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| **Element** | **Activity** | **Due** | **Responsibility** | **Completed** |
| **Overarching GOMC Communications Plan**(year round and into the future) |
| Planning | Revise draft Communications PlanConfirm overarching objectives, messaging about GOMC’s mandate, accomplishments and vision for the future, as well as long-term communications priorities (key target groups, time commitments of Spokespeople, etc.), Confirm annual budget, Develop tasking list, identify lead responsibilities, and set deadlinesGet approvals (Outreach Committee, Working Group, and Council)Develop a template for future overarching annual Communications plans |  |  |  |
| Product development | Put out an annual year-end call (to Council, Working Group, and sub-Committee members) to develop an annual production plan, linked directly to the annual overarching strategyProvide a form to be completed that will identify: what product is being requested (electronic, print, recorded, products etc); the need/rationale for the request;the intended audience(s) how the request links to the approved overarching strategythe distribution planthe budget for the requestthe deadlineProvide advice, as necessary and contribute to front-end discussions about the possible development of products  |  |  |  |
| Branding | Follow up on branding tools (is the artwork in pdf and ready for use on products, e.g. News Releases, social media sites, etc.)Develop an overall branding strategy that ties in each project funded through GOMC partners to the priorities of the group, which in turn reflect the overall vision for Gulf of Maine itself, as a living entity requiring shared stewardship.Using logos and website references, consistently (leave out any references to contractors on the comms products), on all GOMC funded reports, tweets, etc. |  |  |  |
| Promotion | Draft articles about the GOMC for widespread publication, through targeted media, website, social media, etc. Ensure each article, fact sheet, presentation, display, web feature, or any other communications product does one or more of the following: speaks about the GOMC’s achievements (recent and over the past 25 years, making info accessible and readily searchable on the website);reinforces key messaging outlined in the overarching strategy; addresses specific topical issues and/or longer-term strategic considerations. |  |  |  |
|  | Prepare biographies (and bibliographies of any published materials) on Council Members (translate, where necessary for international fora?) – can be used for website, electronic media kits, conference organizers, Speakers Bureau  |  |  |  |
|  | Prepare a briefing package for Council Members/or elected officials to promote activities to date and highlight vision for the future, for use at related events they may be attending in their respective constituencies |  |  |  |
|  | Develop a list of events/opportunities for Council Members, Working Group members to attend and promote GOMC and its accomplishments (use the presentation package that has been developed by the Outreach Committee) |  |  |  |
|  | Establish a Speakers Bureau (may not be the same as for media strategy purposes) to do outreach on either the GOMC or the Gulf of Maine, as an entity |  |  |  |
|  | Work with Outreach Committee members to expand lists of potential interested parties, priority upcoming events (2-3 years out), opportunities for media interaction, priority Tweets, etc. |  |  |  |
| Website redesign | Create a subcommittee, chaired by a Communications professional, to develop a framework around key elements of the site: what gets included, mechanisms for getting timely and strategic info to the webmaster, what the layout needs to include to support the overall branding campaign. Follow up with continued analysis, as to the effectiveness of the site, by developing an annual plan for content and issue a call-out to members for input.Have subcommittee members participate in regular (quarterly?) discussions about strategic content, effectiveness of timely information feed mechanism, other issues (who updates info, etc.) |  |  |  |

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| Social media plan | Prepare draft overarching Social Media PlanResearch potential target audiencesOutline opportunities to use Twitter, Hoot Suite and Facebook to reach general public as well as targeted audiences (through streamlining of messages and tracking uptake)Establish a ‘gatekeeper’ for outgoing and incoming TweetsPrepare clusters of potential Tweets to push out to specific audiencesRevise strategy as required |  |  |  |
| **Strategy for 25th Anniversary year-round promotion of the Gulf of Maine Council** |
| Media plan | Establish a list of targeted outlets to raise awareness of the Gulf of Maine.Establish a Speakers’ Bureau of Council and Working Group members, who have media training to be the spokespeopleLink media outreach with upcoming events in the various states/provincesPromote social media links and website |  |  |  |
| **Participation at Coastal Zones Canada 2014**  |
| Media plan to generate interest in GOMC’s participation at the conference |  Calls to media outlets to line up interviews with GOMC members to speak, day before the conference starts, about the 25th anniversary and Council’s presence at the conference, and Nova Scotians/Haligonians and others involved in GOMCMedia Advisory and/or News release (touting 25th anniversary, promoting speaker at session) News release, post Awards, highlighting recipients and reiterating 25th anniversary messaging News release post-conference from GOMC summarizing/reinforcing position(s)  |  |  |  |
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