

# LAC Communication Checklist: What do you want to share?

Do you have any events coming up? What type?

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Do you have any interesting or fun photos to share?

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Have any grants been recently awarded?

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Does your program have any recent accomplishments to boast about?

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

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

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Have you uploaded any new publications online? What are they?

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# 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<sup>rd</sup> 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**

<b>Manageable Monthly Goal</b>	<b>What:</b>	<b>When:</b>  <b>Who:</b>
<b>Manageable Monthly Task</b>	<b>What:</b>	<b>When:</b>  <b>Who:</b>
<b>Manageable 6-Month Goal</b>	<b>What:</b>	<b>When:</b>  <b>Who:</b>
<b>Manageable 6-Month Task</b>	<b>What:</b>	<b>When:</b>  <b>Who:</b>
<b>Manageable Yearly Goal</b>	<b>What:</b>	<b>When:</b>  <b>Who:</b>
<b>Manageable Yearly Task</b>	<b>What:</b>	<b>When:</b>  <b>Who:</b>