

# TOWN OF HULL COMMUNICATIONS PLAN

*The art of communication is the language of leadership.  
— James Humes*

*Wave of the Future* "...we the people of Hull seek to shape a culture for our town that preserves and enhances its natural features and rich heritage, while providing the services and amenities that characterize a healthy, dynamic community..."

In furtherance of ongoing public involvement and fostering a healthy and dynamic community, the Board of Selectmen commits to implementing communication policies and processes to achieve the following communication goals:

- Delivery of consistent, accurate, and timely information
- Encourage public involvement & two-way communication
- Promote relevancy amongst & between residents, businesses, neighbors & visitors

# Target Audiences



# A Closer Look at the Goals



## Consistent, Accurate, Timely

- Conscientious branding of community principles
- Promote community values
- Improve internal and external confidence
- Establish communication expectations
- Inform on a proactive and responsive basis
- Utilize multi-modes of media



## Public Involvement & Two-Way

- Adopt a social media policy
- Establish Board of Selectmen "Office Hours"
- Improve town webpage
- Engage Neighborhood Associations



## Relevancy

- Ensure selected media type(s) and messages address intended and necessary audience
- Identify appropriate sources of information (town departments, emergency services, schools, etc.)

# Action Items -GOAL #1 - Consistent, Accurate, Timely

Social Media: Facebook, Twitter, & Instagram (Board of Selectmen, Town Departments, Emergency Services)

Quarterly Reporting: Committee & Board Reporting & Website Postings

Quarterly Newsletters: Light Plant inserts

Hull TV

# Action Items- GOAL #2

## Public Involvement & Two-Way

Develop social media policy

Establish Board of Selectmen “Office Hours”

-6pm- 7:15pm ahead of meetings

Improve town webpage - seek funding sources

Engage Conversations with Neighborhood Associations & Chamber of Commerce

# Action Items- Goal #3

## Promote Relevancy amongst Residents, Businesses, Neighbors & Visitors

Information to come from Town Department Heads; Town Manager Administrator

Emergency Services Communications: Code Red

School Communications