible]

Contact names and telephone numbers:

Materials	Required	Received	Additional Notes
Speaking Notes			
Q&A			
Backgrounder			

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