

Building Engagement Through Your Community's Front Door



Who We Are

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A framed sign with an orange background and white text is the central focus. The sign is placed on a wooden desk. To the left of the sign, there are several books (one red, one white, one blue) and a brown geometric paper object. To the right, there is a glass jar with blue liquid and a wooden pencil, and a pencil with a black eraser and a white sharpener.

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Deep Dive Breakdown:

- 4 local gov superstars
- 4 sections on:
 - + Communication Infrastructure
 - + Project/ Situational Engagement
 - + Social Media
 - + Crisis Communication



Communication Infrastructure

What do you think it takes to build a good communication infrastructure within your organization and your community?



Communication Infrastructure

- Have an “Open Door Policy” as an organization
 - + What are you doing to engage stakeholders?
- Communication is more than just outputs
 - + How do you measure your messages?
- Must be accessible and open with the media
 - + Asset vs. enemy
- It's already in the palm of your hand
 - + Smartphones make it easy to communicate anywhere



Project / Situational Engagement

What does “Engagement” mean to you?



Project / Situational Engagement

- Partner with other agencies (#proudlydekalb)
 - + Use the influence of others for positive change
- Take the time to teach your constituents
 - + The biggest challenge is a lack of knowledge (Appyacademy)
- Reaching the elusive populations
 - + Engagement is effective if it addresses community issues (STEAM Learning Center, DeKalb 2025 Strategic Plan)



Social Media

When social media is all kids and kittens,
who wants to hear from us?



Social Media

- They're "there" and you need to be too!
 - + Do you know what's being said, do you control your message?
- Be social and be timely
 - + Don't talk at, talk to – use humor! Share info in a timely way
- Videos, pictures and analytics
 - + Know the trends and study user habits
- Put it in writing
 - + Have a social media policy for your staff and your community



Crisis Communication

Does your organization have a plan and
have you practiced it?



Crisis Communication

- Get out ahead of the crisis
 - + Control the message, don't let the message control you
- Internal, then External
 - + Get the Team in sync before communicating out
- Be transparent, but strategic
 - + Just the facts: K.I.S.S. principle
- Plan for updates, and update the plans
 - + Apply the above principles to timely updates



Questions?



Connect With Us!

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