LAC Communication Checklist: What do you want to share?

Do you have any events coming up? What type?
________________________________________________________________________________________________________________________________________________
________________________________________________________________________________________________________________________________________________

Do you have any interesting or fun photos to share?
________________________________________________________________________________________________________________________________________________
________________________________________________________________________________________________________________________________________________

Have any grants been recently awarded?
________________________________________________________________________________________________________________________________________________
________________________________________________________________________________________________________________________________________________

Does your program have any recent accomplishments to boast about?
________________________________________________________________________________________________________________________________________________
________________________________________________________________________________________________________________________________________________

Has any of your work appeared in the news? Are there news articles related to your work or your river?
________________________________________________________________________________________________________________________________________________
________________________________________________________________________________________________________________________________________________

Are there any messages you want to get out? Public Service Announcements?
________________________________________________________________________________________________________________________________________________
________________________________________________________________________________________________________________________________________________

Have you uploaded any new publications online? What are they?
________________________________________________________________________________________________________________________________________________
________________________________________________________________________________________________________________________________________________
**LAC Social Media Communication Strategy / Plan**

**Goals:** are higher reaching plans listed in your communication strategy and derived from your management plan that motivates the LAC to achieve more than the minimum duties listed in statute.

**Tasks:** are smaller action items that you know your LAC can handle accomplishing in the designated timeframe.

**When:** Add a timeline or schedule of how often / when these tasks can be accomplished (ex: two days before the monthly meeting, or on the 3\(^{rd}\) Saturday of every month we will hold an event at the local library).

**Who:** Assign one or two people to be in charge of these tasks so that someone is accountable for reviewing what is posted and for ensuring that the tasks are completed.

**Recommended Ideas:**
- Advertising Monthly Meetings
- Promoting Local Events
- Posting Photo

Complete this section using the recommended ideas or create your own

<table>
<thead>
<tr>
<th>Manageable Monthly Goal</th>
<th>What:</th>
<th>When:</th>
<th>Who:</th>
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<tbody>
<tr>
<td>Manageable Monthly Task</td>
<td>What:</td>
<td>When:</td>
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<tr>
<td>Manageable 6-Month Goal</td>
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<td>Manageable 6-Month Task</td>
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<td>Manageable Yearly Goal</td>
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