

COMMUNICATIONS ACTIVITIES

MEDIUM	FREQUENCY
Media Relations	
Editorial Boards	February-March
One on One Meetings	Continuous
Pitching Stories	Daily
Media Alerts/Releases	Once a week
Press Conferences	As needed for major announcements
Television	Twice a month
Print Media	Twice a month
Radio	Three times a month
Website	
Website Updates	Daily
Content Sliders	As needed
Events/Calendar	As needed
Social Media	
Facebook	Three times a day
Twitter	Twice a day
Instagram	Three times a week
YouTube	As needed
Social Media Ads	Prior to each community input meeting and for general public relations, increasing audience
E-Blasts	
Newsletter	Once a month
Announcements	As needed
Videos	
Educational Videos	Once a week
U.S. Mail	
Letters	As needed