

Strategic Communication Checklist

PLANNING

- Organic** check the dashboard on a regular basis to monitor community conversations. Use filters and highlights to dig deeper.
- Organic** create a project to narrow in on a topic. Monitor the specific project dashboard regularly and request an Insight to dig deeper.
- Organic** view the Analytics tab in Publishing to measure your social media engagement performance and track your account growth
- Organic** visit Subscriptions to sign up for relevant email digests and keyword alerts
- Community Survey** review the live feed to spot emerging issues in real time

DELIVERY

- Organic** collaborate, schedule, and post to your social media accounts using Publishing. Leverage data from the dashboard to drive relevant messaging.
- Organic** write press releases via the Press Release Generator in News Feed
- Engage** create an Engage project to inform residents on a topic of interest. Integrate an Engagement survey to drive community interaction.

EVALUATION

- Organic** create reports within Organic or by navigating to Reports to funnel information to key stakeholders. Use Zencity templates for guidance if needed.