

## USING COMMUNICATIONS EFFECTIVELY IN LOCAL GOVERNMENTS (and other places too)

Everyone wants to know "what's going on?"

- Expectation that information will be
  - Quickly available
  - Easy to find
  - Easy to understand
- Expectation that
  - Questions will be answered
  - Concerns will be addressed
  - Information will be found

## EVOLUTION OF CORPORATE COMMUNICATIONS

- First, private corporations "got it", followed closely by professional associations
- Then federal and provincial governments made the move
- And then local governments started to put their toes in



## THE GOOD NEWS

- Local governments were taking notice of changing communities
- Local governments were taking notice of current employee limitations
- Local governments were taking notice of advantages of skilled communications



## BE CLEAR

- Understand what you need
- Hire the right skill set

## BE REAL

- One size does not fit all

### BE HONEST

- There is no "spin"
- There is no silver bullet
- There is no quick fix

### BE INCLUSIVE

- Good relationships are "involved"

### BE SUPPORTIVE

- Don't apologize for using the right tool for the job

### BE PART OF THE SOLUTION

- Communications doesn't reside in one person or department

BE AWARE OF COSTS

- Person
- Place
- Things

AND THE OUTCOME IS . . .