

PUBLIC FACILITIES COMMUNICATIONS PLAN

- TOWN OF DAVIDSON, NC - 2019 -

Website

1. Keep website updated
1. Restructure pages for GO Bonds – target late August
2. Make GO Bonds page under Finance more generic and evergreen
3. Pull out 2017 GO Bonds details and create new page under headline of “Transportation, Parks, & Mobility Projects”
4. Make sure all events listed on Community Calendar

Direct Mail

1. Postcard – simple, two sided, scheduled to go out late September
2. October Newsletter feature

Events

1. Discussion Quarterly Q&A at Summers Walk – Sept. 3
2. Neighborhood Reps Meeting – Oct. 1
3. Davidson Connections Q&A – Oct. 3
4. Tour/Open House at 251 South Street – Oct. 10 (Exact Date TBD)
5. Table at Davidson Farmers Market – Oct. 19
6. Booth at Halloween March – Oct. 25

***open house for police and fire to be scheduled in Oct., need to check with chiefs re: timeline**

****** Board members should plan on attending Farmers Market, Halloween March, and Open Houses at 251 South Street and Police/Fire at current town hall, if possible.

Printed Materials

1. Brochure – trifold
 - a. Informational brochure
 - b. Emphasis on town center, community needs
 - c. Would be available for distribution at The Pines, local nonprofits, current Town Hall, Parks and Rec, etc.

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Fall 2019

2. Postcard – Single-sided, front-back, go out late September, similar branding to brochure, streamlined messaging

Social Media

1. Publicizing informational events and community engagement opportunities heavily on all social media channels
2. Across Platforms:
 - a. Graphics
 - i. Ex. posing a question – directing people to Q&A on website for answers – can begin immediately after website is updated
 - ii. Graphics that match other educational materials/branding, use same language but call out specific aspects of projects
 - b. #tbt (Throwback Thursday) campaign – search archives for stories/anecdotes from 251 South Main St.
 - c. Short videos from employees (specifically police, fire, parks & rec) about how these spaces would serve the community
3. Begin developing social media strategy unique to each platform
 - a. Facebook – biggest audience
 - b. Instagram – photo heavy
 - c. Twitter – news focused

Board of Commissioners Meetings & Manager's Reports

1. Updates where appropriate at any/all BOC meetings
2. Updates where appropriate in any/all Manager's Reports

Video

1. Informational video produced by late September → October launch
 - a. Similar to 2017 GO Bonds video, informational, voiceover with easy to follow text and graphics
 - b. Ingrid Russell confirmed to help with video
2. Town Manager Quarterly Update – mid October
3. videos from employees (specifically police, fire, historian) about how these spaces would serve the community – geared for social media